The Influence Of The @Ikom_Telu Instagram Account Strategy In Fulfilling The Information Needs Of Telkom University Communications Science Students

Pengaruh Strategi Akun Instagram @Ikom_Telu Dalam Memenuhi Kebutuhan Informasi Mahasiswa Ilmu Komunikasi Universitas Telkom

Okta Andika Pratama, Idola Perdini Putri [2]

[1] Communication Science, School of Communication & Social Sciences, Telkom University, Indonesia, Oktaandika@student.telkomuniversity.ac.id

[2] Communication Science, School of Communication & Social Sciences, Telkom University, Indonesia, Idolaperdiniputri@telkomuniversity.ac.id

Abstract

Indonesia, a global population leader, experiences a surge in digital technology use. Datareportal.com's "Digital 2024 Indonesia" confirms rising internet user activity. This study investigates the impact of using the social media platform Instagram @ikom_telu on fulfilling information needs for Telkom University communication science students. The research analyzes social media use (context, communication, collaboration, connection) and information needs (current, daily, exhaustive, catching-up) through a quantitative descriptive survey with 301 Telkom University communication science students. The findings reveal a positive and significant influence of social media use on information needs. This suggests that effectively using Instagram @ikom_telu as a communication platform enhances students' information needs. Future research can explore different methodologies and broader sample populations. This study demonstrates the potential of social media in addressing information needs, encouraging responsible and effective use for educational benefit

Keywords- Instagram, Activity Content , Activity Content Information Needs

Abstrak

Indonesia, sebagai negara dengan populasi terbesar di dunia, mengalami lonjakan penggunaan teknologi digital. Laporan "Digital 2024 Indonesia" dari Datareportal.com mengonfirmasi peningkatan aktivitas pengguna internet. Penelitian ini menyelidiki dampak penggunaan platform media sosial Instagram @ikom_telu dalam memenuhi kebutuhan informasi bagi mahasiswa ilmu komunikasi Telkom University. Penelitian ini menganalisis penggunaan media sosial (konteks, komunikasi, kolaborasi, koneksi) dan kebutuhan informasi (terkini, harian, lengkap, mengejar ketertinggalan) melalui survei deskriptif kuantitatif terhadap 301 mahasiswa ilmu komunikasi Telkom University. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan dari penggunaan media sosial terhadap kebutuhan informasi. Hal ini menunjukkan bahwa penggunaan Instagram @ikom_telu secara efektif sebagai platform komunikasi dapat meningkatkan kebutuhan informasi mahasiswa. Penelitian di masa depan dapat mengeksplorasi metodologi yang berbeda dan populasi sampel yang lebih luas. Penelitian ini menunjukkan potensi media sosial dalam memenuhi kebutuhan informasi, mendorong penggunaan yang bertanggung jawab dan efektif untuk kepentingan pendidikan.

Kata kunci-Instagram, konten aktivitas, kebutuhan informasi konten

I. INTRODUCTION

Indonesia, as one of the countries with the largest population in the world, continues to show significant growth in the use of digital technology. The latest report from Datareportal.com in "Digital 2024 Indonesia" shows the development of internet user behavior which continues to increase. In addition to the growth in internet use, there has also been an increase in the adoption of other digital technologies such as social media and e-commerce. The report notes the increasing use of mobile devices and the growing demand for digital content, which is important for marketing and business strategies.

According to Hidayatullah (2020:1), social media is an online site or service that allows users to consume and

follow or participate in creating, commenting and distributing various content in various formats such as text, images, videos and photos.

Overall, this report is a valuable resource for industry players to understand and utilize digital technology trends in Indonesia, helping them to take the necessary strategic steps. recorded the number of active internet and social media users in Indonesia until the Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 would reach 221,563,479 people from a total population of 278,696,200 Indonesians in 2023. From the results of the 2024 Indonesian internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. Indonesian people are internet and social media users. With this it can be said that almost the majority of Indonesian people have used the internet and social media. Communication activities and access to information, entertainment, shopping and various online transactions, access to education, employment, and so on are known to be the reasons for this increase. According to the report "Digital 2024 we are social and Meltwater, in Indonesia there have reached 185.3 million people who use the internet, up 0.8% or around 1.3 million people from 2023. Of the population in Indonesia, which will reach 278.7 million in 2024, 66.5% or 185.3 million people have accessed the internet, while 34.5% or around 93.4 million people, still do not have access to the internet. Report from we are social it is seen that about 83.1% of people use the internet to search or find information, while as many as 70.9% use the internet to stay in touch with family, friends, and so on. As many as 70.6% of people use the internet to get inspiration and new ideas, about 62.9% of people only fill their free time when using the internet. From the data above shows that internet users are more often used to find information, and what is happening out there. The following is data for Most Use Social Media Platform in Indonesia. A study by We Are Social and Meltwater on the most used social media platforms in Indonesia shows that WhatsApp is the most frequently used app by Indonesians with around 90.9%, followed by Instagram with 85.3%, and Facebook with 81.6%.

