

ABSTRACT

The rapid development of digital media aligns with the increasing number of technology users, with social media being one of the most frequently utilized platforms for online interaction. Instagram, as a widely popular social media platform, offers various features that facilitate user engagement. With its growing user base, the MSIB program (Certified Internship and Independent Study Program) under the Ministry of Education, Culture, Research, and Technology leverages Instagram as an information platform for internship-related topics. This study aims to examine the influence of Instagram content from @magangmerdeka on fulfilling the information needs of Telkom University students using a quantitative research method. Data were collected through questionnaires distributed to 111 respondents, consisting of @magangmerdeka Instagram followers who registered for the MSIB batch 7 program. The study applied a non-probability sampling technique, specifically purposive sampling. The findings reveal that social media content has a significantly positive impact on fulfilling information needs, with Instagram content contributing 77.8% to the fulfillment of students' information needs, while the remaining 22.2% is influenced by other factors not examined in this study.

Keywords: Instagram, Content, Information Needs, Social Media, MSIB.