Jurnal Mantik, 7 (4) (2024), ISSN 2685-4236 (Online)

Published by:Institute of Computer Science (IOCS)

Jurnal Mantik

Journal homepage: www.iocscience.org/ejournal/index.php/mantik

The influence of using Instagram @dishubsurakarta on fulfilling followers' information needs

Anisa Fitriyani[1], Budi Santoso[2]

[1,2] Program Studi Ilmu Komunikasi, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

A R T I C L E I N F O

Article history:

Received Feb 05, 2024
Revised Feb 15, 2024
Accepted Feb 16, 2024

Keywords:

Followers;
Instagram;
Information Need;
Use of Social Media.

ABSTRACT

The use of Instagram social media has been utilized by government agency public relations, including the Surakarta Transportation Service, in an effort to meet the public's information needs. This research aims to determine the influence of Intagram @dishubsurakarta on fulfilling the information needs of its followers. This research uses quantitative methodology by distributing questionnaires to followers of Instagram @dishubsurakarta online. This research uses the Uses & Gratification Needs theory of Herbert Blumer and Elihu Katz. The population of this research are followers of the @dishubsurakarta account. The sample from this research consisted of 100 respondents taken using probability sampling techniques. The data analysis techniques used in this research are descriptive tests, validity tests, reliability tests, normality tests, paired t tests and simple linear regression. The research results based on the t hypothesis test, simple linear regression test, coefficient of determination, provide results that the social media use variable (X) has a significant positive effect on the information needs variable (Y).

Corresponding Author:

Anisa Fitriyani,
Program Studi Ilmu Komunikasi,
Universitas Muhammadiyah Surakarta,
Jl. A. Yani, Pabelan, Kartasura, Sukoharjo, Jawa Tengah 57169 Indonesia,
Email : anisafitriyani0406@gmail.com

1. INTRODUCTION

The presence of social media today has a positive impact that is utilized as an important tool in the work of a public relations person (Benitez et al., 2020; Dhanesh & Duthler, 2019). Social media in the government sector can provide government information on efforts to utilize social media as an effective means to communicate, interact, and seek information (Appel et al., 2020; Zhang et al., 2019). This change reflects the government's efforts to remain relevant and effective in the digital information age, where direct engagement with the public and the use of modern technology are key in shaping public opinion and maintaining positive relationships with its people (Boudet, 2019; Qazi et al., 2019).

Variations of information publications shared by the Surakarta Transportation Agency through Instagram such as feeds, stories, reels and highlights (Cotter, 2019). Every day there is content that they share, then share it through the feeds feature and the story feature (Van Driel & Dumitrica, 2021). The information they share through the feed feature

such as information about road closures, bus friend application information, safe homecoming tips, vehicle test services, Solo car free day, road safety socialization in schools, tourist bus services, train services, free towing information, traffic management engineering information, and also provide education on safety tips when passing traffic. Surakarta Transportation Agency also utilizes the story feature to share activities such as an example of a story they shared on 26 May 2023 socializing Batik Solo Trans tariffs for students, college students, the elderly, and special needs.

The official @dishubsurakarta Instagram account has 19,000 followers with 1,494 posts on the feed. In terms of packaging the content shared with the delivery of educational messages such as examples of delivering information about Batik Solo Trans tariffs for students, students, the elderly and special needs and also sharing information about events in the city of Solo, namely the 13th anniversary of Car free day. Researchers see the use of the Surakarta Transportation Agency Instagram social media to ensure interaction is more dynamic and does not take place one-way by displaying comments, likes and sharing features for users to interact, where the Public Relations of the Surakarta Transportation Agency actively replies to comments on the credibility of the information obtained. The phenomenon of information needs by the @dishubsurakarta Instagram account is very important, because of the activities in the dissemination of information carried out. The information shared can provide insight into how online interactions affect people's perceptions of transportation services and the impact of policies or information needs conveyed through Instagram social media. Communication is two-way and is expected to start utilizing the existence of media to provide benefits in communication between social to connect with the community (Koningstein & Azadegan, 2021; Men et al., 2023; Rudeloff et al., 2022).

