

ABSTRACT

Instagram which originally only used to share photos and videos, can now be used by users as a medium to share news. With Instagram, people do not need to open news portals through the website because all the news that can be obtained through one platform. Instagram makes it easy for users to share information with other users. @infobandungraya is one of Instagram accounts that utilize social media Instagram to spread information. @infobandungraya spreading information about Bandung city. In this study, researchers took the population of @infobandungraya Instagram account followers. 100 people were chosen as samples, using non probability sampling technique. The purpose of this research is to know the effectiveness of @infobandungraya Instagram accounts on fulfilling followers information needs. This type of research is a quantitative research descriptive, a study that determines some of the hypotheses to be tested. This method of survey is spread the questionnaire link to the followers of @infobandungraya through the direct messages feature. The study concluded that the effectiveness of Instagram accounts @infobandungraya affects 55.95% on fulfilling the Followers ' information needs, supported by factors such as the accuracy of the news, the clarity of the news, and providing information that suit the needs of its followers. While the rest of 44,05% is influenced by other variables that are not researched in this study.

Keywords: *Effectiveness, Information Needs, Instagram.*