

### THE EFFECT OF USING INSTAGRAM SOCIAL MEDIA ON FOLLOWERS' INFORMATION REQUIREMENTS IN FOLLOWING ACCOUNTS @FOLKATIVE

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#### ABSTRACT

The @folkative Instagram account is an Instagram account belonging to the Folkative Group company. Folkative itself is a well-known online media platform in Indonesia that shares a variety of up-to-date information both from within the country and abroad. This study was conducted to determine the effect of using Instagram social media on meeting the information needs of followers on the @folkative account. The approach used in this research is quantitative and the paradigm used is the positivistic paradigm. The results of this study indicate that there is an effect of using Instagram social media on meeting the information needs of followers on the @folkative account by 68.1% while the remaining 31.9% is influenced by other variables not examined in this study.

**Keywords:** Use of social media, Instagram, Fulfilling information needs, Followers, @folkative

#### 1. PRELIMINARY

In this modern era, it is inseparable from the existence of a development and technological progress. Technological progress itself is closely related to scientific progress and cannot be avoided by humans in their lives. The presence of the internet, as a form of development and advancement of information and communication technology, also presents what we call social media. Social media comes with a lot of uses, making people really like this media and start to put aside conventional media. This is evidenced by a survey of social media usage conducted by We Are Social and Hootsuite in January 2021 that the total active users of social media in Indonesia reached 170 million people, i.e. 61.8% of the total population in Indonesia with users dominated by the millennial generation.

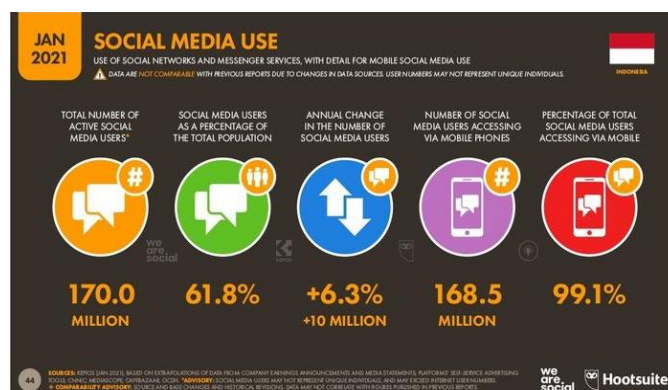


Figure 1. Use of Social Media in Indonesia

Source: [www.tekno.kompas.com](http://www.tekno.kompas.com) (2021)

Everyone needs information in their life. Information is needed with the aim of increasing knowledge, obtaining satisfaction, improving skills, changing attitudes and reducing a sense of uncertainty

(Perdana et al., 2012). Currently, the need for information has become one of the main needs for humans. The previous research conducted by Ramadhani and Putri (2020) with the title The Effect of Using Instagram Social Media @visitbogor on Fulfilling the Information Needs of Followers. In this study it was stated that the information needs of followers proved to have a high level of need.

In this sophisticated era, where there are already smartphones, namely devices that can be used to access social media, where by accessing social media, people can get whatever information they need easily and quickly. One of the social media platforms that can be used to meet people's information needs is Instagram.

Instagram is also one of the most popular social media platforms in Indonesia. This is evidenced by the survey of the most widely used social media platforms in Indonesia conducted by We Are Social and Hootsuite in January 2021 that Instagram is ranked 3rd as the most widely used social media in Indonesia with a number of users reaching 86.6 %.

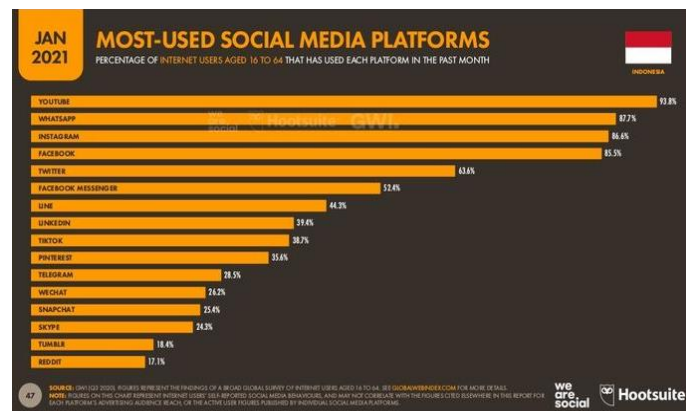


Figure 2. The Most Used Social Media Platforms in Indonesia  
Source: [www.tekno.kompas.com](http://www.tekno.kompas.com) (2021)

Instagram is one of the social media in the form of an application from a smartphone to disseminate information in the form of images or videos (Atmoko, 2012). Not only individuals who use this social media Instagram, but also now there are many community accounts and also companies that use this social media. As used as a medium for the public to meet their information needs. This is in line with previous research conducted by Surahman et al., (2021) with the title The Effect of Instagram Account @ Beritacilegon on the Information Needs of Followers (Followers). From this study, it was found that the use of the Instagram account @ Beritacilegon has a positive and significant effect on meeting the information needs of Followers.

