

ABSTRACT

The @bukittinggiku account is Instagram's social media in conveying information that is used to fulfill followers' information needs. The theory used in research that uses strong theory and information needs theory. In this study, researchers used descriptive quantitative research methods. The population in this study were followers of the @bukittinggiku Instagram account with 201,000 followers. Researchers use non-probabilty sampling technique and get a sample size of 100 people. The results showed that there was a significant influence between the @bukittinggiku Instagram account on fulfilling followers' information needs. Based on the results of the analysis of the coefficient of determination, the R square is 0.741. This explains that it is very influential on variables that affect Instagram accounts (X) Information needs (Y) are 54,90%. While the remaining 45,10% is believed by other factors that are not carried out by researchers in this study.

Keywords: *Effectiveness, Instagram, Needs, Information*