

## The Effectiveness of Instagram Social Media as an Information Platform: Survey on Followers of Instagram Account @INDOZONE.ID

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### ABSTRACT

The research titled "The Effectiveness of Instagram Social Media as an Information Medium (Survey on @Indozone.id Instagram Account Followers)" explores the significant role of Instagram @Indozone.id in today's digital era. Recognizing its importance as a visual information hub for millennials and Gen Z, the account utilizes attention-grabbing taglines like #KAMUHARUSTAU and maximizes Instagram features, becoming a crucial factor in Citizen Journalism development. Grounded in the Honeycomb theory, the study adopts a positivist approach with quantitative methods, employing a survey methodology with 100 @Indozone.id followers as the sample. Data analysis, utilizing a Likert Summating Rating (LSR) scale, reveals a high effectiveness score of 7.654 out of 20 questionnaire items. The conclusion drawn is that Instagram @Indozone.id effectively delivers relevant and beneficial information, contributing to Citizen Journalism in social media. This study underscores the importance of leveraging social media for information dissemination in today's digital age, providing a robust understanding of Instagram @Indozone.id's role in this realm.

**Keywords:** Media Effectiveness, Information, Social Media, Instagram.

### INTRODUCTION

The use of social media by the public in this era of digitalization and globalization has become an undeniable and familiar aspect of daily communication activities in industrially advancing societies with evolving technologies. According to data shared by We Are Social, the primary reason for internet usage is information seeking, accounting for 57.8%. The total number of internet users and active social media users worldwide is recorded at 4.76 billion, representing 59.4% of the global population. This indicates a 3.0% increase in internet users, totaling 137 million from the previous year (We Are Social, 2023).

Effendy asserts that achieving goals within specified timeframes, budgets, and personnel requires an effective communication strategy (Yozani, 2022). Many Instagram users respond positively to the emergence of informative news accounts on Instagram. Instagram @Indozone.id was created with the awareness that Instagram serves as a platform for providing informative news with visual elements, targeting the millennial

and Gen Z audience. The catchy hashtag #KAMUHARUSTAU accompanies each post, maximizing Instagram's provided features. This serves as a driving factor in the development of Citizen Journalism.

### *Honeycomb*

Social media utilizes mobile and web-based technologies to create an interactive platform where individuals and communities can share, co-create, discuss, and modify content generated by information accounts. Jan H. Keitzmann outlines the honeycomb framework as a representation of a set of concepts that define social media by leveraging seven dimensions.

These dimensions involve elements such as, Identity: Refers to the extent to which users express subjective (opinions) and personal information, requiring consumer control over privacy and data security. Conversation: The space where social media users are in communication, allowing organizations to track conversations on specific topics. Sharing: Describes users interacting with shared products (such as discount coupons) or exchanging material. Presence: Depicts how aware users are of each other (such as location and availability). Relationships: Indicates users connecting with each other and how these connections are formed. Reputation: Allows users to evaluate the reputation of others based on generated data (such as the number of followers). Groups: Indicates the potential for users to form communities achieved through membership rules and standards (Jan H. Kietzmann, 2011).

### **LITERATURE REVIEW & THEORY**

The study entitled "Effects of Uses and Gratifications on Social Media Use: The Facebook Case with Multiple Mediator Analysis" is a quantitative research that employs the uses and gratifications theory. This research aims to understand the new ways of interaction with others using social networking sites (SNS). With the dense traffic and technological capabilities, SNS measures the level of satisfaction for its users. This study conceptualizes a comprehensive framework based on the uses and gratifications theory (UGT), habits, and subjective norms. Structural equation modeling is utilized to analyze survey data. The

distinction from previous research lies in the difference in social media platforms. However, there is a lack of understanding of how gratifications play a role in usage intention and whether there are other factors influencing this relationship. Therefore, this research aims to address this research gap.

The second study entitled "Effectiveness of Instagram Social Media @Loker\_Kotasurabaya in Fulfilling Job Vacancy Information Needs in Surabaya" is a study on social media effectiveness using the Uses and Gratification Theory, aimed at identifying the gap between desired needs and actual fulfillment. The relevant theory considered in this research is Uses and Gratification, where media users have an active right to choose which media can fulfill their needs. Sample determination utilizes random sampling technique from the population of followers of the Instagram account @loker\_kotasurabaya. In this study, the researcher adopts a quantitative approach, post-positivist paradigm, and survey method by distributing questionnaires to 100 respondents. Sample determination uses random sampling technique from the population of followers of the Instagram account @loker\_kotasurabaya. Data collection is carried out through survey method by distributing questionnaires.

