

ABSTRACT

Humans are social creatures who communicate and interact with each other to try to get news information from others. In the current era, the development of information and communication technology also follows the development of an increasingly modern world. The development of industry 4.0 requires the television industry media to converge to digital media, one of which is social media. Currently, Instagram social media is a social media that is in demand by many audiences. The current form of information search can be done through Instagram social media, one of which is the @metrotv Instagram account. This research was conducted to find out how much influence Instagram @metrotv social media content has on followers' information needs. There are two theories contained in this research, namely New Media theory and Uses and Gratification theory. The author uses quantitative research methods by distributing questionnaires through social media Instagram and Whatsapp addressed to 100 Instagram @metrotv followers. The analysis technique used in testing the variables studied is descriptive analysis, normality test, heteroscedacity test, multiple linear regression analysis, coefficient of determination, and hypothesis testing. The results showed that there is an influence of Instagram @metrotv social media content on followers' information needs. Based on the coefficient of determination, the social media content variable (X) has an effect of 40.6%, while the remaining 59.4% is the influence of other factors not examined in this study.

Keywords: *New Media, Uses and Gratification, Content, Social Media, Instagram, Information Needs, @metrotv*