THE INFLUENCE OF INSTAGRAM ACCOUNT CONTENT @JKTINFO ON INFORMATION NEEDS

Rosa Rosiana[1], Sigit Pramono Hadi[2]

[1,2]STIKOM Interstudi, Jakarta

[1]rosarosiana03@gmail.com, [2]sigitvt35@gmail.com

Abstract

Many people cannot avoid technological developments which will continue to develop over time. Information and communication technology has made it easier and faster for people and cultures to interact with each other. Because many people still use technology to do their work, this cannot be separated. With the internet, technology makes it easier to spread and expand information. Ease of accessing the internet can be used anywhere and can be used on a PC, cellphone or tablet. Currently, social media is not only used to convey information but can also be used to search for information. The phenomenon that is currently happening is that many Instagram social media provide information about a particular area, such as the @jktinfo account, the content provided is such as providing information in the form of pictures and videos regarding news in Jakarta. The aim of this research is to find out whether the content of the Instagram account @jktinfo influences the information needs of STIKOM Interstudi students class of 2019. This research uses the uses and gratifications theory. The method used is an explanatory survey using a quantitative approach. Sample testing was carried out using a non-probability sampling technique with purposive sampling type. The results of this research show that the @jktinfo Instagram Account Content on Information Needs has a moderate level of positive influence with a percentage of 44.9%, while 55.1% is influenced by other variables not studied.

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

1. INTRODUCTION

Many people cannot avoid technological developments that will continue to develop over time (Sanida &; Prasetyawati, 2023). Information and communication technology has made it easier and faster for people and cultures to interact with each other (Sanida &; Prasetyawati, 2023). Because there are still many people who use technology to do their work, this is inseparable. With the internet, technology facilitates the dissemination and expansion of information (Sanida &; Prasetyawati, 2023). The presence of the internet embodies the development of information and communication technology and the development of social media.

The ease of accessing the internet can be utilized at any time and can be utilized through PCs, mobile phones and tablets. Social media can also be used to find information, in addition to being a communication tool. It shows that people rarely use media such as newspapers, radio, and television. The ability to connect shareable information in the process of sharing information is a social media concept. With online entertainment, there are many advantages for some people in sharing and searching for data and communicating (Sanida &; Prasetyawati, 2023).

Social media has emerged as an alternative form of media for the general public, it has become a new challenge for mainstream mass media because it *has to compete with social media*

which is an alternative source of information besides print, radio, and television media. Mainstream media , especially television media, are expected to become social controls that can spread false information circulating on social media.

Social media is used today there is no limit to certain age circles, every generation is inseparable from social media in everyday life. Each generation has life experiences that are passed and also describe who we are, each generation also has different characters, cultures and interests (Susanti &; Safitri, 2021).

Figure 1

Source:
(Rizaty, 2023)
https://dataindonesia.id/digital/detail/pengguna-instagram-di-ri-capai-10672-juta-hingga-februari-2023

With 106.72 million Instagram users, according to Napoleon Cat data in February 2023, Instagram is one of the most popular types of media. The number of users increased 12.9% from the previous month, reaching 94.54 million. Women make up 53% of Instagram users, while men make up 47%. The percentages were 37.8 percent for those aged 18 to 24, 29.7 percent for those aged 25 to 34, 12.2 percent for those aged 13 to 17, and 12.6 percent for those aged 35 to 44. 4.9% of Instagram users are between the ages of 45 and 54, and the remaining users are 55 and older (Rizaty, 2023).

A means of communication that is in great demand by young people is Instagram, especially teenagers. Currently, the Instagram application is the fourth most downloaded in Indonesia (Ramadhani &; Hadi, 2023). Spending time on social media, including Instagram, is enough to get through adolescence, find information about the latest fashion, hangouts, items that are in high demand and others. Teenagers are often active in cyberspace so they are not aware of the negative effects on their relationships and social life. The rapid development of technology will certainly have a negative impact, especially Instagram is currently popular among teenagers (Ramadhani &; Hadi, 2023).