Meanwhile, data analysis involves Gap Analysis by conducting Hypothesis Testing through t-table and t-value calculations to prove the rejection of  $H_0$  and acceptance of  $H_a$ . This indicates the existence of a Gap between Desired Needs and Actual Fulfillment, followed by calculating the TCR Value to determine the effectiveness level of Instagram @loker\_kotasurabaya. The difference from this research lies in the difference in hypothesis testing and not calculating the gap in Instagram effectiveness.

The subsequent research entitled "Effectiveness of Instagram Media in Branding the Faculty of Communication Sciences, Universitas Garut" conducted by Chotijah Fanaqi, Muhammad Azi Zuhakim, and Fitri Nadia Komalasari (2020) is a quantitative research with an associative approach. The aim of this research is to describe the effectiveness of Instagram media in branding the Faculty of Communication Sciences, Universitas Garut. The population in this study consists of new students of the Faculty of Communication Sciences, Universitas Garut in 2019, with a sample size of 70 students, using proportional random sampling technique. Data collection method employs questionnaires. The theory

utilized in this research is the Theory of Uses and Gratifications. There is similarity in the application of the theory and difference in terms of population and selected social media account.

The subsequent study, entitled "Utilization Of Social Media Instagram @Satgascovid19.Id In Fulfilling The Need For Information About Covid-19 (Survey On The People Of DKI Jakarta)," aims to investigate the utilization of Instagram social media @Satgascovid19.Id in meeting the information needs regarding Covid-19 among the residents of DKI Jakarta. The study requires a sample population of 400 individuals who utilize the Instagram account @Satgascovid19.Id as their information source during the COVID-19 pandemic. The objective of this research is to describe the utilization of Instagram social media @Satgascovid19.Id in fulfilling the information needs about Covid-19 among the people of DKI Jakarta. Similarities with this research include examining the use of an Instagram account as a digital platform for obtaining information. However, differences exist in terms of concepts utilized; this study employs the 4C concept, consisting of context, communication, collaboration, and connection. Additionally, the population size and the Instagram account under investigation differ.

Theory in Economics Learning to Develop Social Skills of Grade XI Students at SMA Negeri 1 Sigi," employs a qualitative research method with a descriptive approach. The aim of this study is to describe the effectiveness of gadgets based on the Uses and Gratification Theory in economics learning to develop social skills among Grade XI students at SMA Negeri 1 Sigi. Data is collected from interview transcripts, field notes, documentation, and other sources. This research consists of two variables: gadget media among students and the dependent variable, which is students' social skills. Similarities with this research include examining the effects of using social media and employing the Uses and Gratification Theory. However, differences exist in the concept of this study, which utilizes 5 motivational needs: cognitive, affective, personal, social in an integrative manner, and the need for escapism, as well as the number of variables studied.

## METHODOLOGY

This study adopts a positivistic paradigm. According to Irwan, something can be measured when it can be classified as a relatively fixed, tangible reality that can be observed using tools to develop objective research (Irwan, 2018). Employing a quantitative research approach, as per Bugin (2008) cited in Ningsih, descriptive quantitative research is used to depict, explain, or summarize various situational conditions, phenomena, or research variables as they exist, which can be captured through photography, interviews, observations, and documentary materials (Ningsih, 2023).

The research utilizes a survey method by distributing questionnaires to respondents who are users of the Instagram application and followers of the @indozone.id account. The sample size for this study is 100 respondents, consisting of followers of the Instagram account @Indozone.Id. The sampling technique employed is non-probability sampling, specifically collecting samples that represent certain characteristics or traits relevant to the research objectives. The criteria used by the researcher are as follows: 1. Actively using Instagram social media, 2. Followers of the Instagram account @Indozone.Id, 3. Following updates from the Instagram account @Indozone.Id.

The data analysis technique employed in this study is descriptive analysis. The effectiveness of the media is measured using the model proposed by Jan Kietzmann & Kristopher Hermkens, encompassing dimensions such as Identity, Conversation, Sharing, Presence, Relationships, Reputation, and Groups. These dimensions serve as criteria for evaluating the effectiveness of the media in question. Data collection technique The primary data collection technique involves structured interviews using questionnaires with closed-ended answers, where the responses are provided, and these are administered to relevant parties associated with the research issue. Respondents fill in the questionnaires. Secondary data are also collected to obtain the necessary information theoretically from experts and are utilized to analyze existing problems. The data collection methods include: 1. Interview with the manager of the @Indozone.Id account

(conducted on June 14, 2023). 2. Observation of the @Indozone.Id account and other relevant sources that can support and relate to this research.

