

The Influence of the Use of Social Media of Educational Institutions on the Fulfillment of Student Information Needs

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ABSTRACT: Instagram is a social media used to interact with other users and offers various features provided by Instagram such as Direct Message, Like, and Comment. The phenomenon of the teaching and learning process in higher education is also inseparable from technological advances, both from curriculum development, academic systems to student activities. One of the utilization of technological advances is the dissemination of information about the campus world. The implementation of Uses and Gratification Theory in this study can be seen from individual active students who deliberately seek information and become followers of the @academic_csunibi Instagram account as a fulfillment of information needs. This study aims to determine the effect of using instsgram social media on the @academik_csunibi account on fulfilling the information needs of active students of Universitas Informatika and Bisnis Indonesia Academic Year 2019-2022. The research method used is a quantitative method with a verificative approach. The population in this study were active students of the University of Informatics and Business Indonesia in the 2019-2022 academic year with a sample size of 100 respondents with purposive sampling technique. The results of this study indicate that in the T test data from the results of the IBM SPSS 23 statistical data analysis obtained data of $8,364 > 1654$, it means that H_0 is rejected and H_1 is accepted, so this value indicates that there is an influence between the collaboration sub variable on the current need approach variable.

Keywords: Social Media Usage, Instagram, Information Needs Fulfillment



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INTRODUCTION

Technology-based communication is currently starting to develop with the support of the internet (Alshehri, 2019; Edlins & Brainard, 2016; Hussain et al., 2018; Rahi, 2015). Technological advances and developments have made some people switch to using the internet in their information search, communication needs and entertainment fulfillment. One of them is digital communication. The birth of the internet is closely related to the new media era. The development of new media is not

limited to the internet, but the internet is the most dominating tool or media in the new media era. (Asrini Mahdia, 2018)

Instagram is a social media used to interact with other users and offers various features provided by Instagram such as Direct Message, Like, and Comment. In one application, the availability of various features makes the main reason for interest in becoming a user of the application. One of the utilization of the use of Instagram social media in disseminating information about the phenomenon of the teaching and learning (Eze et al., 2021; Hysa et al., 2021; Mabillard et al., 2021). Process in educational institutions is also inseparable from technological advances, both from curriculum development, academic systems to student activities (Hoogendoorn & Gregory, 2016; Lalancette & Raynauld, 2019; Suryani et al., 2022; Zuhri, 2020).

One of the utilization of technological advances is the dissemination of information about the world of higher education. Of the many universities, Universitas Informatika dan Bisnis Indonesia is one of the educational institutions that utilize information technology, in this case the internet and social media. Information will spread faster by utilizing the internet and social media (E. Smith et al., 2023; Palazzo et al., 2021; Stock, 2020; Young, 2020).

It can be seen from the @Akademik_csunibi account, which is one example of a social media account managed by an admin related to the Indonesian Informatics and Business University agency, using Instagram as a medium for disseminating information. This @Akademik_csunibi Instagram account disseminates information about information and academic policies from the University to students, by uploading through graphic design and captions (Caspari, 2022; Jansom & Pongsakornrunsilp, 2021; Tafesse & Wood, 2020).

So in this study it was concluded that the criteria for respondents selected were all active students of the University of Informatics and Business Indonesia, the purpose of this study could also be used as a media branding for the Instagram account so that it could be more widely recognized by all students.

Based on the explanation above, the author has the aim of examining how much influence the use of social media instagram @academik_csunibi has on fulfilling the information needs of active students of Universitas Informatika dan Bisnis Indonesia. Researchers want to focus on the types of information needs of followers and active students related to academic information, therefore researchers conducted research with the title "The effect of using academic Instagram social media on fulfilling student information needs (Quantitative study of the effect of using academic Instagram social media on the @Academic_csunibi account on fulfilling the information needs of active students of Universitas Informatika dan Bisnis Indonesia)".

Digital Communication

Communication has an important role for humans and through digital technology humans can connect with each other globally. Technology has changed all aspects ranging from lifestyle to the way of communicating between individuals (Abdillah & Zulhazmi, 2021; Bartelmeß & Godemann, 2022; Berger et al., 2016; Hafied, 2023). Digital communication is also called online communication, which is personal computer-based communication to send messages and get messages or exchange facts through the platform. (Priyono, 2022: 8-9).

It can be concluded from the above understanding, that digital communication changes the order and pattern of communication that exists in society. Digital communication is part of new media where communication and interaction between people can be done through a platform. Likewise,

the communication that exists in students of the University of Informatics and Business Indonesia who are followers of the @academic_csunibi account who use digital communication in academic information fulfillment activities.

New Media

New media can also be referred to as a digital information and communication technology connected to the internet network. The development of social media began rapidly. The world of social media has replaced conventional communication media because of its ease of connecting to various parts of the world quickly, seamlessly and easily. New media reveals the rapid development of media and communication that occurs.