In the uses and gratification theory proposed by Herbert Blumer and Elihu Katz (1985). Argues that the media plays an active role that is used as a fulfillment of obtaining information, and people can choose which media sources are best for meeting their needs, by looking at the design and updating of social media content. This theory is also called usability and satisfaction theory which is included in mass communication theory (Gunesekera et al., 2019). This research focuses on observing the use of media, especially Instagram social media and the influence on the use of media in meeting the information needs of followers (Bellavista et al., 2019; Gil-Quintana et al., 2021; Ki et al., 2020).

This research has references from previous research that discusses relevant issues and aims to find out how the use of Instagram @humasbdg users affects the needs of its followers to provide information. This research uses the theory of Uses and Gratification Herbert Blumer and Elihu Katz as a research reference. This research methodology study uses a quantitative approach. Data collection techniques using online respondent curators as many as 100 respondents. The conclusion of this study, there is a relationship between the use of Instagram @humasbdg and providing information to its followers (Ki et al., 2020).

The next research is entitled "The Influence of the @beritacilegon Instagram Account on Followers' Information Needs". This study aims to analyze the extent to which the @beritacilegon Instagram account affects the information needs of its followers. This study uses the theory of Uses and Gratification Herbert Blumer and Elihu Katz as a research reference. The research method used is an online survey and content analysis of the Instagram account. Data will be collected through a questionnaire asking the level of information needs of @beritacilegon followers. Content analysis will involve evaluating posts, content diversity, and interaction with followers. The results of this study indicate that this shows that the effect of using the @beritacilegon Instagram account on fulfilling followers' information is good (Ki et al., 2020).

Meanwhile, a different study said that the influence of the Instagram social media account @whiteboarjournal fulfills the information needs of readers. This study uses the theory of Uses and Gratification Herbert Blumer and Elihu Katz as a research reference. This research uses a quantitative approach by distributing questionnaires to 82

respondents. Based on the findings of this study, the whiteboard journal social media account on Instagram has significant implications for how much information readers need(Aji et al., 2020; Cooley & Parks-Yancy, 2019).

Social media can be said to be attractive if the management of its publications is active, presents credible information based on existing data and facts and short but clear packaging of video creations. In brief, the explanation presented above shows that the @dishubsurakarta Instagram account is an account that is widely chosen and followed by Instagram users as a medium to fulfill information needs regarding the transportation sector of Surakarta City. This media is present as an answer to this and is one of the most active accounts in disseminating information every day. Based on these criteria, the @dishubsurakarta Instagram account is classified as interesting social media. Based on the background above, the problem formulation in this study is How Does the Use of Instagram @dishubsurakarta Effect on Fulfilling Followers' Information Needs?.

This study uses this theory as a reference material, namely that everyone who uses the media or media users has their own motives or reasons for choosing the media, for example, Instagram social media is chosen. This study uses uses and gratification theory as the material used to evaluate the use of Instagram social media, as a result of their belief that media and social media can convey information to meet their consumer demands (Blumler & Katz, 1974). Elihu Katz Blummer explains that there are 5 motives for using the media, namely the first Cognitive Needs: related to the affirmation of information and knowledge, second Affective Needs: related to the affirmation of pleasant and emotional experiences, third Individual Integrative Needs: related to affirming individual credibility, trust and status, individual desires to achieve self-esteem, fourth Social Integrative Needs: related to affirming communication with family, friends and the world, fifth Release Needs: related to efforts to avoid pressure and tension (Blumler & Katz, 1974).

