

## DAFTAR TABEL

Tabel 1. 1 Akun Instagram News Company K-pop Di Indonesia.....	3
Tabel 1. 2 Waktu dan Periode Penelitian.....	10
Tabel 2. 1 Jurnal Nasional .....	23
Tabel 2. 2 Jurnal Internasional .....	27
Tabel 3. 1 Operasional Variabel .....	35
Tabel 3. 2 Instrumen Skala Likert .....	45
Tabel 3. 3 Uji Validitas .....	50
Tabel 3. 4 Uji Reliabilitas Variabel X .....	52
Tabel 3. 5 Uji Reliabilitas Variabel Y .....	53
Tabel 4. 1 Karakteristik responden berdasarkan screening question .....	59
Tabel 4. 2 Karakteristik responden berdasarkan screening question .....	60
Tabel 4. 3 Karakteristik responden berdasarkan jenis kelamin.....	61
Tabel 4. 4 Karakteristik responden berdasarkan usia.....	62
Tabel 4. 5 Hasil Analisis Deskriptif Sub Variabel Context .....	63
Tabel 4. 6 Hasil Analisis Deskriptif Sub Variabel Communication .....	65
Tabel 4. 7 Hasil Analisis Deskriptif Sub Variabel Collaboration .....	67
Tabel 4. 8 Hasil Analisis Deskriptif Sub Variabel Connection .....	69
Tabel 4. 9 Rekapitulasi Variabel Penggunaan Media Sosial .....	71
Tabel 4. 10 Hasil Analisis Deskriptif Sub Variabel Current Need Approach.....	72
Tabel 4. 11 Hasil Analisis Deskriptif Sub Variabel Everyday Need Approach.....	74
Tabel 4. 12 Hasil Analisis Deskriptif Sub Variabel Exhaustic Need Approach .....	76
Tabel 4. 13 Hasil Analisis Deskriptif Sub Variabel Catching-up Need Approach .....	78
Tabel 4. 14 Rekapitulasi Variabel Kebutuhan Informasi.....	80
Tabel 4. 15 Uji Normalitas .....	82
Tabel 4. 16 Uji Heterokedastisitas .....	83

Tabel 4. 17 Analisis Regresi Sederhana .....	84
Tabel 4. 18 Analisis Koefisien Korelasi.....	86
Tabel 4. 19 Interpretasi Terhadap Koefisien Korelasi.....	86
Tabel 4. 20 Uji Koefisien Determinasi.....	87
Tabel 4. 21 Uji T .....	88