ABSTRACT

Now the Instagram feature is the most popular feature by the public, this is evidenced by the number of Instagram users through a survey conducted by We Are Social on portal.com that the number of Instagram users is now the second highest in Indonesia at 84.8%. In addition to entertainment, Instagram also functions to search for various information, nowadays the human need for information continues to grow, one of which is information about IT technology. However, on Instagram itself information about technology is provided in minimal quantities, this is shown from a survey conducted by Statistica.com that brand uploads per week on Instagram regarding technology occupy the lowest level, namely 2.4. Meanwhile, information about IT technology is now important information for the process of human adaptation to modern life which continues to grow every day. In Indonesia, technology is currently growing rapidly, especially IT Cloud technology. This is in line with what was reported by gimzologi.id that currently IT Cloud services are growing rapidly by 81%. This illustrates that currently the influence of Instagram features on the information needs of the type of IT information technology has not been predicted. For this reason, this study discusses the effect of the Instagram @telkomsigma feature as an Instagram account for a company engaged in technology, namely IT Cloud technology, on the information needs of its followers. The purpose of this study is to find out how much influence Instagram features have on followers' information needs. This type of research is descriptive quantitative using simple linear regression analysis method. The population in this study were followers of the Instagram account @telkomsigma, which amounted to 11 thousand followers, then 100 samples were taken for this study using a simple random sampling technique. The results of this study are that the Instagram feature on the @telkomsigma account has a fairly high influence on followers' information needs, namely 69.3%, while the remaining 30.7% is influenced by other factors that were not observed in this study. And there is a strong relationship between the Instagram @telkomsigma feature and the information needs of followers. This can be seen from the results of a positive correlation value of 0.883 which can be interpreted on an interval scale of 0.80 - 0.100, which means that it has a very strong level of relationship in the category. And the share feature sub-variable cannot meet the criteria of the information needs theory used in this study, for this reason the share feature can be interpreted only as a complementary marketing tool used by the @telkomsigma account on Instagram social media to expand the dissemination of information that has been shared.

Keywords: *Telkomsigma, Instagram, Features, Information Needs.*