In its application, the existence of internet media is currently used in various designs of community life such as economic, social, and political. A certain community organization that is always active with internet media is mostly school children and teenagers, or in general their age can be classified as millennial age. This event that occurred is an interesting test material to be discussed in a study of internet usage patterns, how the effects or impacts of its use, the existence and need for supervision and overcoming the negative impacts of internet media, as well as rules or regulations regarding the internet, and others (Safriana & Samatan, 2022). Therefore, the media has a very important key role to fulfill the motives of the audience in meeting their needs. If these motives are fulfilled, then the needs of the audience will also increase. In the end, the media is a means that is able to provide its own satisfaction to the needs of the audience, this is called effective media (Desfiana & Karsa, 2021).

The use of the media for information needs to be met is determined through the reading system by the media. The media here is able to play an important role in inviting the presence of media users by involving the media to fulfill needs, especially information needs. Media users often act as active communicators in choosing information shared by the media that they do not fully get. Media users play an important role in this situation because the media must maintain the trust and willingness they have shown. Instagram, more commonly referred to as IG, is a social networking application that provides users with a new way to share photos, videos, and captions or captions on social media (Christanti, 2020).

The interesting thing about the Instagram social media platform is that its users consistently take part in various information, interact and communicate with users, and participate in working together and sharing thoughts and sharing ideas through posts. Instagram has many features and potential as an educational tool because of its many interesting features (Anisah et al., 2021). For example, an Instagram account that is specifically targeted to share information about the traffic field with the Surakarta community. The relationship between fulfilling information needs with Instagram can help

deliver messages to the public, resulting in an increase in the number of followers if the message is shared correctly, thus receiving information managed by the public relations of the Surakarta Transportation Agency (Sholichah & Kartika, 2022).

The various objectives of information needs by using the utilization of media that can be used to search for data or meet information needs, the messages received are seen from the depiction and information that has been sought basically or through media correspondence, which requires it, then leaves with a choice or just adds information, capacity and satisfaction used (Priana et al., 2022). Information needs and Instagram have a relationship where Instagram facilitates sending messages in the digital realm, which will increase followers if the message is well conveyed to the recipient of the information. To increase information recipients, companies and organizations will make their feeds appear attractive and neat (Thompson & MacMillan, 2010).

2. RESEARCH METHOD

This research uses a quantitative approach by utilizing descriptive statistical analysis methods, namely methods that aim to describe or describe existing events, which is the nature of research using size, number, or frequency (Sugiyono, 2009, 2016; P. D. Sugiyono, 2019). This is done to measure all factors and how one variable affects another, namely how the influence of using Instagram @dishubsurakarta on fulfilling followers' information needs.

The population that will be used in this study are followers or followers of Instagram @dishubsurakarta. In addition, researchers use the Slovin method to find and determine the number of samples to determine how many are taken. The sample in this study amounted to 100 who followed Instagram @dishubsurakarta. The sampling technique in this study used probability sampling techniques and sampling was carried out using random sampling techniques.

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

Description :
n = number of samples
N = total population
e = sampling error tolerance limit (10%)

The data collection technique in this study used a questionnaire, namely an online questionnaire as a research instrument, then distributed to followers of the @dishubsurakarta Instagram account which was carried out in the form of a google form. The contents of the google form are in the form of questions related to the topic being studied. The answers to the four alternative answers for each instrument will then be weighted in the following way (D. Sugiyono, 2013), Strongly Disagree (STS): score 1, Disagree (TS): score 2, Neutral (N): score 3, Agree (S): score 4, Strongly Agree (SS): score 5.

This research method uses simple liner regression analysis techniques, the reason is to determine the effect of one variable on another. From the results of this analysis, we will be able to determine the dependent variable and the independent variable (Howlett & Cashore, 2020; Rogers & Revesz, 2019). The independent variable or what is commonly referred to as the independent variable in this study is Instagram as a media use while the dependent variable or the affected variable in this study is the fulfillment of followers' information needs. Based on the explanation above, a hypothesis can be drawn in this study: Null hypothesis (Ho): There is no effect of using Instagram @dishubrurakarta on fulfilling the information needs of followers. Alternative hypothesis (Ha): There is an influence of using Instagram @dishubsurakarta on fulfilling followers' information needs.