Indonesia occupies the 7th position as the country that spends the most time on the Instagram mobile application, Indonesia spends an average of about 16 hours 10 minutes in 1 month. It shows that a lot of Indonesian people spent most their time for using Instagram. Indonesians spend a parcel of time on Instagram for a few key interrelated reasons, counting socioeconomics, culture, innovation and nearby substance. With a huge youthful populace, Indonesia has numerous dynamic social media clients who are exceedingly associated to innovation and tend to spend a part of time on advanced stages such as Instagram. The impact of prevalent influencers and celebrities on Instagram pulls in numerous devotees who are inquisitive about taking after their lives, exercises and suggestions, subsequently expanding time went through on the stage. In expansion, Instagram gives a parcel of important and curiously neighbourhood substance for clients, from culinary, fashion, travel, to way of life, which makes clients proceed to investigate and spend more time on the application. Instagram's inventive highlights such as Stories, Reels, IGTV and online shopping moreover increment client interactivity and engagement. @ikom_telu discusses student activities, religious holidays, and inspirational quotes. via social media. In this research, @ikom_telu was used as the research object because @ikom_telu attracted a lot of attention because of its information, benefits and has now become a mainstay account for students.

Table 1. Data Coffee Shop in Bandung

No.	Name Instagram	Number of Followers	Content Focus
1.	@baa_univtelkom	16,400	Information and Education
2.	@iotelkomuniv	5,871	Information and Education
3.	@laakfks	5,248	Information and Education
4.	@bpa_telkomuniversity	2,535	Information and Education
5.	@fks.telkomuniversity	2,185	Information and Education
6.	@ikom_telu	1,226	Information and Education

Source: Data Research by Author (2024)

Based on Table 1.1, it can be seen that the @ikom_telu account entered the top 6 activity content students on Instagram by occupying the sixth position with a total of 1,226 followers with the first position occupied by the @baa_univtelkom account. When compared to its competitors, the volume of @ikom_telu followers is still lower, this may be due to a lack of information and education from @ikom_telu. In the midst of competition for Instagram accounts related to information and education services, @ikom_telu has succeeded in becoming one of the information

and education service accounts that attracts the most attention from students by including student content activities on Instagram. In its social media strategy, @ikom_telu uses social media, especially Instagram, as a tool to share important information and an Instagram account can ultimately imply benefits. The Instagram account @ikom_telu is very active in providing information about important information and programs @ikom_telu. Apart from providing information about communication and business faculty study programs, @ikom_telu also often shares useful information regarding data, instructions and shares related to consideration of training programs and events. The amount of information received by students regarding the @ikom_telu account on Instagram influences their information needs

II.   LITERATURE REVIEW
A.   Strategy Concept
According to Widagdo (Rofianto, 2007: 12), strategy involves policy decisions for long-term calculations. Integrated, integrative, simultaneous, synergistic, and coherent, can be reflected in the determination of goals, targets, long-term programs, priority activities, and resource allocation. so that from some of the above definitions it can be concluded that strategy is a plan for an institution to achieve a goal that has previously been planned, both individually and in groups both in urgent activities and long-term needs, to create the best activity.

B.   Communication
According to Hovland et al. (1953) Communication is a process through which a person (communicator) conveys a stimulus (usually words) with the intention of influencing the behavior of other people (audience).

C.   New Media
New media based on Juanda (2017) opinion will not be separated from the development of the internet and the globalization of information technology

D.   Communication Strategy (AIDA)
The AIDA model uses a four-step formula to attract attention, generate interest, cultivate desire, and finally take action. This model is useful for evaluating the impact of advertising by controlling each stage of the mental transition from an individual viewing an ad to an individual purchasing the relevant item (Hassan et al., 2015).

E.   Social Media
Social media is described as a group of internet-based applications built on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010).

F.   Instagram
Atmoko (2012) in his book entitled Instagram Handbook, Instagram is an application for sharing photos which in its features makes it possible to take photos, apply filters and share them to various social networks including the Instagram application itself.

