

The Influence of Using Instagram's Social Media Account @Neohistoria.Id In Fulfilling Followers' Information Needs

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ABSTRACT: Today the world has entered the era of globalization, various kinds of technology are growing very rapidly. The growth of technology is also based on human needs, humans have a need for information, on the development of technology, humans can easily access the information needed through the media. This information is of course obtained through mass media such as television, radio, magazines, films, newspapers, tabloids, and mass media, namely letters, telephones, posters, telegrams, banners and so on. One of the accounts that uses Instagram social media to spread information is Instagram @Neohistoria.id. This study uses quantitative methods. The author is interested in knowing the effect of using Instagram social media accounts on meeting information needs. The purpose of the study was to determine the effect of using the Instagram @Neohistoria.id social media account on meeting the information needs of followers and to find out how much influence social media had on meeting information needs. Data collection in this study is by distributing questionnaires to 100 respondents who were determined through accidental sampling. The data obtained were analyzed using validity tests, reliability tests, simple regression tests, correlation coefficients, coefficients of determination, and T tests. The results of this study obtained positive regression results, which means that there is effectiveness of social media in meeting information needs.

Keywords: Influence, Social Media, Information Needs



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INTRODUCTION

Currently the world has entered the era of globalization, various kinds of technology are growing very rapidly. The growth of technology is also based on human needs, humans have a need for information, for the development of technology, humans can easily access the information needed through the media. This information is certainly obtained through mass media such as television, radio, magazines, films, newspapers, tabloids, and non-mass media, namely letters, telephones, posters, telegrams, banners and so on (Djerf-Pierre & Pierre, 2016; Edlins & Brainard, 2016; Jin & Yoon, 2016; Lee et al., 2023).

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Humans tend to use media to find information as a fulfillment of their information needs, this is reflected in human habits that in their daily lives humans use the information obtained for certain desired purposes. In the current era, information is easier to obtain through the internet, along with the development of the age information can be easily accessed by humans wherever and whenever he is. Internet stands for interconnection-networking which means a global internet network that can connect computer networks from all over the world using communication media such as satellites and telephones. In 1969 at that time the internet was a computer network created by ARPA. ARPA is part of the United States Department of Defense. This project is called ARPANET.

The development of the internet is very stunning experts, because the internet can so quickly develop with a variety of programs, when the first time the internet can only be accessed through a computer at home, but along with the development of technology created smartphone devices that can access the internet without limited space and time, some services provided by the internet reach e-mail, telnet, File transfer protocol (FTP), Newnews and the World wide web (www). And services that are often used are e-mail and www. There are other developments of the internet, namely search and track engines, such as browsers and search engines, both search engines have multimedia hyperlink functions, which can make it easier for users to browse quickly and systematically (Huang, 2017; Rastogi & Bansal, 2022; Scandurra et al., 2022; Wang et al., 2021).

The level of Internet users in the world today is very high because humans are very dependent on the internet to find information. This is evidenced by the results of research from Hootsuite we are Social in 2022.

Figure I. 1

Internet Users



Source : <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>

According to a survey from We Are Social (2022) states that internet users in the world reached 4.95 billion, up 4% from 2021 which had 4.66 billion, mobile device users reached 8.28 billion, up

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2.9% from 2021 which had 5.22 billion, and active social media users reached 4.62 billion, up 10.1% from 2021 which had 4.20 billion. The survey calculated from the total human population which reached 7.91 billion. The we are social survey (2022) says that on average every day humans spend 8 hours, 36 minutes when using the internet, this indicates that internet use in the world has become a human habit in everyday life (Alvarez-Peregrina et al., 2022; Khazami & Lakner, 2021; Mkono, 2016; Phillips et al., 2022; Zulfiker et al., 2022).

Mass communication is the most important instrument in the dissemination of information, the message transmitted by mass communication has no purpose to one person or one group only, in other words, the message in mass communication is aimed at a plural audience. Therefore, the message distributed must not have a special nature or have a special purpose only for certain groups of people or certain people.