The phenomenon that occurs today is that many Instagram social media provide information on a particular area such as @infodepok_id, info_karawang, @infobekasi.coo and @jktinfo accounts. One of the Instagram accounts that provide informational content for teenagers today is @jktinfo, by providing information in the form of images, videos, or *captions* or text about news in Jakarta. So that the theory of uses & gratification is still relevant. With this, the people of Jakarta can easily and quickly get news that occurs in Jakarta. The @jktinfo account has more than 3,300,000 followers or 3.3 million followers and posts totaling more than 37,500 thousand as of May 12, 2023. A @jktinfo account is one of the social media managed by admins without attachment to an agency or government. These accounts utilize the Instagram platform as a means to disseminate information.

Figure 2

Source: (*Jakarta Info*, 2023)

The formulation of the problem in this study is how the influence of @jktinfo Instagram account content on the information needs of STIKOM Interstudi class of 2019 students?. This study aims to determine the content of the Instagram account @jktinfo affect the information needs of STIKOM Interstudi class of 2019 students.

The benefits of this research are academic benefits and practical benefits. Academic benefits in this study are expected to be useful as a reference for communication science studies that have the same theme regarding social media. As for the paracritical benefits of this study, Instagram social media users are good and get good references and are good at developing works that will be more creative and also get education.

2. IMPLEMENTATION METHODS

In this study, researchers used the positivism paradigm. This paradigm emphasizes free will and experience and sees things as they really are. Experience is data that can be done with proof, if there is no data then it is concluded that this is not a fact (Oktavia &; Widiasanty, 2022).

This research uses a quantitative approach. Quantitative is a method that uses data in the form of numbers to obtain statements that will be known. Survey research, correlation research, quasi-experimental research, and experimental research are used in quantitative research (Oktavia &; Widiasanty, 2022).

Surveys are used on this research method. A survey is a study that determines a small or large population by sampling data from a previous population to determine the relative distribution of events and the relationship between psychological or sociological variables (Oktavia &; Widiasanty, 2022).

The type of explanation used by this study, explanatory is used to find out why a symptom or event occurs. Research findings concern causal relationships (Princess, 2020). The purpose of explanatory type research is to clarify the relationship of other variables to test a hypothesis.

Population is a wide variety that specialists take to serve as examples used to meet needs (Oktavia &; Widiasanty, 2022). Researchers used active students of STIKOM InterStudi class of 2019 with 111 students and active followers of Instagram accounts @jktinfo at least one year.

Based on the population, the author will determine a sample of the population with the solvin formula, namely:

$$n = \frac{N}{1+N(e2)}$$

Information:

n : number of samples

N : total population

D : 5% sampling error rate

The authors of this study used an inaccuracy score of 5%. The number of samples that can be obtained using this formula is

$$n = \frac{111}{1+111\,(52)} = 86$$

Based on calculations using umus solvin, the results obtained are 86 which are then rounded to 90 (samples).

The test method used by the non-probability technique is a testing procedure that does not give the population the same opportunity to choose, for example used in this test. (Ramadhani &; Hadi, 2023).

Using this type of technique *Accidental sampling* is that researchers can choose anyone who happens and is appropriate to be the source of the data (Ramadhani &; Hadi, 2023). Questionnaires are distributed to *followers* Instagram account @jktinfo via googleform.

The ways or techniques of data collection in quantitative research are:

a. Questionnaire or questionnaire

Questionnaires are one way of collecting data. Respondents answer the specified statements or questions to get detailed data, but respondents do not need to worry about answering questions (Oktavia &; Widiasanty, 2022). Questionnaire is a technique of collecting written information from respondents used as a sample (Sanida &; Prasetyawati, 2023). Using questionnaires can make it easier for respondents to answer what they experience and know.

b. Observation

A method called observation requires researchers to observe directly or indirectly the subject of research (Mustika, 2019).

c. Libraries

Research with respect to written works, including distributed and unpublished exam results, can be interpreted as conducted in libraries. Mardalis defined literature as research that uses a library collection of books, documents, magazines, and other materials to gather information.