This is in line with the advancement of communication and information technology that continues to grow and develop and bring up sophisticated technological innovations. It can be concluded from the above understanding that new media is a development of old media that grows not to replace old media, but develops supported by new innovations in advances in communication technology, such as currently developing media into internet- based media. New media reveals the rapid development of media and communication that occurs as in one of the @academik_csunibi accounts in the fulfillment of academic information at the University of Informatics and Business Indonesia.

Social Media

Social media is a platform that is widely used by people today, especially to interact, get and share information widely and quickly using a technology facilitated by the internet network.

According to (Syahbani, M. F., & Widodo, A., 2017) states that there are four sub-dimensions of social media marketing, namely:1

1. Context "How we frame our stories." is a way of forming messages or information such as the form of the message itself, the use of language, and the content of the message with a certain format. Context indicators consist of the way of presentation, message design, time of content delivery, and content presented.
2. Communication "The practice of sharing our sharing story as well as listening, responding, and growing." is a way of conveying or sharing messages and also listening, responding and developing these messages so that they are received or conveyed properly. Communication indicators consist of admin responses, information conveyed, message delivery style, and message effectiveness.
3. Collaboration "Working together to make things better and more efficient and effective." is a way of working together between companies or messengers and social media users so that the messages conveyed are effective and efficient. Collaboration indicators consist of interaction, involvement, message suitability and benefits.
4. Connection "The relationship we forge and maintain." is a way of maintaining the relationship that has been established between the company or messenger and the recipient of the message so that it is sustainable). Connection indicators consist of sustainable and reciprocal relationships.

Instagram

Instagram provides a new way of communicating on social networks through photos, the concept of social networking with "follow", "like" photos and "popular" which makes Instagram increasingly popular with many people. Instagram is a social media that has many opportunities to be used in business for its users. Can be utilized as a marketing communication media through uploading both photos and videos uploaded.

Instagram Content

Unique and interesting content on Instagram has become a special attraction among social media users, especially among teenagers, because Instagram is a social media application that pioneered in posting and sharing photos and videos. The large number of Instagram users is often used to convey various information briefly. For this reason, the Instagram application can be used to attract users for something, for example as marketing media, campaign media, organizing events and other information (Kurniawati & Arifin, 2015).

From the above understanding, it can be concluded that information is available through electronic media or products. Without content, the message that you want to convey to the audience may not necessarily be conveyed properly or even be interesting to just look at, therefore Instagram content is very important, especially for educational institutions at the University of Informatics and Business Indonesia in conveying academic information on the @academic_csunibi account.

Information Needs

Etymologically, information comes from the French *information* which means concept, idea, or outline. Information itself is a noun that means activity in communicated knowledge. Information is a set of data or facts that are organized into something useful for the recipient.

Referring to (Guha in Ninis, 2018), namely:

1. Current need approach

It is an approach to the needs of information users that is up-to-date. Users interact with the information system in a very general way to increase their knowledge. This type of approach requires constant interaction between the user and the information system.

2. Everyday need approach

It is an approach to user needs that is specific and fast. The information that users need is information that is routinely encountered by users.

3. Exhaustive need approach

It is an approach to the user's need for in-depth information, information users have a high dependency on the information needed and is relevant, specific, and complete.

4. Catching-up need approach

It is an approach to the user for information that is concise, but also complete, especially regarding the latest developments in a subject of interest and relevant matters.

METHOD

Quantitative research methods are referred to as positivistic methods because they are based on the philosophy of positivism. This method is a scientific/scientific method because it fulfills scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is also called the discovery method, because with this method new science and technology can be discovered and developed. This method is called quantitative because research data is in the form of numbers and analysis uses statistics. (Sugiyono, 2021: 16).

In this study, the design used is verification. Verification research design according to Dimiyanti (2013: 9) which aims to test or check the truth of a particular theory or rule, law or formula. Data collection in this study, researchers used primary data research and secondary data. Data collection when viewed from the source of the data, the data collection is divided into primary data and secondary data (Sugiyono, 2021: 296).

The object of this research is the effect of using academic Instagram social media on the @academic account _csunibi on fulfilling student information needs. While the research subject of the analysis unit is active students of Universitas Informatika Dan Bisnis Indonesia in the 2019, 2020, 2021, 2022 academic years. The sampling technique used in this study was purposive sampling. The sample in this study was calculated using the Slovin formula, which is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Slovin Formula

Source: Sugiyono (2013: 65) Description: n :

Sample size

N : Population size

e : Limit of error tolerance (10%)

In this study, a validity test was carried out to determine the accuracy of the measuring instrument to test one data. for the calculation where the confidence level is 90% with a value of $e = 10\%$. The amount of e used is 10% because in the slovin formula there are the following provisions (Ramadhan & Syahrudin, 2019)

The technique used in this study is to compare r product moment with the following results:

1. If $r_{\text{count}} < r_{\text{table}}$ then the question is invalid.
2. If $r_{\text{count}} > r_{\text{table}}$ then the question is valid (Arikunto, 2013: 89)

The reliability test decision can be determined by comparing r_{count} and r_{table} with the following conditions:

1. If $r_{\text{count}} > r_{\text{table}}$ then the question or statement item is declared reliable.
2. If $r_{\text{count}} < r_{\text{table}}$ then the question item or statement is declared unreliable (Ghozali, 2013: 48).

