

## **ABSTRACT**

*This study aims to determine how much effectiveness the use of Instagram @jabarsaberhoaks social media is in fulfilling the need for information about hoax facts among followers in West Java. The independent variable used in this study is the use of social media (X) with dimensions: Context, Communication, Collaboration, and Connection. Dependent variables used are information needs (Y) with dimensions: Current need approach, Everyday need approach, Exhaustic need approach and Catching-up need approach. This research uses quantitative methods, with descriptive research type, normality test, simple linear regression test, coefficient of determination and hypothesis testing. The sampling technique used in this study was nonprobability sampling, namely purposive sampling, and using the bernoulli formula, with a total of 385 respondents. Hypothesis test results show that the use of social media Instagram @jabarsaberhoaks is effective in fulfilling the information needs about hoax facts to followers in West Java, this is evidenced by  $t \text{ count } (8,011) > t \text{ table } (1,966)$  and the coefficient of determination shows that the use of social media is equal to 77.3% is effective against the information needs related to hoaxes in followers in West Java, while 22.7% is another variable not examined in this study.*

*Keywords: Use of Social Media, Instagram, Meeting Information Needs.*