Reliability tests use valid and reliable instruments in collecting research data, therefore it is expected that the research results will be valid and reliable (Sürücü & Maslakci, 2020). The Cronbach Alpha formula will be used as a reliability tester in this study

to assess reliability (Amirrudin et al., 2021; Ekolu & Quainoo, 2019). The following is the Cronbach Alpha formula :

$$r_{11} = \left(\frac{k}{k-1}\right)\left(\frac{1-\sum \sigma_t^2}{\sigma_t^2}\right) \quad (2)$$

Description :

$r11$ = Reliability test result
k = Number of question items
$\sum \sigma 2$ = The sum of the results of each item
$\sigma 2$ = Total number of items

Operasional Variabel penelitian memiliki dua variabel operasional yaitu penggunaan Instagram @dishubsurakarta (X) dan pemenuhan kebutuhan informasi followers (Y).

Table 1. Variable Measurement & Indicator Size

No.	Variable Penelitian	Variable Definition	Indicator
1.	Instagram Usage (X)	1. Context 2. Communication 3. Collaboration 4. Connection	1. Interest-provoking information 2. If necessary, provide clear and easy-to-understand information, explain and describe each image or video. 3. The message is so interesting that it attracts attention. 4. Ability to respond to the data presented 5. The data you are looking for is always current.
2.	Fulfillment of Followers' Information Needs (Y)	1. Cognitive needs 2. Affective needs 3. Personal integration needs 4. (Personal integrative needs) 5. Social integrative needs 6. Escapist needs	1. The need for understanding, knowledge or information, to drive us to learn depends on our need to understand and manage the environment. 2. Needs related to experience, emotional, pleasure and beauty. 3. Needs with personal status, security, trust of a person, these needs are driven because of self-esteem. 4. The need for social interaction. 5. 5. Needs used to avoid stress, reduce tension, seek entertainment and prevent distracted thoughts.

3. RESULTS AND DISCUSSIONS

Validity Test

Validity test is carried out to test each variable. If the calculation results of each variable produce R Count greater than R Table, it can be said that the data obtained is valid, whereas if the results of R Count are smaller than R Table, the data obtained is invalid.

a. Comparing the calculated r value with the r table value
   1. If the value of r count> r table, then the questionnaire item is declared valid
   2. If the value of r count < r table, then the questionnaire item is declared invalid.

b. Comparing the Sig. (2-tailed) with a probability of 0.05

1. If the Sig. (2-tailed) and Pearson Correlation are positive, then the questionnaire question items are valid.
2. If the sig value. (2-tailed) <0.05 and Pearson Correlation is negative, then the questionnaire item is invalid.
3. If the sig. (2-tailed) > 0.05, then the questionnaire item is invalid.

Cronhbach's Alpha Reliability Test

In the Reliability Statistics table, see the Cronbach' Alpha Based on Standardized Items value, this value is the overall test reliability value, the greater the value, the more reliable it is. To assess whether the values are valid and reliable, compare them with the R Table at DF = N - 2 and Probability 0.05. The value of DF = 21 - 2 = 19. R Table at DF 19 Probability 0.05 is 0.4329.

Table 2. Cronhbach's Alpha Reliability Test
Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3. Reliability Statistics

Cronbach's Alpha	N of Items
.948	21

Judging from the Case Processing Summary table, it is known that there are 100 valid data, then the Reliability Statistics table is the result of the reliability test. In the reliability test, the Cronbach 'Alpha Based on Standardized Items value is 0.948 with 21 items. Because the Alpha value is greater than the R Table value (0.4329), it can be concluded that it is very reliable.

