INFORMATION QUALITY ON @TAULEBIH.ID INSTAGRAM ACCOUNT AND THEIR RELATIONSHIP WITH FULFILLING FOLLOWERS INFORMATION NEEDS

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Abstract: *This study examines the quality of information on the @taulebih.id Instagram account in relation to meeting the information needs of its followers. The primary goal of this research is to determine the relationship between the quality of information provided by the @taulebih.id Instagram account, which focuses on Islam-based sexual education, and the satisfaction of its followers' information demands. This study employed a correlational quantitative approach using a research population of 325 active followers of the account in March. Data were gathered via questionnaires distributed to 76 respondents chosen using simple random sample approaches, as well as interviews and literature reviews. This study is based on the theory of information quality in social media by Emamjome et al. and the theory of information demands by Guha. The results of the correlation test using Spearman Rank with the help of IBM Statistic SPSS version 27 show that the intrinsic, conceptual, and representational information quality variables all have a significant relationship with the fulfillment of followers' information needs in the high category.*
Keywords: *information quality, information needs, sexual education*

Abstrak: Penelitian ini membahas kualitas informasi pada akun Instagram @taulebih.id terkait pemenuhan kebutuhan informasi pengikutnya. Tujuan utama penelitian ini adalah untuk memahami hubungan antara kualitas informasi yang disajikan oleh akun Instagram @taulebih.id, yang fokus pada pendidikan seksual berbasis Islam, dan pemenuhan kebutuhan informasi pengikutnya. Penelitian ini menggunakan metode kuantitatif korelasional dengan populasi penelitian yang terdiri dari 325 pengikut aktif akun tersebut selama bulan Maret. Data dikumpulkan melalui angket yang disebarkan kepada 76 responden yang dipilih menggunakan teknik simple random sampling, serta melalui wawancara dan studi literatur. Penelitian ini didasarkan pada teori kualitas informasi di media sosial oleh Emamjome dkk dan teori kebutuhan informasi oleh Guha. Hasil uji korelasi menggunakan Rank Spearman dengan bantuan IBM Statistic SPSS versi 27 menunjukkan bahwa variabel kualitas informasi intrinsik, konseptual, dan representasional semuanya memiliki hubungan signifikan dengan pemenuhan kebutuhan informasi pengikut dalam kategori moderat.

Kata Kunci: Kualitas informasi, kebutuhan informasi, pendidikan seksual.

INTRODUCTION

Sexual education is very important in building a healthy and understanding of sexuality. This education aims to provide insight about biological, psychological, and psychosocial changes during human growth, and also educate the function of reproductive organs by implicating moral values, ethics, and religious commitmen to prevent misuse [1]. However, in actual situation, topics related to sexual issues are often recognized as sensitive and often associated with negative connotations [2]. Moreover, Indonesia has a conservative culture that sees sexual issues as something negative and frequently involves sexual activities or intimate relationship.

There are three main reason why discussing sex is still a taboo subject in Indonesian society. First, the topic is perceived as disgusting, and Indonesia's eastern cultural values discourage individuals from talking about it. Secondly, sex is viewed as and ambiguous topic, making it difficult for people to use socially acceptable and appropriate language. Third, there are widespread misconceptions about sex [3]. This indicates that a negative sigma around secual issues still exists, and many still consider it inappropriate to discuss sex in public. In addition, there are tendency to blame victims for sexual violence, harassment, and promiscuity. The behaviour of victim blaming is affected by external factors such as gender identity, attitudes, and lack of sex education, causing in the incorrect attribution of guilt to the victim. [4].

In Indonesia, issues related to sexuality, including sexual violence, are becoming a serious problem. Based on survey data from Indonesian Child Protection Commission during the Covid-19 pandemic, it shows that 22% of children watch disrespectful, pornographic, and incompatible with Indonesian culture [5]. According to the Kompas.com webpage (2023), as many as 60% of teenagers admit to have their first sexual experience when they were 16-17 years old. The concept of Friends with Benefit (FWB), where the person has sexual relations outside of marriage with different partners, is also increasingly widespread and increases the risk of sexually transmitted disease and sexual violence [7]. This data shows the urgency of comprehensive sexual education.

Sexual education is considered to provide young people with accurate and wise information and protect them from pornographic content. A study conducted by Maimunah (2019) showed that sexual education is very important to prevent free sex, teenage pregnancy, sexually transmitted diseases, and promiscuity, as well as increasing people's understanding of proper sexuality, obeying religious rules, and protecting themselves. As a country with a majority Muslim population, sexual education in accordance with Islamic values is urgently needed in Indonesia. Islamic-based sexual education not only provides information on anatomy and reproductive health, but also emphasizes moral and ethical values that are in accordance with religious teachings [9]. This is important to ensure that people can accept and implement the knowledge in their daily lives without feeling that it conflicts with their beliefs.

