

## ABSTRACT

*This study was conducted to determine how the influence of online media to fulfill the information needs of followers of the @medantalk Instagram account. Instagram @medantalk is an Instagram social media account that conveys various information about events and conditions in Medan, whether it is about tourist attractions, culinary, accidents, crimes, etc. This study aims to find out and analyze how the influence of online media usage on meeting the information needs of followers of the @medantalk Instagram account.*

*This study uses quantitative research methods with survey methods. Sampling was done by non-probability sampling technique with purposive sampling type. The population in this study are followers of the @medantalk Instagram account by distributing online questionnaires of 100 respondents. Data analysis techniques are descriptive analysis, normality test, correlation analysis, heteroscedasticity analysis, and simple linear regression analysis. The hypothesis can be made by testing the coefficient of determination and the T-test.*

*Based on the results of hypothesis testing using the t-test, it shows an effect of using online media on meeting the information needs of followers of the @medantalk Instagram account. This is evidenced by t-count (9.458) > t-table 1.98 with a significance level of  $0.000 < 0.005$ . Based on the coefficient of determination test results, it was found that the use of online media influenced 47.7% on meeting the information needs of followers of the @medantalk Instagram account. In comparison, the remaining 52.3% was the contribution of other factors not examined by researchers in this study.*

**Keywords:** *online media use, information needs, Instagram @medantalk*