Information technology is growing rapidly in the era of globalization, the purpose of developing information technology is to make it easier for humans to get the information they want, one of the developments of information is social media, social media has a very rapid development from year to year, along with the development of social media many users use social media to share experiences and disseminate information and become one of the communication tools that quite efficient. Because easy access and the information needed can be quickly obtained. The meaning of the word social media is as a convergence between personal communication in the sense of sharing between individuals and public media for various to anyone without any individual specificity" Meike and young in (Nasrullah: 2017: 11).

Social media was created to expand interaction between humans, there are various types of social media namely Instagram, Twitter, Facebook, Youtube and so on, with the existence of social media humans can communicate, interact, share, and find the information needed, social media can also create a large community through interaction and communication.

Social media users in Indonesia are very high, this can be proven through the results of the 2021 We Are Social survey.

Gambar I. 2
Social Media Users



Source : <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>

According to the results of the Hootsuite We Are Social survey (2022), of the total 277.7 million Indonesian population, active social media users are 191.4 million, up 12.6% from 2021 which has

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170 million, mobile device users 370.1 million or up 3.6% from 2021 which has 345.3 million., and 204.7 million internet users or up 1% from 2021 which has 345.3 million. And also on average every day Indonesian people use social media with 3 hours, 17 minutes through any device, this indicates that the use of social media in Indonesia is still a major habit for Indonesian people.

Instagram is one type of social media that is often used by Indonesians, the level of Instagram social media users is very high, because the features presented in Instagram make it very easy for users, this can be proven by the results of the 2022 we are social survey.

Figure I. 3

Instagram users



Source : <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>

According to the results of the hootsuite we are social 2022 survey. The number of Instagram users in Indonesia in 2022 reached 99.15 million people, with a percentage of 52.3% of female users and 47.7% of male users, this proves that Instagram users in Indonesia are very high.

Currently, there are many Instagram accounts that contain informational content, one of which is @Neohistoria.id. @Neohistoria.id is an Instagram media account that has a base on the internet, the content presented by @Neohistoria.id is content that reviews history both that has happened in Indonesia and history that has occurred in any corner of the world, the content presented by Instagram @Neohistoria.id has great benefits for the public to meet the needs of information about world history easily, because the content is packaged as interesting as possible so that it can be easily in remember by Followers. Besides being active on Instagram social media @Noehistoria.id also often releases books about history, such as the latest @Neoshistoria.id has just released a book entitled "From Roman to Gipsy thunder".

The number of Instagram accounts that discuss world history can meet the needs of historical information, but the Instagram account @Neohistoria become one of the big accounts that discuss content about history. The @Neohistoria.id account currently has 91.2k followers and 1,104 posts as of January 30, 2022.

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Figure I. 4



Source : <https://www.instagram.com/neohistoria.id/>

@Neohistoria.id is one of the largest Instagram accounts that has educational content about history. And quite a lot invites follower interaction in each content, because humans have a very high curiosity about information, but dissatisfaction with the information obtained is a dilemma in itself to keep trusting educational Instagram accounts that are sources of information. Based on this phenomenon, researchers have a desire to find out whether there is an influence on the use of Instagram social media in meeting information needs.

Previous research has a function as a reference for the author to conduct research, there are several references to previous research, namely:

1. The Effect of Using Social Media @Jktinfo Instagram Account on Meeting the Information Needs of Followers Helen, Farid Rusdi Vol. 2, No. 2, December 2018, pp. 355 –362. The purpose of this study is to determine the effect of using @jktinfo Instagram account on meeting the information needs of followers. The research method used in this study is quantitative. Data collection in this study is by distributing questionnaires to 100 respondents determined through non-probability sampling and incidental sampling techniques, the results of the linear regression equation $Y = 0.564 + 0.880X$ with a significant value (sig.) of 0.000, which means the use of social media Instagram accounts @jktinfo have a significant influence on meeting the information needs of followers.