Regardless of the increasingly evolved digital era, social media platforms has become one of the most important sources of information for the public. According to Hootsuite (We Are Social) data published in February 2024, Indonesia's active social media users totaled 167 million, which represents about half of the country's total population. Instagram, one of Indonesia's most popular social media platforms, has been used by individuals and organisations to share information, providing education on a variety of critical topics. One example of an account that is active in providing education is the @taulebih.id Instagram account, which focuses on Islam-based sexual education. The account was first created in 2021 by Zhafira Aqyla, an influencer in the education field. With a focus on Islamic views, this account seeks to provide followers with a correct understanding of sexuality in accordance with religious teachings. @taulebih.id Instagram account seeks to fulfill this need by providing quality and informative content regarding Islam-based sexual education.

Quality of information presented by these accounts is crucial to ensure that followers gained correct, relevant, and reliable information. According to Chai, Potdar, and Dillon in Emamjome et al. (2013), information quality can be interpreted as the level of suitability of information for the intended use of its users. O'Brien and Marakas (2010) state that information quality consists of three parts, which are the time dimension, content dimension, and form dimension. In addition, according to the information quality theory proposed by Emamjome et al (2013), information quality can be measured through three main dimensions, namely intrinsic information quality, contextual information quality, and representational information quality.

Previous studies on information quality, social media, and information needs served as inspiration for this research. For example, research by Talitha Fatika Anindya, Ninis Agustini Damayanti, and Saleha Rodiah in 2022 discussed the quality of information on the @infobdg Twitter account with the fulfillment of the information needs of its followers. However, in the research that the researchers conducted, there are differences, such as the object of research and the theory used in the implementation. The researchers have never found a study that uses Emamjome et al.'s information quality theory in social media specifically. Furthermore, this study aims to explore the relationship between the quality of information on the @taulebih.id Instagram account and the fulfillment of its followers' information needs through a quantitative approach.

RESEARCH METHODS
According to Sugiyono (2019), research methods are scientific procedures utilized to gather data for specific purposes. This study adopts a quantitative approach coupled with a correlation method. The quantitative approach, which is based on the philosophy of positivism, is employed to investigate specific populations or samples and elucidate phenomena using numerical data that is statistically analyzed. The correlation method is utilized to discern the relationship between two variables. In this study, data were collected using research instruments and analyzed statistically to test hypotheses. Variable X represents the quality of information on the @taulebih.id Instagram account, while variable Y represents the

fulfillment of information needs among its followers. Data collection methods included an online questionnaire via Google Forms, interviews, and literature reviews.

The population comprised active followers of the @taulebih.id Instagram account in March 2024 who had engaged with the account. Based on interaction criteria such as liking or commenting on posts, 325 active followers were identified. The simple random sampling technique was employed with the assistance of the Research Randomizer computer program. Using the Slovin formula, a representative sample of 76 active followers was obtained. Primary data were collected through questionnaires filled out by respondents and interviews with the account administrators. Secondary data were sourced from various literatures including books, journals, articles, and previous research for comprehensive understanding.

Descriptive data analysis was conducted to provide a detailed depiction of the phenomenon under study by organizing and interpreting the questionnaire data, which were then presented in tables for easier comprehension. Inferential analysis, employing the Spearman Rank correlation method, was used to examine the cause-and-effect relationship between the independent and dependent variables. Validity tests were performed to ensure that the measurement instruments accurately measured the intended variables, using Rank Spearman correlation analysis with the aid of SPSS version 27. Reliability tests, using the Cronbach Alpha method with SPSS version 27, ensured that the instruments produced consistent results when used repeatedly.

