

# THE EFFECT OF USING INSTAGRAM SOCIAL MEDIA ON FULFILLING THE INFORMATION NEEDS OF FOLLOWERS @INFOBEKASI

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## Abstract

This research aims to see whether there is an influence of the use of Instagram social media on fulfilling the information needs of @infobekasi followers. The method used is a quantitative method with data collection techniques using questionnaires. This research uses a descriptive approach with the aim of describing the research object or research results used to explain the influence of the use of Instagram social media on meeting the information needs of @infobekasi followers. Based on the research results, it was found that the use of Instagram social media has a positive and significant effect on fulfilling the information needs of @infobekasi followers, indicated by a significance level of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. The magnitude of the influence is obtained from the coefficient of determination value of 0.331. This value shows that 33.1% of fulfilling the information needs of @infobekasi followers is influenced by the use of Instagram social media, while the remaining 66.9% is influenced by other factors not examined in this research.

Keywords: Followers, Information Needs, Instagram, Social Media

## 1. Introduction

The presence of technology makes changes in the human communication process. The process of exchanging messages or information, which was initially carried out face to face, has now developed through communication via digital media. Advances in information and communication technology make human interaction easier, faster, more effective and efficient. The presence of technology has brought new changes to the era of communication, where the internet, especially social media, has been widely used as a communication channel whose use is massively supported.

The We Are Social report shows that the number of Internet users in Indonesia at the beginning of 2023 will be 212.9 million people with 78.5% of internet users estimated to use at least 1 social media account. The number of active social media users in Indonesia is 167 million people. This number is equivalent to 60.4% of the population in the country. Based on Reportal data in 2023, 153 million active social media users are users over the age of 18, which is 79.5% of the total population (Yonatan, 2023).

Based on BPS data, the majority of Indonesia's population aged 25 years and over, namely 58.63%, have accessed the internet. This figure shows consistency since 2020, always above 50%. The second age group with the most users is Indonesian people aged 19-24 years. Next, followed by the 19-24 year age group, namely 14.69 percent have accessed the internet. The 13-15 year age group entered the next position, namely 6.77 percent accessing the internet. Finally, in the 5-12 year age group, 12.43 percent of children have accessed the internet (Finaka, 2023).

Instagram is one of the most popular social media in the world, with the number of users reaching 1.35 billion in 2023. Instagram users in 2023 will be dominated by teenagers and young adults. As many as 30.8% are users in the 18-24 year age group. Furthermore, 30.3% were users in the 25-34 year age group. The 34-44 year age group is the 3rd largest user, namely 15.7% (Yonatan A. , 2023).

Instagram was first discovered by Michel Krieger and Kevin Systrom in 2010. Initially, Instagram was a platform for sharing photos. However, since the video sharing feature was discovered which was added in 2013, this social media has become increasingly popular. In 2016, the Meta company application launched the Instagram Story feature which allows users to share photos or videos for 24 hours only. This latest feature has succeeded in increasing Instagram users drastically, up to 2 times compared to its competitors. Until now, Instagram is the social media with the most users in Indonesia. 86.5% of Indonesian citizens aged 16-64 years are Instagram users.

The large number of Instagram users has created new needs for the use of social media. Users rely on information on Instagram to fulfill various needs such as increasing knowledge, improving skills, reducing uncertainty, gaining satisfaction and so on. This has encouraged the emergence of Instagram accounts specifically for disseminating information. One of them is an account from a certain city which was created to meet the information needs of the public via Instagram, such as @jktinfo, @visitbogor, and @beritacilegon. The Instagram account @infobekasi conveys information about what is happening in the Bekasi area, which is uploaded through posts such as photos, videos and captions. In disseminating information, the Instagram account @infobekasi also gets news from its followers, by including unique captions accompanied by explanations.

Currently, the @infobekasi account, which started joining in February 2019, has the highest number of posts and followers compared to other Bekasi information accounts. To date, as of August 27 2024, the number of followers of the @infobekasi account has reached 579 thousand followers with a total of 18.9 thousand posts. The

number of posts and followers on an Instagram account can influence the audience to recognize and trust the account (Sutrisno & Mayangsari, 2021).

## 2. Literature Review

### 2.1 New Media

Terry Flew defines new media as something new for society in a social and cultural context related to the use of technology. New media is a very broad communication tool or means using digital technology or what is usually called communication and information technology, such as the internet (Sutrisno & Mayangsari, 2021).

New media are various communication technology devices that share the same characteristics, namely that apart from allowing for the digitalization process, there is wide availability for personal use as a communication tool. The existence of new media opens up opportunities to expand the volume of information which allows individuals to select the information they receive. Ward (1995) stated that new media seems unmediated because it can be used directly without going through old or traditional media organizations. Furthermore, McQuail (2000) explains that most new media enable interactive two-way communication while enabling the collection and transmission of information (Kurnia, 2005).