In this study, the analysis used bivariate analysis. A scientific procedure used to find out how at least two elements relate to each other. Bivariate analysis is used to test speculation and answer research questions (Ascarya, 2023). Bivariate analysis is useful for knowing the relationship between two variables that have a relationship value (Ascarya, 2023).

The data processing technique used is in the form of the latest version of the Statistical Product and Service Solution (SPSS) software application. The ability of the SPSS program to carry out measurable examinations is quite high. In addition, the program can be easily understood how it works. By using the SPSS framework, handling factual information using a PC does not take up most of the day and obtains the appropriate information results. In addition to SPSS programs that can help with data processing, there are also Eviews, Mintab, Matlab, Amos (Oktavia &; Widiasanty, 2022).

Validity is the accuracy or accuracy of a measuring instrument. When testing an instrument for data collection, i.e. validity refers to the precision of the measured tool. The instruments used for information collection are tried to ensure that the information is accurate

while only estimating is not fully resolved during testing (Oktavia &; Widiasanty, 2022).

Test validity to see if the poll explanations and questions that would describe a variable match or not. In addition, question settings are generally intended to help specific groups or variables. The KMO (Kaiser-Meyer-Olkin) formula is used in validity testing to decide whether a variable check is suitable. By utilizing the KMO scale from 0 to 1, meanwhile the completed component checks cannot be applied assuming the KMO value is below 0.5. Since the KMO value is greater than 0.5, factor analysis can be performed temporarily. If the KMO value in the table is greater than the KMO value which is 0.5 then the factor analysis can be continued (Sanida &; Prasetyawati, 2023). Noorada said reliability testing has several key points. The goal is to evaluate the stability of measurements and the consistency of respondents in answering questionnaires. Both reliability tests of all questions are carried out simultaneously. If the alpha value > 0.60 then it can be considered reliable (Oktavia &; Widiasanty, 2022).

3. RESULTS AND DISCUSSION

This research conducted several tests, such as validity tests using KMO, reliability, hypothesis and determination using SPSS. The study contained two variables, namely variable X (Instagram Content) and variable Y (Information Needs), the characteristics of respondents in the study were active students of STIKOM InterStudi class of 2019 which amounted to 90 students using the solvin formula with a percentage of 5% and active followers of Instagram accounts @jktinfo at least one year.

Table 1. Characteristics of Gender Respondents

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	53	58.9	58.9	58.9
	Perempuan	37	41.1	41.1	100.0
	Total	90	100.0	100.0	

Source : SPSS 2023 results

By looking at the table of information results above, it is stated that the dominant is male with a percentage of 58.9%. While the female sex is only a percentage of 41.1%.

**Table 2. Characteristics of respondents following @jktinfo accounts**

Saya merupakan followers akun instagram @jktinfo

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iya	90	100.0	100.0	100.0

Source : SPSS 2023 results

Judging from the results of the table from the data above, it is known that all students follow @jktinfo Instagram account with a percentage of 100%.

