

ABSTRACT

The development of digital technology has changed the way society obtains information. Instagram has become one of the social media platforms used as a quick source of information. @infobandungkota is one of the popular Instagram accounts among the people of Bandung City, serving as a source that presents the latest situations regarding Bandung City. Therefore, this study aims to investigate the influence of using the @infobandungkota social media account on the information needs fulfillment of the people of Bandung City. The method used in this research is a quantitative method, with data collection techniques through the distribution of online questionnaires to 100 respondents using Google Forms, which were disseminated via direct messages on Instagram. The population in this study consists of the people of Bandung City who are followers of the @infobandungkota Instagram account. Data analysis in this study uses descriptive analysis, normality test, heteroscedasticity test, simple linear regression test, correlation coefficient, coefficient of determination, and hypothesis testing. The results of the study indicate that the use of the @infobandungkota social media account has a significant impact on the level of information needs fulfillment of the community. This is evidenced by the results of the T-test, where the t-value is greater than the t-table value ($34.157 > 1.660$). Thus, it can be concluded that there is an influence of using the @infobandungkota social media account on the information needs fulfillment of the people of Bandung City.

Keywords: @infobandungkota Account, Information, Information Needs, People of Bandung City, Social Media