Table 4. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	85.35	122.795	.634	.946
PI2	85.48	121.848	.651	.946
PI3	85.51	120.131	.695	.945
PI4	85.53	119.585	.719	.945
PI5	85.56	121.017	.660	.946
PI6	85.78	121.688	.515	.948
PI7	85.70	121.768	.562	.947
PI8	86.27	120.886	.389	.952
PKIF1	86.09	118.022	.613	.947
PKIF2	85.84	118.823	.670	.946
PKIF3	85.56	119.966	.745	.945
PKIF4	85.72	120.547	.644	.946
PKIF5	85.45	122.210	.694	.946
PKIF6	85.51	118.757	.769	.944
PKIF7	85.57	118.591	.747	.944
PKIF8	85.52	119.727	.695	.945
PKIF9	85.60	119.414	.745	.945
PKIF10	85.55	120.896	.696	.945
PKIF11	85.62	118.218	.798	.944

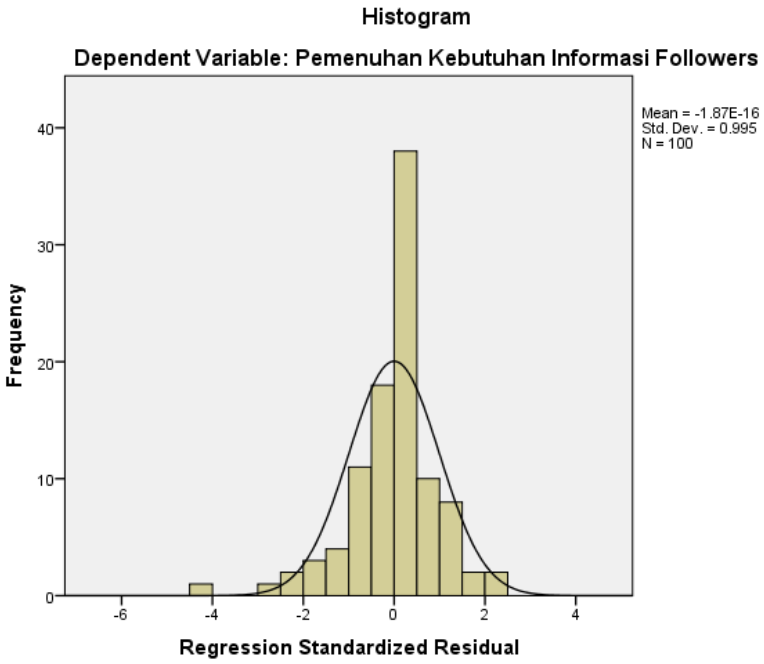
PKIF12	85.65	116.937	.815	.943
PKIF13	85.54	118.089	.801	.944

Basis for Decision Making Cronhbach's Alpha Reliability Test

1. if the Alpha value> from R Table then the questionnaire items used are reliable or consistent,
2. if the Alpha value < from R Table then the questionnaire items used are not reliable or inconsistent.

Normality Test

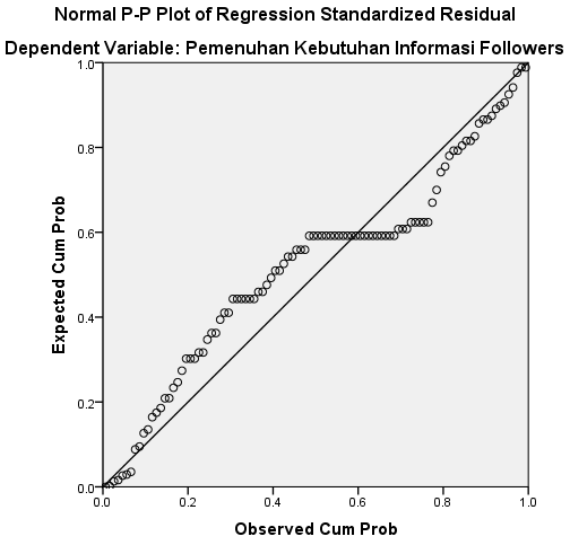
Histogram Normalitas



Figures 1. Histogram Normalitas

The picture above shows that the data is normally distributed, seen from the histogram graph which forms a bell pattern that does not lean towards the right or towards the left. As in regression analysis, what is tested for normality is residuals or disturbance variables that are stochastic or random. Based on the picture above, the data above can be used because the variables or residuals are normally distributed.