G.   Information Needs
Information is a basic human need today; if it is not met, it becomes a problem. Humans rely on information to meet their various needs such as increasing knowledge, improving skills, reducing uncertainty, obtaining satisfaction and so on (Perdana et al., 2012: 4-5).

H.   Research Framework
The research framework of this study is based on the article "The Impact of Using Instagram Social Media @ Fanirahm on Fulfilling the Information Needs of Generation Z Beauty Products in Bandung City" written by Nurmalia Dewi Putri and Dindin Dimyati and published in the Journal of Humanities Journal. Quoted from the title of the Social Science Innovation journal published.

In this research framework, there are two variables in it that influence each other. With the variables Use of Social Media and Information needs. Based on previous research, this research changes the object from Beauty

Products for Generation Z in Bandung City to Telkom University Communications Science Students. So that the research framework is obtained as follows:
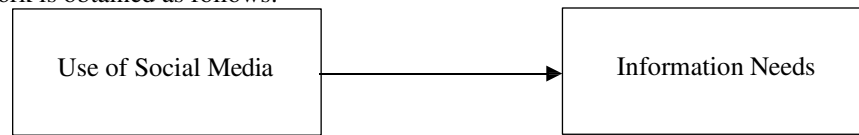

Figure 1. Research Framework Source Putri & Dimyati, (2024)

III. RESEARCH AND METHODOLOGY

In the research "The Influence of the @IKOM_TELU Instagram Account Strategy in Fulfilling the Information Needs of Telkom University Communications Science Students", the type of research used is quantitative research. This study aims to understand and describe The Influence of the @IKOM_TELU Instagram Account Strategy in Fulfilling the Information Needs of Telkom University Communications Science Students. This type of quantitative research will focus on in-depth understanding of how Using social media influence the Information Needs of Telkom University Communications Science Students. The population in the study of "The Influence of the @IKOM_TELU Instagram Account Strategy in Fulfilling the Information Needs of Telkom University Communications Science Students". The population in this study are people who follow the @IKOM_TELU Instagram account at telkom university communications science students. According to Sugiyono (2022) the population is the entire object under study. It consists of several limited and unlimited individuals. The population of this study was the followers of @IKOM_TELU on Instagram, which counted with 1.217 respondents. Based on the results of these calculations, the minimum results for the sample in this study were at least 301 respondents who use Instagram social media users. So, this research uses a minimum sample of 301 respondents who use of social media Instagram and people who follow the @IKOM_TELU Instagram account.

IV. RESULT AND DISCUSSION

Respondents who were involved in filling out the questionnaire were people who follow Morgy on Instagram and who have purchased the product. The survey was distributed using the Google Form survey and shared via social media platforms including WhatsApp, Instagram, Facebook, Twitter, Telegram, and LinkedIn to gather responses from participants. The process of filling out the questionnaire begins with a screening question, including questions about gender, age, occupation, income, Instagram usage, and follow @IKOM_TELU Account on Instagram. After completing the screening questions, respondents filled out statements about Use of Social Media & Information Needs. In this study, questionnaires were distributed to 301 respondents.

Researchers used a number of research tests to find out the results of their research regarding the Use of Social Media, regarding the Information Needs of Instagram users following the account @IKOM_TELU. According to Indrawati (2019) the only requirement for using multiple linear regression is the classical assumption test. Hypothesis testing such as normality, heteroscedasticity and multicollinearity tests requires classical assumption tests. The author used three classic assumption tests in this research, namely the Normality Test, Heteroscedasticity Test and Multiquestionnaire Test.

A. Normality Test

The normality test is used to test the regression model. according to Indrawati (2019) The normality test is one of the test requirements for analyzing data, which means that existing data must be tested first. In the research on the Influence of of use Social Media on information needs on @IKOM_TELU on Instagram, the normality test was used because the residual values of the question items can be seen through histograms and p-plots based on the previous chapter (Sugiyono, 2022).
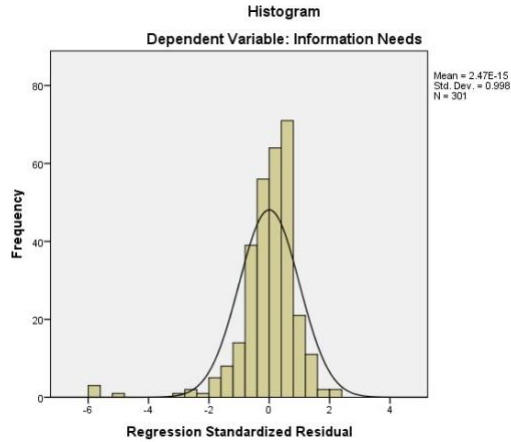
Figure 2. Normality Test Results Normal Probability Histogram Source Processed SPSS Data (2024)