Validity is tested using the Pearson Product Moment formula. According to Azwar, the minimum correlation for each question item should be greater than or equal to 0.30 ( $> 0.30$ ) (Sugiyono, 2017). Reliability is tested using the Cronbach's Alpha formula, resulting in an interpretive value of  $r$  at 0.882 (very strong) (Suharsimi, 2008). Variables are measured as smaller sub-variables using the Likert Summative Rating (LSR) scale, with questionnaire scores falling between the lower limit and the first quartile considered very low, between the first quartile and the second quartile as low, between the second quartile and the third quartile as high, and between the third quartile and the upper limit as very high (Ridwan, 2004).

## RESULTS AND DISCUSSION

One of the informative accounts on Instagram is @Indozone.Id. It is particularly popular among Generation Z users, supported by the Instagram bio "Zone of Youth Generation." This suggests that @Indozone.Id serves as a platform for young social media users to access updated information and contribute to citizen journalism by sharing accessible news for the younger generation.

The @Indozone.Id social media account posts about 5-6 news updates per day. The frequent posting increases interactions with followers. Each news post on Instagram is unique, accompanied by the hashtag #KAMUHARUSTAU, which is also used on its website. Covering a wide range of topics, Indozone.Id engages a diverse audience interested in staying informed, making the Instagram account frequently appear on the main page.

Based on findings and discussions from a survey of 100 respondents, all meeting the criteria, the questionnaire focused on general respondent profiles and social media functions. The section on social media functions had 20 indicator questions. The research aimed to measure the effectiveness of the Instagram @Indozone.Id account in meeting followers' information needs. The results showed that 65% of respondents were male, 35% were female, 86% were in the age range of 21-30 years, 11% in the 15-20 age range,

and 3% above 40 years. In terms of occupation, 63% were students, 22% were private employees, 11% had other occupations, 3% were entrepreneurs, and 1% were government or state-owned enterprise employees.

### *Introduction (identity)*

As the first dimension, the effectiveness in the introduction dimension was measured through three indicators. Respondents agreed that the Instagram @Indozone.Id account serves as an information platform, that the audience stays updated through its content, and that the presented content is used as a means to inform about the latest news. The research found that @Indozone.Id successfully made respondents agree with the information conveyed through its posts, making them use the account to seek the latest information. Respondents agreed that the information presented by @Indozone.Id is an effective means to inform about current news.

In this dimension, a score of 1270 was obtained through the calculation based on three questions in the introduction dimension using the Likert scale. This indicates the effectiveness of the social media message on Instagram @Indozone.Id as an information medium for Instagram followers. In the introduction dimension, the effectiveness of the @Indozone.Id Instagram account was evaluated as effective because the audience agreed that Indozone.Id's identity can be a source of the latest information and has its own identity in delivering information.

### *Conversation*

As the second dimension, measuring effectiveness in one of the indicators involves the conversation dimension. Three questions were provided by the researcher with the following indicators: @Indozone.Id account responds to audience comments on @Indozone.Id content posts, @Indozone.Id responds to messages received through Direct Message (DM), and @Indozone.Id uses the features available in stories to get audience responses. In this dimension, the research found that the @Indozone.Id social media account raises doubts among the audience regarding responding to comments, as not all comments are replied to by @Indozone.Id. In the next question, the audience hesitated

about @Indozone.Id responding to Direct Messages (DM) because only Direct Messages containing reliable information would be answered, as they have the potential to be used for Citizen Journalism. The @Indozone.Id Instagram account successfully made the audience agree that it uses features in stories to get audience responses.

In this dimension, a score of 1017 was obtained through the calculation based on three questions in the conversation dimension using the Likert scale. This indicates the effectiveness of the social media message on Instagram @Indozone.Id as an information medium for Instagram followers. The conversation dimension is considered effective, as the audience agrees that the @Indozone.Id Instagram account successfully applies Citizen Journalism, and it is evident that the conversation is two-way.

