

ABSTRACT

Instagram is a social media platform that provides the latest information needs. Some people sometimes use Instagram social media more than print media to satisfy their curiosity for the information they need. The use of social media is not only for ordinary people, but currently many companies or companies engaged in services or goods use Instagram as a platform to disseminate information and sell their products. This study examines the impact of the Instagram account @loveable.redaksi on meeting the information needs of young people in fiction. The Instagram account @loveable.redaksi is an account that often displays young adult content and provides the latest information from the world of writing and books. This research was conducted on the Instagram @loveable.redaksi social network with a sample of 245,000 followers. Researchers used quantitative research methods by distributing questionnaires online via Google Form and to 30 respondents via Instagram DM to followers of the Instagram account @loveable.redaksi. The data analysis technique used in this study is to test the validity and reliability using the SPSS for windows program.

Keywords: Public Opinion, Instagram @loveable.redaksi, Information Needs