ABSTRACT

The use of social media, especially social media Instagram in the development of advanced technology, is currently very helpful and makes life easier in various fields, especially in the field of tourism. The use of social media is used as a forum for disseminating and sharing information to meet information needs. Bangka Island is an island surrounded by tourist attractions and beautiful beaches but there is not much information about these tourist destinations. This research was conducted to determine the effect of the use of social media Instagram @explorebangka on the fulfillment of tourist information needs on Bangka Island. Researchers used quantitative research methods by distributing questionnaires via Direct Message (DM) and Instagram Insta Story. The population of this study are followers of the Instagram account @explorebangka. The data analysis techniques in this study include descriptive analysis, normality test, heteroscedasticity test, simple regression test, correlation coefficient, coefficient of determination and hypothesis test T. The results of the research based on the tests previously mentioned give the result that the variable X, namely the use of social media, obtained significant results. positive on variable Y, namely the need for information, the variable use of social media has an influence of 85.9% on the fulfillment of tourist information needs on the island of Bangka while the remaining 14.1% is a factor that was not examined by researchers in this study.

Keywords*: instagram, use of social media, information needs.*