

## **ABSTRACT**

*Information accounts that are of interest to the public are Instagram accounts that present clear and complete information. The Instagram account @kopisurgawi is an account on Instagram social media that provides information in the form of coffeeshop references in Bandung. Unlike other similar accounts, this account has a higher level of interaction. With its complete content in the form of photos and videos, the followers and likes are superior, besides that the Instagram account @kopisurgawi is very updated with the development of coffee shops in Bandung. The Instagram account @kopisurgawi not only displays coffeeshop photos and videos, but this account also includes the full address of the coffeeshop. This Instagram account focuses on providing information about coffeeshop references in Bandung, by presenting interesting content such as photo content and video reels, this Instagram account also provides information about new coffeeshops in Bandung. This study aims to find out how effective the @kopisurgawi Instagram account is in meeting the information needs of followers. This study uses a descriptive quantitative research method, the sample used in this study is active followers who are followers of the @kopisurgawi Instagram account. In this study, the results obtained a significant influence between the Effectiveness of the @kopisurgawi Instagram Account variable on Fulfillment of Information Needs. By getting the results of  $t_{count}$  (3.585)  $>$   $t_{table}$  (1.984), then  $H_1$  is accepted and  $H_0$  is rejected. From the results of the coefficient of determination, the effectiveness of the @kopisurgawi Instagram account has an influence of 11.6% in Fulfilling Followers' Information Needs, and the rest is influenced by variables that are not in this study.*

**Keywords :** *New Media, Instagram, Effectiveness, Information Needs*