### *Sharing*

To measure effectiveness in one of the indicators, the sharing dimension was considered. The researcher provided three questions with the following indicators: Instagram social media @Indozone.Id as a means of sharing information about all aspects, @Indozone.Id as a news distribution medium for the latest information, and @Indozone.Id account as a means to share information about events. In this dimension, the research found that the @Indozone.Id social media account successfully made the audience agree that @Indozone.Id is a means of sharing information about all aspects. In the next question, the audience agreed that @Indozone.Id serves as a news distribution medium for the latest information, and the @Indozone.Id Instagram account is a means to share information about events.

In this dimension, a score of 1230 was obtained through the calculation based on three questions in the sharing dimension using the Likert scale. This indicates the effectiveness of the social media message on Instagram @Indozone.Id as an information medium for Instagram followers. Followers of @Indozone.Id are aware of coupons or discounts provided by third parties who endorse them through @Indozone.Id posts, providing promo codes for these events.

### *Presence*

In this dimension, the researcher provided two questions with the indicators: Instagram social media @Indozone.Id is always present in providing information on every important event, and @Indozone.Id is always present on time in providing news information. In this dimension, the research found that the @Indozone.Id social media account successfully made the audience agree that @Indozone.Id is an information account that is always present in providing information on every important event. In the next question, the audience agreed that @Indozone.Id is timely in providing news information.

In this dimension, a score of 820 was obtained through the calculation based on two questions in the presence dimension using the Likert scale. This indicates the effectiveness of the social media message on Instagram @Indozone.Id as an information medium for Instagram followers. In this dimension, the audience agrees that the @Indozone.Id Instagram account creates and manages a sense of familiarity and closeness in providing information.

#### *Relationship*

In the relationship dimension, the researcher found that the @Indozone.Id social media account creates uncertainty among the audience in interacting in the comment section or Direct Message. However, the @Indozone.Id Instagram account successfully made the audience agree that it engages with the audience using features on Instagram such as quizzes, polls, and questions. The audience is uncertain about @Indozone.Id's ability to interact with the audience using live features on Instagram.

In this dimension, the evaluation yielded a cumulative score of 1050, derived from the comprehensive analysis of three questions encompassed within the relationship dimension and assessed utilizing the Likert scale. This score serves as a robust indicator of the effectiveness of the social media messaging disseminated through the Instagram platform by @Indozone.Id, serving as an invaluable information conduit for its extensive base of Instagram followers. The collective responses of followers affirm the perception that @Indozone.Id has adeptly crafted a cohesive framework centered around various aspects of lifestyle, seamlessly meeting the diverse information needs and preferences of

its engaged audience within both individual and group social networks existing within the vast landscape of social media.

Delving deeper into the intricacies of this dimension, it becomes evident that @Indozone.Id has strategically positioned itself as a prominent player within the digital sphere, catering to the multifaceted interests and lifestyle choices of its followers. The attainment of a commendable score of 1050 underscores the proficiency of @Indozone.Id in forging meaningful connections with its audience, encapsulating the essence of lifestyle-related content that resonates with the diverse demographics comprising its follower base. This dimension encompasses the intricacies of the relationship between @Indozone.Id and its followers, reflecting the symbiotic bond forged through the exchange of valuable and engaging content that enriches the digital experience of each follower.

Moreover, the consensus among respondents regarding the establishment of a structured framework related to lifestyle by @Indozone.Id further elucidates the depth and breadth of its influence within the digital landscape. By curating content that is not only informative but also reflective of the evolving preferences and aspirations of its audience, @Indozone.Id has successfully positioned itself as a trusted ally in navigating the complexities of modern-day living. The affirmation that @Indozone.Id effectively caters to the information needs of its audience within both individual and group social networks underscores its role as a pivotal player in shaping the digital discourse surrounding lifestyle-related topics.

Furthermore, the acknowledgment of @Indozone.Id's ability to fulfill the information requirements of its audience within the context of social media platforms highlights its adaptability and responsiveness to the dynamic nature of digital interactions. Through strategic engagement strategies and a keen understanding of its audience's preferences, @Indozone.Id has cultivated a thriving digital community wherein followers feel empowered to actively participate in discussions, share insights, and seek guidance on various aspects of lifestyle. This interactive dynamic fosters a sense of belonging and camaraderie, further solidifying the bond between @Indozone.Id and its followers.

