

ABSTRACT

This study examines the Influence of the Use of Instagram @CoppaMagz Social Media on the Fulfillment of Information Needs of K-Poppers Students. The use of Instagram social media is used as a forum to disseminate information to meet information needs. This study uses a quantitative approach with a sample of 400 respondents who are followers of @CoppaMagz's Instagram account. Data was collected through a questionnaire distributed online. It is spread through two social media, Instagram (DM) and X application through the @collagemenfess account. The population of this study is followers of @CoppaMagz's Instagram accounts. The data analysis of this study used descriptive analysis, normality test, heteroskedasticity test, simple regression test, correlation coefficient, determination coefficient, and hypothesis test. The results showed that the variable of social media use (X) was significantly positive for the variable of information needs (Y). Variables of use of sauce media.

Keyword: Instagram, Social Media Use, Information Needs