#### *OLD MODEL*

*Limited supply—Homogeneous content—Passive mass audience—Undifferentiated reception/effect*

#### *NEW MODEL*

*Many different Sources—Diverse channels and channels and contents—Fragmented and active users/audience—varied and unpredictable reception/effect*

Source: (Kurnia, 2005)

McQuail (2002) as quoted from Kurnia (2005) made changes to the communication media model. If in the old model, information sources were very limited, then in the new media model, information sources are very numerous. Furthermore, in terms of media content, in old media the content and media channels which were initially homogeneous become very varied in new media. In terms of audience, when old media had a passive and mass audience, it turned into a fragmented and active audience. Changes also occur in media responses and effects. The responses and effects of old media which were previously unredifined have become very varied and unpredictable (Syafrina A. , 2023).

There are several changes after the emergence of new media, that is (Sutrisno & Mayangsari, 2021):

- a. The emergence of digitalization and media convergence.
- b. The emergence and development of network interactivity and connectivity.
- c. There is a transfer of sending and receiving messages.
- d. There have been changes in the processing of publications and the roles of audiences in the media.

- e. Various new forms of media "gateways" have emerged, namely entry points for accessing information on websites.
- f. There is fragmentation or reduction of media institutions

## 2.2 Social Media

Social media is a platform that is widely used to interact, obtain and share information widely and quickly using technology facilitated by the internet network. Currently, there are many types of social media available so that people are free to choose which social media they want to use to meet their needs, one of which is to meet information needs. Chris Heuer groups social media use into four components which are often referred to as the 4Cs, namely (Sutrisno & Mayangsari, 2021):

- a. Context, how to form or frame a message or story.
- b. Communication, the activity of sharing a story and interactive activities including listening, responding and developing the story.
- c. Collaboration, facilitation and combining or collecting collective action results through interaction or conversation, co-creation and collective action.
- d. Connection, maintaining ongoing relationships to make media users feel closer to a media

## 2.3 Needs of Information

Individuals have a need for information to fulfill various needs such as increasing knowledge, improving skills, reducing uncertainty, gaining satisfaction and so on. According to Guha, there are four approaches that explain the information needs of social media users, namely (Sanida & Prasetyawati, 2023):

- a. Current need approach is an approach to the need for the latest information or data that encourages and urges every user who needs information to always actively seek and obtain the latest information.
- b. Everyday need approach is an approach to routine information needs with a specific and fast nature, this requires the right answers from information processing to meet the needs of information users.
- c. Exhaustive need approach is an in-depth information needs approach, where the information needed is accurate and complete.
- d. Catching up need approach is an information approach that is at a glance, where the information needed is concise and brief but still clear.

## 2.4 Uses and Gratification Theory

The theory put forward by Blumler, Gurevitch and Katz states that media users have an active role in choosing media and using media as a means of satisfying their needs (Syafriana & Nurfaejri, 2021). Media users are an active part in the ongoing communication process and are goal-oriented in the media they use. So, the focus of this theory is not what the media does to society, but rather looking at what society does to the media (Mokalu, Mewengkang, & Tangkudung, 2016).

The uses and gratifications approach has five basic assumptions (Richard & Turner, 2008) :

1. The audience is considered active and the use of mass media is assumed to have a purpose.
2. In the mass communication process, the initiative is more related to satisfying needs and the choice of media lies with the audience members.

3. Mass media competes with other sources to satisfy their needs.
4. The purpose of mass media use can be inferred from data provided by audience members.
5. Judgment about the cultural meaning of mass media must be suspended before examining audience orientation first.

### 3. Research Methods

This research uses descriptive quantitative methods. Quantitative research is a method used to test certain theories by looking at the relationship or influence between two or more variables. This variable is measured using certain dimensions to produce data in the form of numbers that will be analyzed using statistical procedures (Yusiana & Maulida, 2015). The research data is then explained descriptively by systematically describing situations and events, by looking for or examining relationships between variables. Descriptive research studies problems in society and certain situations including relationships, activities, attitudes, views as well as ongoing processes and the influence of a phenomenon (Syafrina, 2022).

The population of this research is followers of the Instagram account @infobekasi. Meanwhile, the research sample was 100 respondents selected using random sampling techniques. In collecting data, researchers used two types of data, namely primary data, namely data obtained from distributing questionnaires and secondary data, namely data obtained from literature and previous research.

Researchers conducted a research pre-test given to 30 respondents to test validity and reliability. After the instrument was declared valid and reliable, the researcher distributed the instrument to 100 respondents. After the data was collected, the researcher then carried out various tests on the data such as simple regression tests and carried out data analysis based on the data obtained.

### 4. Results and Discussions

Based on the results of the validity test, it is known that the Pearson correlation value of the 20 indicators in the questionnaire statement is greater than the r table value ( $r_{table} = 0.1654$ ), meaning the indicators are valid. Thus, the indicators used can measure the use of Instagram social media and fulfill information needs because they are declared valid.

Meanwhile, reliability testing was carried out with the following results :

Reliability Statistics	
Cronbach's Alpha	N of Items
.719	2

Based on the results of data calculations using SPSS, a Cronbach's Alpha value was obtained of 0.719, so it can be said that the instrument used is reliable and reliable.