Based on the histogram results above, the diagonal line follows the histogram graph above which forms a bell-like pattern which means that normality is in accordance with the normality test. Then the next thing is based on the P-plot as follows:
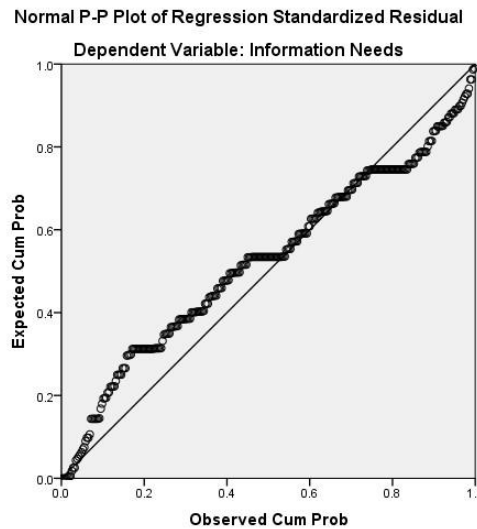

Figure 3. Normality Probability Plot Test Result Source Processed SPSS Data (2024)

As shown by the data plot above, the distribution of questions in this study is appropriate and normal according to the theory outlined in the previous chapter, because the data is not spread too far or apart. The normality test is carried out to check the distribution of information needs data. P-plot was used as a visualization method, and the results showed that the points in the P-plot approximated the diagonal line well, indicating conformity to a normal distribution.

B. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.321	1.421		6.557	.000		
	Use of Social Media	.799	.021	.912	38.444	.000	1.000	1.000

a. Dependent Variable: Information Needs

Figure 4. 1 Multicollinearity Test
Source: Processed SPSS Data (2024)

From the results above, it is known that all the tolerance values of the tolerance values and VIF values for the Use of Social Media variable (X) are 1.000, which is greater than 0.10 and the VIF value is 1.000 which means it is smaller than 10, meaning it does not indicate multicollinearity.

C.   Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.321	1.421		6.557	.000
	Use of Social Media	.799	.021	.912	38.444	.000

a. Dependent Variable: Information Needs

Figure 4. 2 Heteroscedasticity Test Result
Source: Processed SPSS Data (2024)

From Figure 4.12 above, the calculated t value is < t table showing that apparently in this model it does not exist Heteroscedasticity problem. With a significant (sig) value > 0.05, use of social media 0.000. With this, it can be concluded that in this regression model there is no heteroscedasticity problem.

D.   Multiple Linear Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.321	1.421		6.557	.000		
	Use of Social Media	.799	.021	.912	38.444	.000	1.000	1.000

a. Dependent Variable: Information Needs

Figure 4. 3 Multiple Linear Analysis Test Result
Source: Processed SPSS Data (2024)

Traditional assumption tests such as multicollinearity, normality, heteroscedasticity, were performed and found to be acceptable in this investigation. The equation for multiple linear regression is as follows, using data from the analysis figure 4.15 above:

$$Y = A + B_1X_1 + B_2X_2 + \ldots B_nX_n$$
$$Y = (9.321) + (0.799) X_1$$

1.   **Y** = Information Needs Variable
2.   **A** = Constant of 9.321, which means that Information Needs are influenced by the variables Use of Social Media, so the value will be 9.321 meaning that the value of Information Needs will decrease if there are no Use of Social Media variables.
3.   **B1** = The regression coefficient value for the Use of Social Media variable is equal to. 0.799 This value shows a positive influence between Use of Social Media variable and Information Needs. This means that if the Use of Social Media variable experiences an increase, then the Information Needs variable will

decrease by 0.799. Assuming that the other variables remain constant.