Figure 2. Instagram Content Variable Continuum (X)
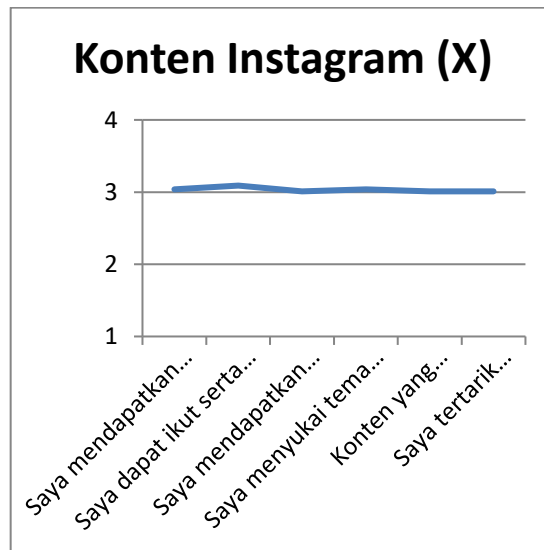
Based on the picture above, obtain data on the continuum line of the Instagram Content variable (X) with dimensions Information submitted / uploaded gets the highest mean with a score of 3.09 on the questionnaire "I can participate in sharing photos or videos about events that occur around Jakarta by tagging Instagram accounts @jktinfo". The theme/content material dimension gets the mean with a score of 3.04 on the questionnaire "I like the content theme of @jktinfo Instagram account which is always different in each upload". The display/content design dimension gets the mean with a score of 3.11 on the questionnaire "I understand the information displayed by @jktinfo Instagram account".

Figure 3. Continuum Line of Information Requirement variable (Y)
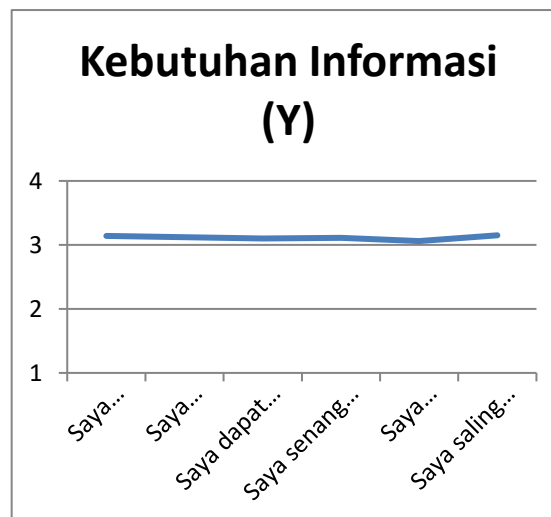
Based on the figure above, the acquisition of data on the continuum of the variable Information Needs (Y) with the dimension of Cognitive Needs obtained the highest mean with a score of 3.14 on the questionnaire "I need useful information for everyone". The affective needs dimension got the mean with a score of 3.11 on the questionnaire "I am happy to get useful information for myself". The Social Interaction Needs dimension received a mean score of 3.15 on the questionnaire "I interact with my friends in sharing information". The Personal integration needs dimension both received the mean with a score of 3.11 on the questionnaire "I trust the information

provided by the media account is accurate" and the questionnaire "I get good credibility when getting the information needed by trusted media" and the Needs of Release dimension get the mean with a score of 3.05 with the questionnaire "I avoid inaccurate information in media accounts that cannot trusted".

Table 3 .Test the Validity of KMO and Bartlett's Variables (X)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	489.536
	df	36
	Sig.	.000

Source : SPSS 2023 results

Judging from the table of data results above that variable X, namely Instagram Content, can be declared valid because it has a KMO value above 0.5, which is 0.855. Which means that Instagram Content variables are worth including for future testing.

Table 4. Validity Test of KMO and Bartlett's Variable (Y)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	783.813
	df	55
	Sig.	.000

Source : SPSS 2023 results

Judging from the table of data results above, it can be seen that the variable Y, namely Information Needs, can be declared valid because it has a KMO value above 0.5, which is 0.888. Which means that the Information Requirement variable is worth including for future testing.

Table 5. Variable X Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.909	9

Source : SPSS 2023 results

By looking at the calculation table above, all statements given to the Instagram Content variable get *Cronbach's Alpha value* > 0.6, which is 0.909. Which means 9 statements on the variable reliability test of Instagram content can be trusted to collect data in this study.