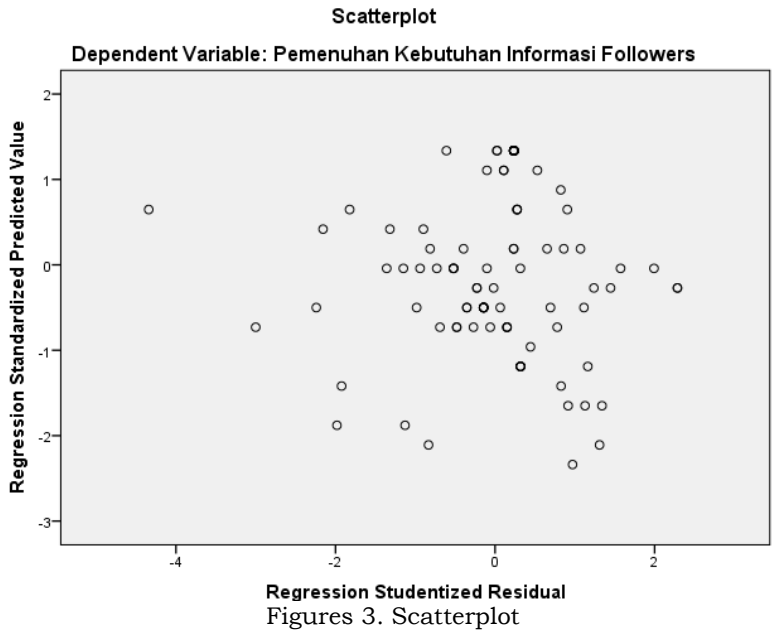
P-Plot



Figures 2. P-Plot

In the Normal P-Plot of Regression Standardized Residual graph, it can be seen that the distribution of data on the diagonal axis or normal graph is generated through the calculation of IBM SPSS Statistics 25 software for windows. In Figure 4.2, it can be seen that the distribution of data shown by the dots is spread following the direction of the diagonal line. Based on these results, it can be concluded that the normality test carried out is normally distributed.

Scatterplot



Figures 3. Scatterplot

From the Scatterplot in the figure, it can be seen that the points spread and the Journal does not form a clear pattern, so it can be concluded that the regression model

does not experience heteroscedasticity. So the regression model is suitable for use in testing.

Simple Linear Regression Test

Table 5. Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.902	3.817		2.070	.041		
	Instagram Usage	1.400	.111	.787	12.634	.000	1.000	1.000

a. Dependent Variable: Fulfillment of Followers' Information Needs

From the table above, the simple linear regression equation results can be obtained as follows: Y = 7,902 + 1,400 X

The simple linear regression test is carried out to determine whether there is a correlation between variables X and Y. From the results of the data processing above, it can be seen that the constant value a means that when the use of social media (X) is zero (0) or information needs (Y) are not influenced by the use of social media, the average information need will still have a value of 7,902. Meanwhile, the regression coefficient b means that if the variable social media usage (X) increases by one unit, the information need will increase by 1.400. In addition, through the equation described above, it can be seen that the regression coefficient is positive, which means that the use of social media has a positive influence on information needs, which means that the stronger the use of Instagram @dishubsurakarta social media, the more followers' information needs will increase.

T-Test

Table 6. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.902	3.817		2.070	.041		
	Instagram Usage	1.400	.111	.787	12.634	.000	1.000	1.000

a. Dependent Variable: Fulfillment of Followers' Information Needs

The T hypothesis test serves to see whether or not there is an influence between variable X on variable Y. as follows the hypothesis of this study.

- H_0: There is no effect of using Instagram social media @dishubsurakarta on fulfilling followers' information needs.
- H_A: There is an effect of using Instagram social media @dishubsurakarta on fulfilling the information needs of followers.

With α = 5% and dk = 100 - 2 = 98, the t table value is 12.634. The t test results obtained refer to the table above, obtained the value of t count ≥ t table (12.634≥1.984) and a significance value of 0.000 <0.05, then H0 is rejected, HA is accepted, which means that there is an effect of using Instagram social media @dishubsurakarta on fulfilling the information needs of followers..

