

ABSTRACT

The research has a focus on being able to compare the influence of the use of Hypermart digital communication media on the adequacy of consumer information. This study aims to be able to find out and analyze how the use of communication media by Hypermart, how the adequacy of information obtained by consumers.

In this study using quantitative methods with the type of research used is descriptive. Samples were taken using the non-probability sampling method with random sampling with a total of 186 Hypermart consumers as respondents. Furthermore, the data analysis technique used in this study uses descriptive analysis and simple linear regression analysis.

So based on the test results of the T-test hypothesis, there is an influence in the use of Hypermart digital communication media on fulfilling consumer information needs. The result of the comparison is that Hypermart's communication media can excel in collaborating with consumers and can properly convey the latest information to consumers.

Keywords : Digital communication media, information adequacy, instagram @Hypermart_id