

ABSTRACT

Social media Instagram is a digital application that is used to be able to provide information and carry out two-way communication with fellow users. Instagram can be used in various fields, one of which is tourism. Instagram has features that can be used to support communication, including hashtags, geotags, follow, share, like, comments, mentions. The theory used in this study are social media theory Instagram and fulfillment of information needs theory. The purpose of this study was to determine the influence of social media Instagram @wonderfulindonesia on fulfillment of tourism information needs. The method used in this study is descriptive quantitative with data analysis techniques used in this study are correlation coefficient test, coefficient of determination test and simple linear regression analysis. The results of the correlation coefficient test were 0,865 so that it can be concluded that Instagram social media variables and fulfillment of tourism information needs variables have a strong relationship. In addition, it was found that the influence of social media variables Instagram @wonderfulindonesia on fulfillment of tourism information needs was 74,8%, while 25,2% was influenced by other variables not discussed in this study.

Keywords : Instagram Social Media, Fulfillment of Information Needs, Wonderful Indonesia, Tourism