In addition to accounts like @beritacilegon, now there are also many Instagram accounts whose content contains the latest information every day that the public needs to know. One of them is the @folkative Instagram account belonging to the Folkative Group company. Folkative itself is a well-known online media platform in Indonesia that shares a variety of up-to-date information both from within the country and abroad. The information presented by the @folkative Instagram account itself also has various categories such as the categories of art, culture, health, sports, politics and so on.

Based on observations in 1 day the @folkative Instagram account can post up to 10 content. In addition to sharing a variety of the latest information, the Instagram account @folkative also often shares interesting quotes about life and the Instagram account @folkative itself also often holds sharing discussions with its followers by utilizing the Instagram Story Question and Answer feature.

So, his followers can ask about anything to the @folkative Instagram account. For example, asking about how to become a good and productive new student, what are some tips so that our new business can be quickly recognized by many people and so on. Because of these few things, people finally like the @folkative Instagram account itself. This can be seen from the number of followers or followers of the Instagram @folkative account which has reached 2 million followers to date (<https://www.instagram.com/folkative>) accessed on October 28, 2021 at 17:52 WIB.

The purpose of this study was to determine the effect of using Instagram social media on meeting the information needs of followers on the @folkative account.

## **2. LITERATURE REVIEW**

### **2.1 Communication**

According to Wursanto (2017), communication is the process of passing/delivering news/news/information that contains meaning from one party (a person or place) to another party (someone or place) in an effort to gain mutual understanding. Meanwhile, according to Miftah Toha (2017) communication is a process to convey and receive news or information from one person to another. Then there is also communication according to Arni Muhammad (2017) as the exchange of verbal and nonverbal messages sent, received and given meaning.

Based on the above definition, the authors conclude that communication is a process to convey and receive information or messages, both verbal and non-verbal messages from one party to another and produce feedback.

### **2.2 Mass communication**

According to Bittner (2007) in the book Ardianto et al., (2007) with the title Mass Communication: An Introduction, that mass communication is a message communicated through mass media to a large number of people (mass communication is messages communicated through a mass medium to a large numbers of people). According to Friedson (2019), mass communication is distinguished from other types of communication by the fact that mass communication is addressed to a number of populations from various groups, and not just one or a few individuals or a specific part of the population.

Mass communication also has an implied assumption of the existence of special tools to convey communication so that communication can reach at the same time all people representing various levels of society (Ardianto et al., 2007). Based on these definitions, the authors conclude that mass communication is the activity of delivering information, ideas or messages at the same time to the public or many people using mass media, and this activity also takes place continuously or continuously so that it has a certain periodization.

### **2.3 New Media**

New media is a term that is closely related to the existence of the internet in this world. New media allows anyone to create something, edit it, and share it with others, using relatively simple media that can be obtained cheaply or even free. The term new media itself is used to distinguish from old media or what is commonly referred to as traditional media that already exists first. Like one newspaper, initially newspapers were in the form of sheets of paper where people had to buy or subscribe to get them. However, since with the internet, people no longer need to buy newspapers, because newspapers have been presented online via the internet in the form of online news sites.

### **2.4 Instagram**

Instagram or commonly referred to as IG is a social networking application owned by the company Burbn, Inc. which was launched on October 6, 2010. According to Atmoko (2012) Instagram provides a new way of communicating on social networks through photos. Meanwhile, according to Rahman (2014) Instagram is a social network that has the aim of helping users to share photos with other users. Febiyan (2015) added that Instagram is one of the most popular social media in the world, including Indonesia, which has millions of members from various types of social media accounts.

Based on the above definition, the author concludes that Instagram is a social media used by its users to communicate with other users by sharing photos.

### **2.5 Use of Social Media**

The use of social media itself can be measured by its media exposure. Media exposure is a condition where the audience is influenced by the content of the media message or how the media affects the audience. According to Elvinaro (2004) in Nabila's thesis (2021) with the title The Effect of Media Exposure and Quality of Information on Twitter Account @PT\_Transjakarta on Fulfilling Information Needs for Followers of Transjakarta Service Users, to measure media exposure, it can be seen from 3 factors:

1. Frequency, can be measured based on how often the communicant sees, reads, and listens to the media. The higher the frequency, the more the message will stick in the minds of the audience and cause attention from the audience.

2. Attention, includes seeing, reading, and listening to media by not doing other activities. Elements of audio, video, and so on play a role in this. Because it determines the interest and focus of the audience when listening to the content of the message.
3. Duration, is how long the media is seen, heard and read by the audience.