In addition, a normality test is carried out, based on probability (*Asymtomic Significance*) if the probability > 0.05 then the distribution of the population is normal, if <0.05 then the population is not normally distributed (Husein, 2011: 182). Then, regression analysis according to Sugiyono is used to predict how far the value of the independent variable changes, if the value of the independent variable is manipulated / changed or increased or decreased (Sugiyono, 2016: 260).

The coefficient of determination test, namely the magnitude of the coefficient of determination can be calculated using the following formula: (Sugiyono, 2017: 320).

$$KD = r^2 \times 100\%$$

Description:

Kd: Coefficient of Determination R² : Correlation Coefficient

The t test is a test conducted to test whether there is a significant effect partially from each variable. The following comparison is used in testing the t test:

- 1) If the value of tcount > ttable then H01 is rejected and Ha1 is accepted.
- 2) If the value of tcount < ttable then H01 is accepted and Ha1 is rejected.

If it is referred to as a partial test, which means it shows the magnitude of the influence of an independent variable in explaining changes in the dependent variable.

RESULT AND DISCUSSION

The data generated in this study are numerical data and the data analysis is carried out using SPSS 23 software. This study aims to find out the effect of using social media instagram educational institutions on the @academic_csunibi account on fulfilling the information needs of active students, the data was collected by distributing questionnaires to 100 respondents. The questionnaire was distributed online and face to face via the Instagram direct message feature and directly at the Indonesian Informatics and Business University. The distribution of questionnaires was carried out using purposive sampling technique according to Sugiyono (2018: 138), which is a sample collection using certain considerations with the criteria for respondents in this study, namely active students in the 2019-2022 academic year.

Table 1. Partial T' Test Results

Unstandardized Coefficients	Results
t	8.364
Sig	0.000
Conclusion	There is an Influence

From the results in table 1, it can be seen that the *collaboration* sub variable on the *current need approach* variable has a sig value of $0.000 < 0.05$ and the t_{count} is 8.364. In this study, the t_{table} obtained is 1654, where the t_{table} is obtained from $\alpha = (0.05)$ and the degree of freedom (df) = $n-2 = 100-2 = 98$, because $t_{\text{count}} > t_{\text{table}}$ with a value of $8.364 > 1654$ means H_0 is rejected and H_1 is accepted, then this value indicates that there is an influence between the *collaboration* sub variable on the *current need approach variable*.

Table 2 Partial T' Test Results

Unstandardized Coefficients	Results
t	1.009
Sig	0.316
Conclusion	No Effect

From the results of table 2, it can be seen that the context sub variable on the catching-up need approach variable has a sig value of $0.316 > 0.05$ and t_{count} of 1.009. In this study, the t_{table} obtained is 1654, where the t_{table} is obtained from $\alpha = (0.05)$ and the degree of freedom (df) = $n-2 = 100-2 = 98$, because $t_{\text{count}} < t_{\text{table}}$ with a value of $1,009 < 1654$ means H_0 is accepted and H_1 is rejected, then this value indicates that there is no influence between the context sub variable on the catching-up need approach variable.

CONCLUSION

Based on the results of the research that the researchers have done, there is an influence between the use of social media instagram @akademik_csunibi on fulfilling the information needs of active students of Universitas Informatika and Bisnis Indonesia. In research obtained from statistical data, the greatest influence is the influence between the collaboration sub- variable on the current need approach variable. Collaboration in research on how to work together between companies or messengers and social media users so that the messages conveyed are effective and efficient.

In the research that has been conducted, there are sub-indicators that have no influence between the use of social media instagram @academik_csunibi on fulfilling the needs of active students of Universitas Informatika and Bisnis Indonesia. In the research obtained, the sub-variable that has no effect is between the context sub-variable and the catching-up need approach variable. The lack of influence on how to form messages or information such as the form of the message itself, the use of language, and the content of messages with a certain format on a brief information approach. Based on the results of IBM SPSS 23 statistical data, the lack of influence of hypothesis four, namely the sub-indicator (X1) context, especially in the design of the message conveyed, does not attract the attention of active students in the search for academic information and on the sub- variable catching-up need approach or brief information approach.

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