

ABSTRACT

The presence of technological developments in this digital era brings people into life with easy activities without any limitations of space and time. Social media has now become a new medium for people to communicate, so the use of social media has now become part of people's lives, which can be seen by the data showing the large number of internet and social media users. With this high usage, beauty content creators have emerged, one of whom is Fani Rahmawati, who is a source of information regarding beauty products. This research aims to determine the magnitude of the influence of the use of social media Instagram @fanirahm on fulfilling the information needs for beauty products among Generation Z in Bandung City. The indicators tested in the research are social media use variables with the dimensions context, communication, collaboration, connection and information need variables with the dimensions current need approach, everyday need approach, exhaustive need approach, catching-up need approach. The research method used is quantitative with descriptive research type with the Generation Z population in Bandung City. Sampling was carried out using a random sampling technique, with a sample size of 400 people through distributing questionnaires. The research results show that the use of social media Instagram @fanirahm has a positive and significant influence of 86.3% on fulfilling the information needs of Generation Z in Bandung City. The idea for future researchers is that they can conduct research on the same topic but use different research methods.

Keywords: *Instagram, Beauty Content, Beauty Product Information Needs*