ABSTRACT

Social media is an information search to fulfill information needs. Information needs are a need needed by humans that can be obtained easily. The number of social media users, especially Instagram, who share information with each other with the development of technology, everyone including the public seeks information through social media. The Instagram application includes the easiest social media in uploading images with a form of photo/video sharing social network. Instagram is also used by paguyuban mojang jajaka an organization for information media to meet the needs of the audience. This research aims to make the social media @mokagarut which is a representation of tourism information in Garut Regency. The research method used is quantitative, by distributing questionnaires using google form and observation through Instagram @mokagarut. Data analysis techniques in this study include descriptive analysis, normality test, heteroscedasticity test, simple regression test, correlation coefficient test, determination coefficient, and hypothesis testing which in the data analysis process is carried out through the SPSS IBM version 29 program. Based on the results of data analysis, Instagram social media (X) has a significant influence on fulfilling information needs (Y) by 86.7% while the other 13.3% is influenced by other factors outside this study.

Keywords: tourism communication, social media Instagram, fulfillment of information needs