Table 6. Reliability Test of Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.943	11

Source : SPSS 2023 results

By looking at the calculation table above, all statements given to the Information Needs variable obtain a *Cronbach's Alpha value* of > 0.6, which is 0.943. Which means that 11 statements on the reliability test of the Information Needs variable can be trusted to collect data in this study.

Table 7. Test Hypothesis

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.034	2.941		4.432	.000
	Pengaruh Konten Instagram	.812	.096	.670	8.472	.000

a. Dependent Variable: Pengaruh Kebutuhan Informasi

Source : SPSS 2023 results

Judging from the results of the hypothesis test above, the formula for finding t table is:

Value a/2=0.05/2= 0.025

Degrees of freedom (df) = n – 2 = 90 – 2 = 88

Value 0.025 ; 88 in the t table gets a value of 1.987.

It can be seen that the value of Tcalculate = 8.472. And the statistical value T with significance: 0.05 and the value of Ttable (88) = 1.987. So 8,472 > 1,987, therefore the value of Tcalculate > Ttabel, which means Ho is rejected and Ha is accepted. Which means Instagram Account Content @jktinfo have a positive and significant effect on information needs.

Simple Regression Analysis

Simple regression analysis is to determine the extent of the influence between two variables, here is a simple linear regression equation formula:

Y = a+ b X

Y=13.034 + 0.812X

Ket. Y (Information Needs) and X (Instagram Content), then it can be analyzed as follows:

- The constant of this study is 13.034, which means that the consistent value of the variable of information needs is 13.034
- Regression coefficiency in variable X of 0.812 states that every 1% increase in the value of Instagram account content, the value of information needs increases by 0.812. The result of the regression coefficient is positive, so it can be said that the direction of influence of variable X on Y is positive.

Tabel 8. Determination Test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.443	3.349

a. Predictors: (Constant), konten instagram

Source : SPSS 2023 results

Table 9. Correlation Interpretation

Interval Koefisien	Tingkat Hubungan
0,00 – 0,199	Sangat Rendah
0,20 – 0,399	Rendah
0,40 – 0,599	Sedang
0,60 – 0,799	Kuat
0,80 – 1,000	Sangat Kuat

(Sugiyono, 2022)

Table 10. Interpretation of Determination Coefficiency

Interval Koefisien	Tingkat Pengaruh
0% - 19,99%	Sangat lemah
20% - 39,99%	Lemah
40% - 59,99%	Sedang
60% - 79,99%	Kuat
80% - 100%	Sangat kuat

(Sugiyono, 2022)

The result at an R value (correlation efficiency) of 0.670 means that there is a **strong relationship** between the content of @jktinfo Instagram account and information needs. In the table above shows the value of R Square or the coefficient of determination of the table above of 0.449 or equivalent to 44.9%, the conclusion is drawn that it means **that Instagram Content has a moderate** influence on Information Needs with a percentage value of 44.9% while the other 55.1% is influenced by other variables.

4. CONCLUSION

Based on the results and explanation of the research above that the variables Instagram Content and Information Needs are declared valid and reliable. The results of the research, discussion and conclusions are correctly proven that Instagram account content @jktinfo have a positive and significant effect on Information Needs.

The results of the hypothesis test that had been done previously that Ho was rejected and Ha was accepted because the calculation results showed that Instagram Content @jktinfo have a positive and significant effect on information needs. As for the coefficient of determination and significance test, it shows that Instagram Content variables have a moderate effect on Information Needs.

As a result of the explanation above, there are suggestions given on the Instagram account @jktinfo seen in the material or theme provided to make it more interesting and clear in the information provided. As well as the information provided is accurate and reliable.

For the next research in the field of communication science, in order to dig deeper the use of Instagram social media accounts can inhabit information needs.

REFERENCES

Ascarya, A. (2023). *Analisis Unvariat dan Bivariat, Cara Olah Datanya*. https://ascarya.or.id/analisis-univariat-dan-bivariat/#:~:text=Analisis bivariat adalah teknik analisis,variabel A dan variabel B.