Based on the results of the research that has been carried out, the characteristics of each respondent can be identified, as follows:

No.	Jenis Kelamin	Jumlah
1.	Perempuan	67
2.	Laki-Laki	33
Total		100

Based on the table above, it can be seen that the respondents for this research consisted of 67 female respondents and 33 male respondents out of a total of 100 respondents. This shows that the majority of the research sample is female.

Meanwhile, based on age characteristics, respondents were grouped as follows:

No.	Jenis Kelamin	Jumlah
1.	< 18 Tahun	15
2.	18 Tahun	9
3.	> 18 Tahun	76
Total		100

Based on the table above, it can be seen that the respondents for this study consisted of 15 respondents aged under 18 years, 9 respondents aged 18 years and 76 respondents aged over 18 years from a total of 100 respondents. This shows that the majority of the research sample are followers over 18 years old.

Data analysis was carried out to see whether or not there was an influence of the use of Instagram social media on fulfilling the information needs of @infobekasi followers. The analysis uses simple regression using the SPSS Version 25 program. This test aims to determine the magnitude of the independent variable, namely the use of Instagram social media, on the dependent variable, namely fulfilling information needs with an error significance level of 10%, meaning that the influence of the independent variable on the dependent variable can be significant if the sig value the calculated results do not exceed the sig table.

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Penggunaan MediaSosial <sup>b</sup>		.Enter

a. Dependent Variable:

PemenuhanKebutuhanInformasi

b. All requested variables entered.

Based on the table above, the independent variable in this research is the use of social media, while the dependent variable in the research is the fulfillment of information needs. Regression analysis uses the enter method. No variables are removed so that the removed variables column has no numbers or is empty.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 <sup>a</sup>	.331	.317	6.27723

a. Predictors: (Constant), PenggunaanMediaSosial

The R value is 0.575, thus the social media use variable has a fairly strong correlation or relationship with fulfilling information needs because the value is above 0.5. The R square (R<sup>2</sup>) value is 0.331, so it can be said that the social media use variable is able to explain the fulfillment of information needs by 33.1%. Thus, there are around 66.9% that fulfilling followers' information needs is influenced by other factors.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	936.248	1	936.248	23.760	.000 <sup>b</sup>
	Residual	1891.372	48	39.404		
	Total	2827.620	49			

a. Dependent Variable: PemenuhanKebutuhanInformasi

b. Predictors: (Constant), PenggunaanMediaSosial

The table above shows the significance of the influence of the independent variable (social media use) on the dependent variable (fulfillment of information needs). The sig (p) value is 0.000 < 0.05, meaning the effect is very significant.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.604	6.246		5.701	.000
	PenggunaanMediaSo sial	.461	.095	.575	4.874	.000

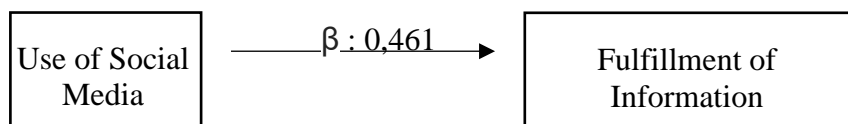
a. Dependent Variable: PemenuhanKebutuhanInformasi

In the table above it can be seen that the social media usage variable shows a calculated t value of 4.874 while the t table value is 2.36422 with sig. < 0.05, which is 0.000. So, it can be said that the social media use variable is significant. Apart from that, from the table a simple linear regression equation model is obtained as follows:

$$Y = 0,461 + 35,604 X$$

where

Y = fulfillment of information needs and X = use of social media



From the results of data calculations, the conclusion of the research hypothesis test can be concluded through:

Hypothesis	T-test; 2,36422	Regression Coefficients	Result
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H <sub>a</sub>	4,874	0,461	Accepted
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From the test results it was found that the t value = 4.874 and the sig (p) value was 0.000. The calculated t value obtained (4.874) is greater than the t table value of 2.36422 with significance smaller than 0.05, so it means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. So there is a significant influence from the use of social media on fulfilling information needs. The R square (R<sup>2</sup>) value is 0.331, so it can be said that the social media use variable is able to explain the fulfillment of information needs by 33.1%. Thus, there are around 66.9% that fulfilling followers' information needs is influenced by other factors.

## 5. Conclusions and Recommendations

Based on the results of data processing, the regression value of the influence of social media use on fulfilling information needs is 0.575 or 57.5%. These results explain that there is a fairly strong relationship between the two variables. Apart from that, it can be concluded that H<sub>a</sub> is accepted, which means there is an influence of the use of social media on fulfilling information needs.

The coefficient of determination test result was 0.331. This shows that the independent variable, namely the use of social media (X), has an influence on the dependent variable, namely the fulfillment of information needs (Y), by 33.1%, while 66.9% is influenced by other factors not tested in this research.

Based on this research, the author provides suggestions to future researchers to examine independent variables or other independent variables to see their influence on fulfilling information needs. Apart from that, further researchers can research using other theories or analyzes that can dig deeper so that the results obtained are more in-depth.



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