Determination Coefficient Test Results /R^2

Table 7. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787[a]	.620	.616	4.799	2.021

a. Predictors: (Constant), Instagram Usage
b. Dependent Variable: Fulfillment of Followers' Information Needs

$$KD = r^2 \times 100\% = (0{,}787)^2 \times 100\% = 62\%$$

The coefficient of determination serves to see how much contribution the percentage value of the influence of variable X on variable Y. Based on table 4.4 and the calculations above, it states that the use of Instagram social media @dishubsurakarta provides a contribution value of 62% to the information needs of followers while the remaining 38% is the contribution of the influence of other variables not examined in this study..

Descriptive Analysis of Social Media Usage Variables (X) and Information Needs Variables (Y)

From the results of data processing, the variable use of social media (X) has 6 statements with a total score of 3419 and an average score percentage of 38.02% which falls into the low category. In the variable use of Instagram, researchers use 5 sub-variable items according to Chris Heuer in Solis (2010: 263), including context, communication, collaboration and connection.

Based on the results of data processing, it can be seen that the information needs variable (Y) has a total of 13 questions with a total score on the information needs variable (Y) of 5574 or 61.98%. Thus, information needs are in a very high category. In Syaffril's information needs variable (Perdana, et al., 2012: 5) explains that there are four approaches that explain the information needs variable, including, current needs approach, everyday needs approach, exhaustic needs approach and catching up needs approach.

The multicollinearity test

The multicollinearity test aims to test whether the regression model finds a correlation or relationship between independent variables (independent) by looking at the Tolerance and VIF (Variant Inflation Factor) values in the regression model, the standard VIF value to be categorized as free from multicollinearity is quite diverse but the 2 standard values that are often used as limits are 5 or 10, so researchers use a VIF value of 10. If Tolerance is more than 0.1 and VIF is less than 10, there is no multicollinearity. If the independent variables are mutually correlated, then these variables are not orthogonal, namely the independent variables whose correlation value between fellow independent variables is zero. The results of the multicollinearity test can be seen in the table below:

Tabel 8. The multicollinearity test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.902	3.817		2.070	.041		
	Instagram Usage	1.400	.111	.787	12.634	.000	1.000	1.000

a. Dependent Variable: Fulfillment of Followers' Information Needs

From the table above, it can be seen that the Tolerance value of the three independent variables is more than 0.1 and the VIF value is less than 10, so it is concluded that there is no multicollinearity problem in the regression model. The purpose of multicollinearity, to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables.

4. CONCLUSION

Based on the results of the study, it explains that there is an influence from the use of Instagram social media @dishubsurakarta on fulfilling the information needs of followers. To find out how much influence the use of Instagram social media @dishubsurakarta has on fulfilling followers' information needs, researchers use a simple linear regression test. From the results of data processing, the constant value α means that when the use of social media (X) is zero (0) or the need for information (Y) is not influenced by the use of social media, the average information need will still have a value of 7,902. Meanwhile, the regression coefficient b means that if the variable social media usage (X) increases by one unit, the information need will increase by 1.400. In addition, through the equation described above, it can be seen that the regression coefficient is positive, which means that the use of social media has a positive influence on information needs, which means that the stronger the use of Instagram @dishubsurakartamaka social media, the more the information needs of followers will increase. Based on hypothesis testing using the t test through SPSS, the value of t count ≥ t table (12.634≥1.984) and a significance value of 0.000 <0.05, it means that H0 is rejected HA is accepted, which means that there is an effect of using Instagram social media @dishubsurakartater on fulfilling the information needs of followers. Meanwhile, the results of the coefficient of determination test, provide results that the variable use of social media (X) has a significant positive effect on the variable information needs (Y). The variable use of social media (X) has an influence on information needs (Y) of 62%, while the remaining 38% is influenced by other factors not examined in this study. Suggestions for future research development are to deepen the understanding of other factors that influence followers' information needs besides the use of social media. Involving variables such as content presented, interaction with followers, or external factors such as industry trends or important events. Looking further into the types of information that followers need most and how social media, particularly Instagram, can be tailored to meet those needs more effectively. Involve qualitative methods such as interviews or observations to gain deeper insights into the perceptions and preferences of social media users in meeting their information needs. So that future research can provide a more holistic understanding of the dynamics of interaction between social media users and information needs fulfillment, and provide valuable insights for social media practitioners and researchers in this field.