Jakarta Info. (2023). https://www.instagram.com/jktinfo/

Kaharmudzakir, I., & El Qudsi, M. I. (2022). Pengaruh Konten Instagram @interstudiofficial dan Opini Mahasiswa terhadap Citra Perguruan Tinggi InterStudi. *Jurnal Riset Komunikasi*, *5*(1), 127–140. https://doi.org/10.38194/jurkom.v5i1.455

Mustika, T. (2019). Pengaruh Terpaan Media Terhadap Reputasi Lembaga Pemerintah. *Inter Script: Journal of Creative Communication*, *1*(1), 66–79. https://doi.org/10.33376/is.v1i1.350

Oktavia, D. L., & Widiasanty, G. (2022). Pengaruh Tayangan Program Ilook Net Tv Terhadap Minat Menonton Siswismk Sahid Jakarta. *Inter Script : Journal of Creative Communication*, *4*(1), 23. https://doi.org/10.33376/is.v4i1.1165

Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, *3*(1), 71–80. https://doi.org/10.34010/common.v3i1.1950

Putri, A. eka. (2020). *Pengaruh Konten Akun Instagram @jktinfo terhadap Pemenuhan Kebutuhan Informasi Lalu Lintas Followers (Survei Terhadap Followers Akun Instagram @jktinfo)*. *XXV*(2), 129–141.

Ramadhani, C., & Hadi, S. P. (2023). *Pengaruh Media Sosial Instagram Akun @nazlaalifa Terhadap Gaya Hidup*. *5*(1), 38–56.

Ramdan, A. K., Rismawan, F. R., Wiharnis, N., & Safitri, D. (2019). Pengaruh Akun Instagram @temandisabilitas_Id dalam Meningkatkan Kesadaran Followers Terhadap Difabel. *Inter Komunika: Jurnal Komunikasi*, *4*(2), 104. https://doi.org/10.33376/ik.v4i2.284

Ramos, V., Marhaeni, N. H., & Nastain, M. (2022). *Fulfilling the Information Needs of Students*. *1*.

Rizaty, M. A. (2023). *Pengguna Instagram di RI Capai 106,72 Juta hingga Februari 2023*. DataIndonesia.Id. https://dataindonesia.id/digital/detail/pengguna-instagram-di-ri-capai-10672-juta-hingga-februari-2023

Sanida, D. S., & Prasetyawati, H. (2023). *Pengaruh Penggunaan Media Sosial Instagram @ infobekasi . coo Terhadap Followers Dalam Mendapatkan Kebutuhan Informasi*. *V*(1), 1–17.

Situmeang, I. V. O. (2016). Pengaruh Program Acara Mata Najwa Terhadap Pemenuhan Kebutuhan Informasi (Survey Mahasiswa Ilmu Komunikasi Universitas Bunda Mulia, Jakarta). *Jurnal Komunikologi*, *13*(1), 31–39. https://ejurnal.esaunggul.ac.id/index.php/Kom/article/view/1449

Susanti, A. F., & Safitri, D. (2021). Dismilaritas Kecanduan Pemakaian Media Sosial Generasi Y dan Generasi Z. *Edukasi IPS*, *5*(2), 37–45.

Sutrisno, A. P., & Mayangsari, I. D. (2022). Pengaruh Penggunaan Media Sosial Instagram @Humasbdg Terhadap Pemenuhan Kebutuhan Informasi Followers. *Jurnal Common*, *5*(2), 118–133. https://doi.org/10.34010/common.v5i2.5143

Syahreza, M. F., & Tanjung, I. S. (2018). Motif Dan Pola Penggunaan Media Sosial Instagram Di Kalangan Mahasiswa Program Studi Pendidikan Ekonomi Unimed. *Jurnal Interaksi*, *2*(1), 61–84. https://doi.org/10.30596/interaksi.v2i1.1788.

.