2. The influence of using Instagram social media @VisitBogor on meeting the information needs of followers, Dian Mustika Ramadhani H. Djafar, Yuliani Rachma Putri. e-Proceedings of Management : Vol.7, No.1 April 2020 | Page 1768, the purpose of this study is to determine how much influence the use of Instagram social media @visitbogor on meeting the information needs of followers using quantitative research methods. With the results showing that 11 Social media use (X) has a positive and significant effect on Information Needs (Y). Based on the results of the coefficient of determination test, it was found that the use of social media (X) influenced

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Information Needs (Y) by 59.8% while the remaining 40.2% was influenced by other factors that were not studied in this study

3. Situ Nurbaiti Fauziyyah, Nofha Rina MEDIALOG: Journal of Communication Sciences, Volume III, No. I, February 2020, pp 13-24. Digital Media Literacy: The effectiveness of Instagram accounts @inforbandungraya to meet the information needs of followers. The purpose of this research is to determine the effect of the effectiveness of @Infobandungraya Instagram account on meeting the information needs of followers. This research has a type of descriptive quantitative research, which is a study that determines several hypotheses to be tested. The survey method carried out is by distributing questionnaire links to followers of @Inforbandungraya Instagram account through the direct messages feature. This study concluded that there is an influence of the effectiveness of @Inforbandungraya Instagram account by 55.95% on the fulfillment of follower information supported by factors such as the strength of news, clarity of news, and providing information that suits the needs of followers.

4. Puti Zahra, Riza Hernawati, The effectiveness of @pikobar_jabar Instagram account in meeting followers' information needs, Volume 7, No 1, February, 2021. The purpose of this study was to find out how effective Instagram accounts @pikobar_jabar in meeting followers' information needs, in this study, researchers used a quantitative approach and used descriptive studies. The data collection technique used was in the form of a research questionnaire with 100 respondents and relevant literature studies, based on research, the results showed that in meeting the information needs of followers that the Instagram account @pikobar_jabar declared effective in providing information about COVID-19 in West Java.

5. The Effectiveness of @1000_guru_bdg Instagram Community Accounts in Meeting the Information Needs of Followers, Novia Dianita Andiny, Iis Kurnia Nurhayati, and Gartika Rahmasari Profesi Public Relations, Volume 3, No. 1, 2018, pp. 81-101. The purpose of this study is to determine how high the effectiveness of "Traveling & Teaching" activities in meeting the information needs of @1000_guru_bdg Instagram community account, using descriptive quantitative research methods and positivism paradigms. The results of this study are (1) the percentage of effectiveness of activities

"Traveling & Teaching" is classified as high with the category of effective, (2) the percentage of activity information needs

"Traveling & Teaching" is classified as high with the category of effective, and (3) the percentage of effectiveness of activities

"Traveling & Teaching" on Instagram community account

@1000_guru_bdg has a significant effect on meeting the information needs of followers with a high percentage.

6. Shaohai Jiang, Annabel Ngien, social media + Social, April-June 2020, 1 – 10. The Author(s) 2020. The effect of Instagram use, social comparison, and self-esteem on social anxiety: A survey study in Singapore, Journals social media. This study aimed to explore the effect of Instagram use on individual social anxiety, with the general basis of a three-stage model of interactive media use for health promotion, we conducted a cross-sectional online survey study (N=388) in the Singapore context and empirically tested the mediation pathways linking Instagram use with social anxiety. In contrast, social comparison, proximal outcomes, and self-esteem, intermediate

outcomes play a mediating role, favoring a complete mediating effect. These findings provide important theoretical and practical implications for campaign design and health education in this digital age to enhance the positive effects of social media on emotional health and well-being.

METHOD

The author in compiling this thesis uses quantitative research, according to (Sugiono, 2013: 13) is as follows: The quantitative approach is as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing hypotheses that have been Set.

