

ABSTRACT

Social media is currently widely used as a medium to disseminate information widely, so it has many types of content, one of which is news content that is shared on Instagram. With so much information circulating in the community, there are times when people cannot distinguish between true and false information or the circulation of hoax news. The Instagram account @turnbackhoaxid is one of the media to fight fake news. The purpose of this study is to find out how effective the @turnbackhoaxid Instagram account is in meeting the information needs of its pengikut. The type of research used is descriptive quantitative research. The population of this study is the pengikut of the Instagram account @turnbackhoaxid with a sample size of 100 people. The results of this study indicate that the effectiveness of communication has a partially significant effect on the fulfillment of information needs. This shows that the effectiveness of the @turnbackhoaxid Instagram account's communication has an effect on meeting the information needs of followers. This proves that the @turnbackhoaxid Instagram account has effective information for followers by delivering information that contains clear and complete insights to provide recommendations to many people.

Keywords-Communication Effectiveness, Information Fulfillment, Instagram, Hoax