

ABSTRACT

The current development of technology has a significant impact on communication and information, particularly through social media. Social media is used within the corporate sphere as a means of marketing communication, which falls under the field of promotion. Companies can easily market their products through Instagram because it does not require excessive effort, money, human resources, or time. This expands their market share in the West Java region. One of the products from PT. Telekomunikasi Indonesia Regional III West Java is Wifi Id, using social media platforms like Instagram and Facebook to promote their product. Therefore, the author is interested in choosing the title "The Effectiveness of Instagram Social Media @wifiidjabar in Meeting the Information Needs of IndiHome Digital Products in 2023."

This research aims to explain how respondents perceive the effectiveness of Instagram social media @wifiidjabar in meeting the information needs of IndiHome Digital products. This study uses quantitative research with data collection through questionnaires. The sample used in this study is nonprobability sampling, and the data source is primary data from 100 followers of Instagram @wifiidjabar. Secondary data in this research are obtained from documentation and literature sources, such as books, journals, or websites available on the internet. The questionnaire data will be analyzed using Descriptive Analysis and Hypothesis Testing.

The results of the analysis show that the dependent variable, the Effectiveness of Social Media @wifiidjabar, has an overall percentage of 91.7% (very good). Based on the analysis results, the Information Needs variable has an overall percentage of 92% (very good). Furthermore, based on the analysis results, the variable Effectiveness of Social Media (X) influences the variable Information Needs (Y).

The company is advised to improve the content related to IndiHome digital products and enhance digital marketing strategies through social media, keeping it up-to-date.

Keywords: Social Media, Effectiveness, Information Needs