

ABSTRACT

In modern times, there are various very sophisticated technologies, one of which is the internet. Currently the internet is a very important need for all people, including in Indonesia. The benefit of the internet for the community is that it can make it easier to find various kinds of information without any limitations of space and time. One of the most important is social media Instagram, where there are various sources of information provided by informative accounts. There is an informative Instagram account that provides updated news and information every day, namely @indozone.id, therefore how the @indozone.id Instagram account can be influential and can be used by followers as a forum to meet the latest information needs. The method used by the researcher is a qualitative descriptive method by conducting interviews with five key informants in the province of DKI Jakarta. In this study using the Uses and Gratification theory proposed by Blumer and Katz with a focus on information motives (surveillance). Results Based on research and discussion, through Instagram social media, the @indozone.id account presents a variety of varied and up-to-date information so that it is influential as a means of information retrieval to meet the information needs of its followers.

Keywords: *information search, social media, instagram*