RESULT AND DISCUSSION
Validity Test
The validity test is carried out to ensure that each item in the research variable is able to measure exactly what should be measured. The following are the results of the validity test for each item in the research variable:

Table 1. Result of Research Validity Test

Variable	Item	r_{count}	r_{table}	Description
Instrinsic Information Quality (X1)	X1.1	0,528	0,306	Valid
	X1.2	0,560	0,306	Valid
	X1.3	0,786	0,306	Valid
	X1.4	0,753	0,306	Valid
	X1.5	0,369	0,306	Valid
	X1.6	0,829	0,306	Valid
	X1.7	0,579	0,306	Valid
	X1.8	0,764	0,306	Valid
	X1.9	0,340	0,306	Valid
Conceptual Information Quality (X2)	X2.1	0,784	0,306	Valid
	X2.2	0,566	0,306	Valid
	X2.3	0,629	0,306	Valid
	X2.4	0,600	0,306	Valid
	X2.5	0,522	0,306	Valid
	X2.6	0,507	0,306	Valid
	X2.7	0,611	0,306	Valid
	X2.8	0,353	0,306	Valid
Representasional Information Quality (X3)	X3.1	0,886	0,306	Valid
	X3.2	0,663	0,306	Valid

	X3.3	0,730	0,306	Valid
	Y1	0,565	0,306	Valid
	Y2	0,648	0,306	Valid
	Y3	0,757	0,306	Valid
Information Needs Fulfillment (Y)	Y4	0,869	0,306	Valid
	Y5	0,825	0,306	Valid
	Y6	0,722	0,306	Valid
	Y7	0,751	0,306	Valid
	Y8	0,483	0,306	Valid

Based on table 1, all items on the variables of intrinsic information quality, contextual information quality, representational information quality, and fulfillment of information needs are valid since they have a value of r count > r table.

Reability Test
Reliability test is carried out to assess the consistency of the measuring instrument used in the study. A measuring instrument is considered reliable if the results of its measurement are consistent if repeated measurements are made on the same object with a value of > 0,6. The following are the results of the reliability test for the variables in the study:

Table 2. Reability Test Results

Variable	Variable Coefficient	Description
Information Quality (X)	0,902	Reliable
Information Needs (Y)	0,882	Reliable

Both variables in this research show a high reliability coefficient value, where the variable coefficient value is > 0,6. It shows that the instrument used to measure information quality and information needs on @taulebih.id Instagram account is a reliable and consistent measuring instrument.

Respondents' Demographics

Table 3 Respondents' Characteristics

Characteristics	Categories	f	%
Gender	Female	58	76,3
	Male	18	23,7
Age	15-20 years old	8	10,5
	21-25 years old	63	82,9
	26-30 years old	5	6,6
	31-35 years old	0	0
	> 35 years old	0	0
Occupation	Student/College Student	60	78,9
	Entrepreneur	2	2,6
	Private Employees	11	14,5
	PNS	2	2,6
	Others (Artist)	1	1,3
Initial Resources	Social Media	69	90,8
	Friends/Relatives	6	7,9

	Others	1	1,3
	< 3 times	45	59,2
Frequency of Access	3-4 times	27	35,5
	5-6 times	3	3,9
	> 6 times	1	1,3

The results of distribution of respondent characteristics based on gender, age, occupation, initial source of information, and frequency of accessing the @taulebih.id Instagram account show that the majority of respondents are female, with a total of 58 people or 76,3%, while men totaled 18 people or 23,7%. In terms of age, most respondents are in the age range of 21-25 years, as many as 63 people or 82,9%, followed by 8 people or 10,5% who are 15-20 years old, and 5 people or 6,6% who are 26-30 years old. No respondents were over 30 years old.

Most respondents worked as students or college students, with a total of 60 people or 78,9%, followed by private employees as many as 11 people or 14,5%. Other occupations identified were entrepreneurs and civil servants as many as 2 people or 2,6% each, as well as 1 person or 1,3% who worked as an artist. The majority of respondents know the @taulebih.id Instagram account through social media, totaling 69 people or 90,8%, followed by friends/relatives as many as 6 people or 7,9%, and 1 person or 1,3% from other sources.

In terms of frequency of access, most respondents accessed the @taulebih.id Instagram account less than 3 times in one period, with a total of 45 people or 59,2%, followed by 27 people or 35,5% who accessed 3-4 times. A total of 3 people or 3,9% accessed 5-6 times, and only 1 person or 1,3% accessed more than 6 times.

Inferential Statistics Analysis
Correlation Test for Information Quality of @taulebih.id Accounts (X) with Fulfillment of Followers' Information Needs (Y)

Correlations

			Kualitas Informasi	Pemenuhan Kebutuhan Informasi
Spearman's rho	Kualitas Informasi	Correlation Coefficient	1,000	,737**
		Sig. (2-tailed)	.	<,001
		N	76	76
	Pemenuhan Kebutuhan Informasi	Correlation Coefficient	,737**	1,000
		Sig. (2-tailed)	<,001	.
		N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Correlation Test Results of Variable X with Variable Y

Spearman's correlation study reveals a significant association between information quality and fulfilling information needs. The correlation coefficient between information quality and meeting information needs is 0,737, with a significance level of < 0,001. This indicates that there is a high positive correlation between the two variables. The higher the quality of material offered, the more satisfied followers of the @taulebih.id Instagram account are with the information they receive.

