

ABSTRACT

The development of social media in the development of communication and information technology can facilitate Indonesian people in various sectors of life. one of them is the tourism sector. One of the cities that has been visited since the first time is the city of Bandung. However, the city of Bandung still has problems in developing tourism. Tourism development in the city of Bandung is currently not integrated between the various stakeholders in the tourism sector. Stakeholders in tourism are all elements of tourism actors. the Instagram account @Jarambah_bandung is included in the category of community and media stakeholders, where Jarambah Bandung is at the forefront. However, they are also responsible in terms of preserving the surrounding environment and they are also a medium of information between stakeholders so that they can improve the reputation of the destination in the city of Bandung.

This research was conducted to determine the effect of social media Instagram @jarambah_bandung on meeting the needs of tourism information in the city of Bandung. This study uses quantitative methods by distributing questionnaires to 400 respondents through online media. The population in this study are Instagram social media users who have followed the @jarambah_bandung account. The data analysis technique used is multiple linear regression analysis.

The results of this study indicate that social media (X) has a significant effect on information needs (Y). the results of the coefficient of determination test showed that the influence of social media (X) had an effect on information needs (Y) of 70.5%, and based on the influence of other factors not observed in this study of 29.5%. Based on partial hypothesis testing, the sub-variables of context, communication, collaboration and connection have a significant influence on tourism information needs in the city of Bandung

Results Based on the research, the researcher suggests After analyzing this research, the most dominant context dimension in meeting the needs of tourism information in the city of Bandung is included in the very good category. hopefully this will continue to be maintained and improved by @jarambah_bandung. Because followers already feel that the message conveyed on the @jarambah_bandung instagram account is clear and informative, it is easy to reach. However, there are dimensions with low values even though they are in the very good category, namely the communication dimension, so @jarambah_bandung should pay more attention to this dimension. This can be done by increasing interaction with followers, such as admin responses when answering follower questions on the @jarambah_bandung Instagram account are answered quickly.

Keywords: *Instagram, Social Media and Information Need*