E.   Simultaneous Hypothesis Testing F Test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26171.057	1	26171.057	1477.938	.000b
	Residual	5294.637	299	17.708		
	Total	31465.694	300			

a. Dependent Variable: Information Needs

b. Predictors: (Constant), Use of Social Media

Figure 4. 4 Simultaneous Hypothesis Testing F Test
Source: Processed SPSS Data (2024)

Meanwhile, according to Narimawati et al. (2020), what must be considered for testing the simultaneous hypothesis test (F-Test) is the significance value, with characteristics as follows:
1.   If the significant value (sig) is <0.05, then H0 is rejected and H1 is accepted
2.   If the significant value (sig) is >0.05, then H0 is accepted and H1 is rejected.
Based on the results in Figure 4.16 above, from the ANOVA data table above, the F count is 1477.938. The significance value shows the number 0.00 < 0.05, which means it can be concluded that Use Social Media variables simultaneously have an influence on Information Needs on @IKOM_TELU on Instagram

F.   Partial Hypothesis Test T

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.321	1.421		6.557	.000		
	Use of Social Media	.799	.021	.912	38.444	.000	1.000	1.000

a. Dependent Variable: Information Needs

Figure 4. 5 Partial Hypothesis Test T
Source: Processed SPSS Data (2024)

From Figure 4.15 above, it can be seen that the results of the regression analysis obtained a coefficient for the of use social media variable of 0.799, with a constant of 9.321.
1.   H1: Use of Social Media on Information Needs.
The results of the empirical test on the influence of social media on information needs show a calculated t value of 38.444 and a p value (Sig) of 0.000 which is below alpha 5%. This means that there is a positive influence between use of social media on information needs. The research results can accept the hypothesis which states that there is a positive influence between of use social media on information needs.

G.   Testing the Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912[a]	.832	.831	4.208

a. Predictors: (Constant), Use of Social Media

b. Dependent Variable: Information Needs

Figure 4. 6 Coefficient of Determination Test Results (R2)
Source: Processed SPSS Data (2024)

Based on the figure 4.16 above, it is known that the coefficient of determination (R^2) is the proportion of variation in the dependent variable that can be explained by the independent variables in the regression model. In this case, the R^2 of 0.832 or 83.2% indicates that almost 85% of the variation in information needs (Y) can be explained by the variables of use social media (X). The explanation that the R^2 value comes from the square of the correlation coefficient value (R) is correct. R is the correlation coefficient between the independent and dependent variables. In the formula, $R2 = R \times R$, explains that R^2 is the square of the correlation coefficient. The statement that the variables of use social media (X), simultaneously influence purchasing decisions (Y) by 83.2% provides information about the extent to which the combination of independent variables influences the dependent variable. This suggests that when these three variables are considered together, they can explain a large part of the variation in information needs. The statement that the remainder (16.8%) is influenced by other variables outside this regression model or variables that were not studied provides recognition of the limitations of the model. This suggests that there are other factors not included in the analysis, and variability in purchasing decisions that cannot be explained by the combination of these three variables. A high R^2 value indicates that this model has a good ability to explain variations in purchasing decisions. However, it is also important to consider the predictive quality of the model and whether it can be widely applied.

H.   The Effect Use of Social Media to Information Needs

The results of the empirical test on the influence of social media marketing on purchasing decisions show a calculated t value of 38.444 and a p value (Sig) of 0.000 which is below alpha 5%. This means that there is a positive influence between of use social media on information needs. The research results can accept the hypothesis which states that there is a positive influence between of use social media on information needs. The overall percentage from 17 questions of use social media variables is 88.3%% and can be located on Figure 4.7, the continuum line, the score belongs to very high category

V.   CONCLUSIONS AND RECCOMENDATIONS

Based on the results of research analysis, data processing, and discussion regarding providing empirical evidence regarding the influence of Instagram of use social media on information needs, this research used a sample of 301 respondents who have Instagram. Based on the results of hypothesis testing carried out in this research, it can be concluded that: The Use of Social Media Variable had a positive and significant effect on Information Needs.

It can be concluded that the better the social media has become a platform for businesses to communicate to customers more effectively and efficiently to aware the content on Instagram. The results of the empirical test on the influence of use of social media on information needs showed a calculated t value of 38.444 and a p value (Sig) of 0.000 which is below alpha 5%. From the results of research on social media variables, researchers recommend that Instagram maintain content and promotions that are aligned with the expectations of Instagram users, whether in product initiation or just persuasive advertising. Future researchers are expected to conduct other research on Instagram so that the results of this research can be used as comparison material and can be used as a reference for researchers who will conduct similar research. Futher researchers can increase the number of respondents in research so that the data processed is more accurate. This research was processed using SPSS analysis. Moreover, the can use other statistical analysis applications such as Amos, Smart-PLS, or others

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