**2.6 Fulfillment of Information Needs**

In the current era of globalization, information has become one of the basic human needs. The need for information according to Bouzza (2013) in the journal Harisanty (2013) with the title Information Needs for High School Students and Availability of Information Sources in High School Libraries in Surabaya, is defined as a person's acknowledgment of the uncertainty in himself. This feeling of uncertainty drives a person to seek information. The amount of information circulating today can improve the quality of life of the community, known as the information society, where in this society the standard of living, forms of work and the education system are influenced by information. The need for information will increase along with the increasing curiosity in oneself, because there will be a desire to increase knowledge. According to Guha (2004) in Nabila's thesis (2021) with the title The Effect of Media Exposure and Information Quality on Twitter Account @PT\_Transjakarta Towards Fulfilling Information Needs for Followers of Transjakarta Service Users, there are 4 types of information needs, namely:

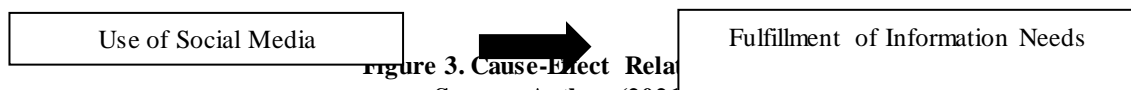
1. Current need approach. The need for up-to-date information, which means that someone needs the latest and most current information every day.
2. Everyday need approach. Routine information needs which means specific and fast in information management.
3. Exhaustive need approach. The need for in-depth information which implies a dependence to find information that is accurate, specific, and fast.
4. Catching-up need approach. Information needs at a glance where the information needed is at a glance but provides a complete picture of a topic.

**2.7 Teori Uses and Gratification**

According to Katz et al., (1974) in the journal Surahman et al., (2021) with the title The Effect of Instagram Account @ Beritacilegon on the Information Needs of Followers (Followers), Uses and Gratification theory is one of the early mass communication theories, characterizing listeners as people who are active and motivated in the use of media. The focus of this theory is more on what people do with the media than what the media have with them. From this point of view, audiences actively select and use media according to their specific needs.

**3. RESEARCH METHODOLOGY**

The method used in this study is a quantitative method with the type of explanatory research, namely research conducted to find an explanation of why an event or symptom occurs. The final result of this study is a description of the causal relationship (Prasetyo and Jannah, 2016). The causal relationship can be described as follows:



The sampling technique in this study, namely the Simple Random Sampling technique or random sample selection. The sample taken is followers from the Instagram @folkative account, which is as many as 100 people.

**4. RESEARCH RESULTS AND DISCUSSION**

**4.1 Validity and Reliability Test**

**Table 1. Test the Validity of Social Media Use Variables**

Instrument Items	R Count	R Table	Information
1	0.748	0.306	Valid
2	0.672	0.306	Valid

3	0.615	0.306	Valid
4	0.465	0.306	Valid
5	0.711	0.306	Valid
6	0.722	0.306	Valid
7	0.637	0.306	Valid
8	0.642	0.306	Valid
9	0.770	0.306	Valid
10	0.807	0.306	Valid

Source: Data processed by the author (2022)

**Table 2. Validity Test Results for Information Needs Fulfillment Variables**

Instrument Items	R Count	R Table	Information
1	0.724	0.306	Valid
2	0.714	0.306	Valid
3	0.691	0.306	Valid
4	0.593	0.306	Valid
5	0.691	0.306	Valid
6	0.614	0.306	Valid
7	0.690	0.306	Valid
8	0.697	0.306	Valid
9	0.776	0.306	Valid
10	0.477	0.306	Valid
11	0.634	0.306	Valid
12	0.630	0.306	Valid

Source: Data processed by the author (2022)

Based on the table above, it can be seen that all statements are declared valid, because the results of each R count per each statement are greater than R table and are positive with an R table value of 0.306. This R table is obtained from  $df (N-2) = (30-2) = 28$  with a significance level of 10% or 0.1 for the 2-way test so that the R table is 0.306.

**Table 3. Reliability Test Results**

No.	Variable	Cronbach's Alpha	Reliability Coefficient	Information
1.	Use of Social Media (X)	0.864	0.6	Reliable
2.	Fulfillment of Information Needs (Y)	0.861	0.6	Reliable

Source: Data processed by the author (2022)

Based on the table above, it can be seen that the Cronbach's Alpha value of the 10 statement items regarding the use of social media is 0.864. While the value of Cronbach's Alpha of the 12 statement items regarding the fulfillment of information needs is 0.861. So it can be concluded that all statements in the variables X and Y are said to be reliable because the Cronbach's Alpha value of the two variables is above 0.6.

