

ABSTRACT

Social media is not only used for personal purposes but is also used by various business people in marketing the brands and / or products sold by business people such as providing information related to products sold or marketed. Instagram is one of the most widely used social media in Indonesia. All the conveniences and various features available on Instagram help business owners market the products or services they sell through Instagram. One form of information or product disseminated through Instagram is information about video on demand (VOD) programs. The development of technology, especially the Internet, provides great potential for the Indonesian streaming market, which encourages over the top (OTT) video streaming companies to compete in the Indonesian streaming market. PT. Vidio Dot Com is an OTT (over the top) service provider company based on video streaming services. Providing various services in the form of free channels (free – to – air) in the form of live streaming broadcast programs such as films, television channels, original series, live sports, news and other broadcast programs. This study was conducted to determine the effect of using Instagram social media @vidiodotcom on the fulfilment of needs of broadcast programs on Vidio.com platform. This research was conducted by quantitative methods, by distributing questionnaires using google forms and distributed via Instagram direct messages. The population of this study is followers on Instagram @vidiodotcom. Data analysis techniques in this study include descriptive analysis, normality test, heterokedasticity test, simple regression test, correlation coefficient, determination coefficient and hypothesis test T. Based on the results of the study, the variable of social media use (X) influenced the variable of meeting information needs (Y), the influence obtained from the results of data processing amounted to 59.8% on meeting the information needs of broadcast programs on Vidio.com platforms and the remaining 40.2% was influenced by other factors that were not studied in this study.

Keywords: Social media, Instagram, information needs