

ABSTRACT

Indonesia has a variety, both in terms of customs, culture, religion, and language. These diverse cultures create a great tourism potential, one of the examples is culinary tourism. The developments of culinary in Indonesia cannot be separated by the role of the media, one of the most frequently used social media is Instagram. The purpose of this research is to know how big is the impact from the use of @kulinerbandung Instagram account has to fulfill culinary tourism information needs in Bandung. The independent variable in this research is @kulinerbandung Instagram account with the bound variable is the needs of fulfillment of culinary tourism information needs in Bandung. This research uses descriptive quantitative research methods. The data analysis technique used is a simple linear analysis. The population in this research is the followers of @kulinerbandung Instagram account. The total of the sample is 400 respondents using the random sampling technique. The results of the t-test analysis and coefficient of the determination indicate that the use of @kulinerbandung Instagram account to fulfill information needs to get a calculated result in the amount of 12,540. Then the result of $t_{count} > t_{table}$ is $(12,540 > 1,966)$ and the significance is $0,000 < 0,05$, then H_0 is rejected and H_a is accepted. So, it can be concluded that @kulinerbandung Instagram account has a positive and significant influence on information needs.

Keywords: Information needs, Instagram, @kulinerbandung.