ABSTRACT

At first, Instagram was only used by it's users to share photos and videos, but overtime the use instagram continued to grow, one of which became a medium of information exchange that was considered effective. With the presence of instagram in society, now there is no need to wait for hours or even days for information through television, newspapers, or even opening news portals online. The instagram account @soalpalu takes advantage of this by sharing various information about the city of Palu. The population of this study is citizens of Palu that are also Instagram followers @soalpalu , then a sample of 100 people was taken using a non-probability sampling technique with the incidental sampling method. The purpose of this study was to explain how effective the usage of the @soalpalu Instagram account is for the need of information of the citizens of Palu. This was descriptive-quantitative research, which is a study conducted to determine several hypotheses to be tested. The survey method used is by distributing a questionnaire link to the citizens of Palu who follow the Instagram of @soalpalu via instastory. This research conludes that the effectiveness of Instagram accounts @soalpalu 65,4% on fulfillinf the citizens information needs.

Keyword: Effeivesness,   Instagram,   Information   Need