

ABSTRACT

Instagram is one of the many social media in circulation. Instagram is the choice of many people to provide information, from advertising to or just sharing the daily activities of its users. A lot of information can be obtained from using Instagram social media, including information about health sciences, one of which is calorie calculation. In this study, the aim was to determine the effect of social media Instagram @beeruindonesia on fulfilling the information needs of calorie calculations. This study used a quantitative research method by distributing questionnaires to followers of the @beeruindonesia Instagram account. The population taken in this study is the total number of followers of the @beeruindonesia account of 107,651 and the total number of respondents as a sample obtained is 206 respondents. The data analysis technique used is descriptive analysis, internal successive method test, normality test, heteroscedasticity test, simple linear regression analysis, coefficient of determination test, hypothesis test T. The research results obtained are the influence of social media (X) to significantly influence needs information (Y) of 70.5%, while the remaining 29.5% is explained in other variables outside the variables of this study.

Keyword: *Social media, Instagram, Information needs*