

ABSTRACT

Students, as active social media users, need accurate and relevant information to support their learning and careers. The effectiveness of delivering information is greatly influenced by information technology, which makes it easier to access and improves the quality of the content presented. The @ditmawa_univtelkom account, with content about campus activities, scholarships, and student services, plays an important role in meeting students' information needs through interesting and informative messages. This research aims to find out how strong the relationship is between the attractiveness of messages provided via the Instagram social media account of the Directorate of Student Affairs and the information needs of Telkom University students. The research method used is a quantitative method with descriptive analysis. The data collection technique was carried out by distributing research instruments using a questionnaire and processing them using IBM SPSS Statistics software. The research results explain that the higher the attractiveness of rational messages on the Instagram account of the Directorate of Student Affairs, the higher the search for information from Telkom University students. The more attractive the rational message on the Instagram account of the Directorate of Student Affairs at Telkom University, the more determined the attitudes of Telkom University students will be. It is hoped that the results of this research will improve the Telkom University Student Affairs Directorate's Instagram account further by providing content regarding steps, terms and conditions, or tutorials on how to register to apply for scholarships, competitions, and other activities.

Keywords: *Information Needs, Message attractiveness, Social Media, Students*