Correlation Test for Intrinsic Information Quality of @taulebih.id Account (X1) with Fulfillment of Followers' Information Needs (Y)

Correlations

			Kualitas Informasi Intrinsik	Pemenuhan Kebutuhan Informasi
Spearman's rho	Kualitas Informasi Intrinsik	Correlation Coefficient	1,000	,688**
		Sig. (2-tailed)	.	<,001
		N	76	76
	Pemenuhan Kebutuhan Informasi	Correlation Coefficient	,688**	1,000
		Sig. (2-tailed)	<,001	.
		N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 2. Correlation Test Results of Variable X1 with Variable Y

Spearman's correlation study revealed a significant association between intrinsic information quality and information requirement fulfilment. The correlation coefficient between intrinsic information quality and meeting information needs is 0,688, with a significance level of < 0,001. This indicates that there is a high positive correlation between the two variables. This means that the greater the quality of intrinsic information supplied, the more satisfied followers of the @taulebih.id Instagram account are with the information they receive.

Correlation Test for Conceptual Information Quality of @taulebih.id Account (X2) with Fulfillment of Followers' Information Needs (Y)

Correlations

			Kualitas Informasi Konseptual	Pemenuhan Kebutuhan Informasi
Spearman's rho	Kualitas Informasi Konseptual	Correlation Coefficient	1,000	,683**
		Sig. (2-tailed)	.	<,001
		N	76	76
	Pemenuhan Kebutuhan Informasi	Correlation Coefficient	,683**	1,000
		Sig. (2-tailed)	<,001	.
		N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 3. Correlation Test Results of Variable X2 with Variable Y

Spearman's correlation study revealed a significant association between conceptual information quality and information requirement fulfilment. The correlation coefficient between conceptual information quality and meeting information needs is 0,683, with a significance level of < 0,001. This indicates that there is a high positive correlation between the two variables. This means that the greater the quality of conceptual material supplied, the more satisfied followers of the @taulebih.id Instagram account are with the information they receive.

Correlation Test for Representationial Information Quality of @taulebih.id Account (X3) with Fulfillment of Followers' Information Needs (Y)

Correlations

			Kualitas Informasi Representasional	Pemenuhan Kebutuhan Informasi
Spearman's rho	Kualitas Informasi Representasional	Correlation Coefficient	1,000	,596**
		Sig. (2-tailed)	.	<,001
		N	76	76
	Pemenuhan Kebutuhan Informasi	Correlation Coefficient	,596**	1,000
		Sig. (2-tailed)	<,001	.
		N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlation Test Results of Variable X3 with Variable Y

Spearman's correlation study reveals a significant association between the quality of representational information and the satisfaction of information needs. The correlation coefficient between representational information quality and meeting information needs is 0.596, with a significance level of < 0.001. This demonstrates that the two variables have a pretty significant positive correlation. This means that the higher the quality of the representational information supplied, the more satisfied followers of the @taulebih.id Instagram account are with the information they receive.

CONCLUSION

Based on the results from the research on the relationship between the quality of information provided by the @taulebih.id Instagram account and the fulfillment of their followers' information needs, it can be concluded that there is a significant and strong correlation between the two variable. This suggests that improvements in the quality of information are directly associated with better fulfillment of the information needs of the followers. In detail, intrinsic information quality, which includes completeness, originality, objectivity, novelty, accuracy, intrinsic content quality, verification, and reliability, shows a moderate or fairly strong relationship with the fulfillment of information needs. Similarly, conceptual information quality, which includes the amount of data, relevance, credibility, user feedback, timeliness, ease of understanding, and added value, and representational information quality, which includes conciseness, consistency, and accessibility, both show a moderate or moderately strong relationship with the fulfillment of information needs. Therefore, the @taulebih.id Instagram account has information value that is able to fulfill the information needs of its users in a positive way.

Based on the findings on the relationship between information quality on the Instagram account @taulebih.id and the satisfaction of their followers' information demands, the researcher makes the following recommendations:
1. Although @taulebih.id has successfully offered Islamic-based sexual education, there is still a room for improvement. Ensuring that all posts are accurate and properly referenced helps boost followers' trust and avoid the spread of misinformation.
2. @taulebih.id should be more receptive to follower comments and conduct regular surveys to assess and improve the quality of the information it shares with their followers.

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