

ABSTRACT

Digital media is growing rapidly accompanied by users increasement of technology devices. One of the most frequently used digital media is social media. Social media allows a user to interact with other users online. Instagram is one of the social media that is in great demand by many audiences because Instagram provides interesting features that can support its users in interacting. With the increase in Instagram users, one of the BUMN companies, namely Telkom Indonesia, especially the Digital Business Directorate department, is utilizing social media as an information platform about internships. This research was conducted to determine the effect of Instagram @internship_ddbtelkom social media content on the fulfilment of student information needs in Bandung city. Researchers used quantitative research methods by distributing questionnaires through instastory and WAG. The population of this study are active college students in Bandung city. Data analysis techniques used in this study include descriptive analysis, normality test, heteroscedasticity test, simple regression test, correlation coefficient, coefficient of determination, hypothesis test T. The results of the research based on the tests previously mentioned give the result that variable x, namely social media content is obtained a significant positive result for the y variable, namely the need for information, the variable social media content has an influence of 85.6% on meeting the information needs of students in Bandung city, while the remaining 14.4% is a factor not examined by researchers in this study.

Keywords: *Content, Social Media, Instagram, Information Needs*