This research has a descriptive nature using descriptive quantitative, descriptive of the influence of Social Media variables on meeting information needs. The population used in this study was Instagram Followers @Neohistoria.id which amounted to 91,400 Followers. Researchers use the Accidental Sampling sample technique which is a method of selecting samples with certain populations that are easiest to reach and obtain, for example the closest to the researcher's domicile

RESULT AND DISCUSSION

Discussion

1. Interpretation of Research Results

The results of the study entitled the influence of the use of Instagram @Neohistoria.id social media accounts on the fulfillment of information needs that have been studied, the research above is very interesting to see the influence and how much influence the dimensions and indicators of social media variables on information needs in testing the influence of Instagram @Neohistoria.id social media. in this study shows the results, that gender characteristics The average male respondents were 69 and 31 women, with these results it can be concluded that the majority of respondents who filled out the questionnaire of this study, were men.

In the social media variable test, the highest value results from the Self Disclosure dimension The information provided by the @Neohistoria.id Instagram account is very satisfying for @Neohistoria.id followers. with a calculated r result of 0.568, in addition to the highest value, there is also the lowest value of the Self Disclosure dimension with a statement The response given by Instagram followers @Neohistoria.id is very good in giving likes, shares and comments. With the result r calculate 0.449.

Meanwhile, in the variable of information needs, it shows the highest value results from the dimension Catching up need approach Instagram account @Neohistoria.id can meet the information needs of Instagram followers @Neohistoria.id. with the result r calculate 0.767, in addition to the highest value, there is also the lowest value of the dimension Current need approach with the statement Information provided by the Instagram account @Neohistoria.id is rarely known by many people, with the aim of increasing follower information. With the result r calculate 0.588.

The reliability results on the Social Media variable have a value of 759 generated from 6 statements, on the test results generated from the information needs variable of 871 generated from 10 statements. Then the value of the correlation coefficient of 0.635 with this result can certainly have a strong influence.

The result corresponds to a simple linear regression formula that is $Y = a + b X$, which means that Y is the symbol of the related variable, a constant, b coefficient regression for the independent variable (X). With the existing results, it can be concluded that variable X affects variable Y. The constant of 15,732 means

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that when the Social Media variable is considered to have a value of 0 (zero), then the need for information is 15,732. Simple linear regression shows the direction of the relationship between Social Media variables and information needs variables is unidirectional, if every increase in one unit of social media variables can cause an increase in information needs, it can be interpreted as a positive value coefficient and there is a positive relationship between Social Media and Information needs.

Based on the analysis of the T test, it was found that there was a significant influence between variable (X) Social Media and variable (Y) information needs. This can be proven in the results of the Social Media t-count test of 8.137 then in t table 1.660 and significant levels of $0.00 < 0.05$. Which has the meaning of H1:

There is an influence of the use of the @Neohistoria.id Instagram Social Media account on meeting the needs of Follower Information. (H1)

2. The Influence of Social Media on Meeting the Information Needs of Followers

The test results that have been tested through the significance and regression coefficient of social media variables on information needs, have a regression coefficient value of 0.891 and a sig of 0.000. So with these results, the test results can be interpreted that social media is positive or affects the fulfillment of followers' information needs.

The results of the study are the same as the results of Helen's research, Farid Rusdi 2018, in this study concluded that Instagram social media has a significant influence on meeting information needs.

In the results of Dian mustika Ramadhani H. Djafar, Yuliani Rachma Putri, shows that the use of social media has an influence on information needs.

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CONCLUSION

This study aims to determine whether there is an influence of the use of Instagram @Neohistoria.id social media accounts on meeting the information needs of followers, as well as to find out how much influence social media has on meeting information needs.

Based on the results of testing the research hypothesis using the T Test, the social media variable has a calculated t value of $8.137 > t$ table 1.660, which means that there is a problem for the use of the @Neohistoria.id Instagram Social Media account to meet the needs of Followers Information. (H1) And the R Square value is 0.403. So the coefficient of determination can be interpreted that the ability of social media variables to information needs in this study is 40.3% while 59.7% is another variable that was not studied in this study.

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