

ABSTRACT

The increasing use of social media as a source of information makes the Instagram account @vidiodotcom interesting to study, particularly regarding the fulfillment of followers' information needs. This study aims to determine the influence of the quality of information on the @vidiodotcom Instagram account on fulfilling followers' information needs and to determine the extent of the influence of the quality of information on the @vidiodotcom Instagram account on fulfilling followers' information needs. This study used a quantitative approach with a survey method. The sample was determined using a purposive sampling technique, involving 100 respondents who were followers of the @vidiodotcom Instagram account.

The analysis results showed a correlation coefficient (r) of 0.652, classified as strong, with a coefficient of determination (R^2) of 42.6%. This means that information quality contributes 42.6% to fulfilling followers' information needs, while the remaining 57.4% is influenced by other factors outside the study. The t -test yielded a calculated t -value greater than the t -table, thus rejecting H_0 and accepting H_1 . These findings indicate that the quality of information displayed on the @vidiodotcom Instagram account has a significant influence on fulfilling followers' information needs, albeit moderately.

Keywords: *Information Quality, Instagram, Social Media, Information fulfillment*