4.2 Classic assumption test

Normality test

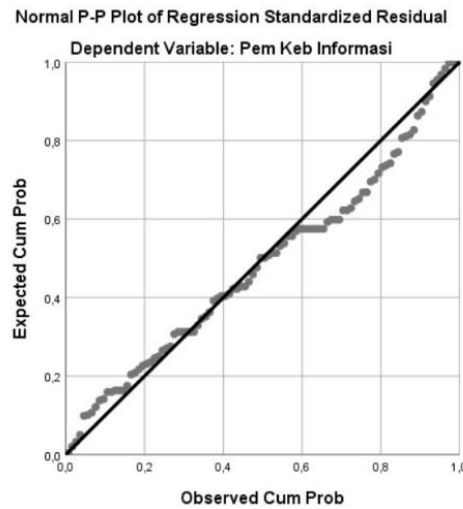


Figure 4. Normality Test Results  
Source: Data processed by the author (2022)

Based on the results of the normality test above, it can be seen that the data distribution points follow a diagonal line, so it can be concluded that the data is normally distributed.

4.3 Simple Linear Regression Analysis

Table 4. Results of Simple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,645	2,029		4,753	,000
	Social Media Peng	,941	,065	,825	14,474	,000

a. Dependent Variable: Pem Keb Information

Source: Data processed by the author (2022)

From the table above, it can be obtained the following regression equation:

$$Y = a + bX$$

$$Y = 9,645 + 0,941X$$

The above equation can be translated as follows:

1. The constant value (a) is 9.645 which means that the consistent value of the Information Needs Fulfillment variable is 9.645.
2. The X regression coefficient is 0.941, meaning that every 1% increase in Social Media Use, it will increase the Fulfillment of Information Needs by 0.941. The regression coefficient is positive. So it can be said that the direction of the influence of variable X (use of social media) on Y (fulfillment of information needs) is positive.

**4.4 Hypothesis testing**

**T Uji test**

Testing the hypothesis in this study using the T test. The T test was conducted to determine the significance of the effect of the independent variables individually (partial) on the dependent variable.

**Table 5. Simple Linear Regression Analysis Results**

oefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,645	2,029		4,753	,000
	Social Media Peng	,941	,065	,825	14,474	,000

a. Dependent Variable: Pem Keb Information

**Source: Data processed by the author (2022)**

Based on the table above, it can be seen that the t-count value is 14.474 and the significance value is 0.000 where the significance value is <0.05. So it can be concluded that Ho is rejected and Ha is accepted, which means that there is a significant effect of using Instagram Social Media on Fulfilling the Information Needs of Followers on the @folkative account.

**4.5 Coefficient of Determination Test (R2)**

**Table 5. Coefficient of Determination Test Results (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825 <sup>a</sup>	,681	,678	3,82258

a. Predictors: (Constant), Pem Keb Information

**Source: Data processed by the author (2022)**

Based on the table above, it can be seen that the coefficient of determination (R Square) is 0.681 which means that the effect of the independent variable / X (Social Media Use) on the dependent variable / Y (Fulfillment of Information Needs) is 68.1% while the remaining 31.9% is influenced by by other variables not examined in this study.

**4.6 Correlation Test**

**Table 4.28 Correlation Test Results**

Correlations			
		Social Media Peng	Pem Keb Information
Social Media Peng	Pearson Correlation	1	,825**
	Sig. (2-tailed)		,000
	N	100	100
Pem Keb Informasi	Pearson Correlation	,825**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

**Source: Data processed by the author (2022)**

Based on the table above, it can be seen that the Pearson correlation value is 0.825 which means that if it is closer to 1, then the relationship between X and Y variables has a perfect relationship or it can be said that the relationship between the variables of Social Media Use and Fulfilling Information Needs has a perfect relationship and the direction of the relationship has a perfect relationship. positive direction of the relationship.

## **5. CONCLUSIONS AND SUGGESTIONS**

### **5.1. Conclusion**

Based on the results of the study, the authors can conclude that there is an effect of using Instagram social media on meeting the information needs of followers on the @folkative account of 68.1% while the remaining 31.9% is influenced by other variables not examined in this study.

### **5.2. Sugestions**

Based on the results of the study, the authors propose the following suggestions:

1. For further researchers who will also research on the same research topic as the author, they can add other variables that can enrich previous research and because of the limited research time, further researchers can also add more respondents so that research results can be more effective.
2. For the Instagram account @folkative itself to maintain it as an Instagram account that quickly shares the latest information both from within the country and abroad because as many as 53 respondents agreed about this and also the information shared is always informative and conveyed using language that easy to understand, because as many as 63 respondents stated strongly agree on this matter.

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