In conclusion, the attainment of a score of 1050 within the relationship dimension underscores the effectiveness of @Indozone.Id's social media messaging on Instagram as an information medium for its followers. By fostering a cohesive framework centered around lifestyle-related content and actively engaging with its audience within both individual and group social networks, @Indozone.Id has emerged as a trailblazer in shaping the digital landscape, enriching the lives of its followers, and cementing its status as a trusted source of information and inspiration within the realm of social media.

### *Reputation*

In the reputation dimension, the researcher found that the @Indozone.Id social media account successfully made the audience agree that the quality of information presented meets the needs of the community, the information presented is the most up-to-date, and the @Indozone.Id Instagram account is trustworthy regarding the information provided.

In this dimension, a score of 1165 was obtained through the calculation based on three questions in the reputation dimension using the Likert scale. This indicates the effectiveness of the social media message on Instagram @Indozone.Id as an information medium for Instagram followers. Followers of the @Indozone.Id Instagram account agree that they know the social status and content of others and monitor the enthusiasm of the audience.

### *Group*

As the last dimension, to measure effectiveness in one of the indicators, the group dimension was considered. The researcher provided three questions with the following indicators: Information presented by the @Indozone.Id account already represents followers, information presented by @Indozone.Id can form a community among @Indozone.Id followers, and the @Indozone.Id Instagram account has rules and standards for its followers. In this dimension, the research found that the @Indozone.Id social media account successfully made the audience agree that the information presented already represents the audience to get the desired information, the information

presented can form a community among the audience, and the @Indozone.Id Instagram account has rules and standards for its followers.

In this particular dimension, the assessment yielded a score of 1102 derived from the analysis of three questions within the group dimension utilizing the Likert scale. This score serves as an indicator of the effectiveness of @Indozone.Id's social media messaging on Instagram as an information conduit for its followers. @Indozone.Id demonstrates proficiency in tailoring its content to resonate with its audience, thereby fostering a sense of community and setting standards that align with the preferences and expectations of each follower. This strategic approach is exemplified by @Indozone.Id's explicit positioning as a platform catering to the younger demographic, as reflected in its Instagram bio, with the majority of its followers falling within the age range of 21 to 30 years old. By acknowledging and catering to the unique interests and demographics of its audience, @Indozone.Id effectively cultivates a sense of belonging and relevance among its followers, thereby enhancing its effectiveness as an information medium on Instagram.

## **CONCLUSION**

The findings of this study, which utilized a questionnaire consisting of 20 inquiries to assess the efficacy of the Instagram account @Indozone.Id as an information source, reveal that 80% of respondents acknowledge the account's success in delivering timely and relevant information. Through various means such as engaging Instagram stories, comprehensive coverage of diverse news topics, prompt updates, and consistent delivery of high-quality content, the account has effectively established its presence among social media users and fostered meaningful interactions with its followers.

Analyzing the responses based on the Likert scale, the aggregate score amounts to 7654, positioning it within the range between Q2 and Q3. Consequently, the collective evaluation indicates that the messaging strategy employed by @Indozone.Id on Instagram is regarded as effective in serving as an information medium for its followers. This assessment underscores the positive reception and perceived value of the content disseminated by the account, affirming its role as a trusted and influential source of information within the Instagram community.

*Academic Recommendation:*

For future researchers, it is recommended to delve deeper into the subject matter by conducting more comprehensive research methods, such as in-depth interviews or broader questionnaire distribution, to garner a richer understanding of the topic and achieve more nuanced results. Furthermore, similar studies could be undertaken, focusing on specific aspects or variables, to further explore and evaluate the effectiveness of Instagram @Indozone.Id as an information medium. By narrowing down the scope and targeting particular dimensions, researchers can provide more detailed insights into how users interact with and perceive the content shared on this platform.

*Practical Recommendation:*

Additionally, practical suggestions arising from the findings indicate that while the messages disseminated by @Indozone.Id are generally effective in serving as an information source for its Instagram followers, there exist opportunities for improvement in the quality and effectiveness of these messages. To enhance the impact of the content, it is recommended to prioritize relevance and informativeness, ensuring that the information provided addresses the needs and interests of the target audience. Moreover, fostering two-way interaction with the audience, such as by responding to comments and engaging in conversations, can promote a sense of community and increase user engagement. Furthermore, presenting information in a more visually appealing and engaging manner, such as through multimedia content or interactive features, can captivate the attention of the audience and enhance the overall user experience. These practical suggestions aim to optimize the effectiveness of @Indozone.Id as an information medium on Instagram, ultimately contributing to its ability to disseminate valuable and engaging content to its audience.

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