REFERENCES

Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, *4*(2), 91–104.

Altheide, D. L. (1985). *Symbolic interaction and 'uses and gratification': towards a theoretical integration.*

Amirrudin, M., Nasution, K., & Supahar, S. (2021). Effect of variability on Cronbach alpha reliability in research practice. *Jurnal Matematika, Statistika Dan Komputasi*, *17*(2), 223–230.

Anisah, N., Sartika, M., & Kurniawan, H. (2021). Penggunaan media sosial Instagram dalam meningkatkan literasi kesehatan pada mahasiswa. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, *4*(2), 94–112.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing.

Journal of the Academy of Marketing Science, *48*(1), 79–95.
Bellavista, P., Foschini, L., & Ghiselli, N. (2019). Analysis of growth strategies in social media: the Instagram use case. *2019 IEEE 24th International Workshop on Computer Aided Modeling and Design of Communication Links and Networks (CAMAD)*, 1–7.
Benitez, J., Ruiz, L., Castillo, A., & Llorens, J. (2020). How corporate social responsibility activities influence employer reputation: The role of social media capability. *Decision Support Systems*, *129*, 113223.
Blumler, J. G., & Katz, E. (1974). *The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III.*
Boudet, H. S. (2019). Public perceptions of and responses to new energy technologies. *Nature Energy*, *4*(6), 446–455.
Christanti, V. (2020). *An Error Analysis of Comments and Photo Captions on Social Media: A Study of Youtube and Instagram.*
Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce*, *18*(3), 249–269.
Cotter, K. (2019). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. *New Media & Society*, *21*(4), 895–913.
Desfiana, M. F. R., & Karsa, S. I. (2021). Hubungan penggunaan Instagram simamaung dengan pemenuhan kebutuhan informasi followers. *Jurnal Riset Manajemen Komunikasi*, 23–29.
Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, *45*(3), 101765.
Ekolu, S. O., & Quainoo, H. (2019). Reliability of assessments in engineering education using Cronbach's alpha, KR and split-half methods. *Global Journal of Engineering Education*, *21*(1), 24–29.
Gil-Quintana, J., Santoveña-Casal, S., & Romero Riaño, E. (2021). Realfooders influencers on instagram: From followers to consumers. *International Journal of Environmental Research and Public Health*, *18*(4), 1624.
Gunesekera, A. I., Bao, Y., & Kibelloh, M. (2019). The role of usability on e-learning user interactions and satisfaction: a literature review. *Journal of Systems and Information Technology*, *21*(3), 368–394.
Howlett, M., & Cashore, B. (2020). The dependent variable problem in the study of policy change: Understanding policy change as a methodological problem. In *Theory and Methods in Comparative Policy Analysis Studies* (pp. 154–167). Routledge.
Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, *55*, 102133.
Koningstein, M., & Azadegan, S. (2021). Participatory video for two-way communication in research for development. *Action Research*, *19*(2), 218–236.
Men, L. R., O'Neil, J., & Ewing, M. (2023). From the employee perspective: Organizations' administration of internal social media and the relationship between social media engagement and relationship cultivation. *International Journal of Business Communication*, *60*(2), 375–402.
Priana, A., Sutjipto, V. W., & Romli, N. A. (2022). Hubungan Penggunaan Media Sosial Instagram@ riliv dengan Pemenuhan Kebutuhan Informasi Kesehatan Mental Followers. *CoverAge: Journal of Strategic Communication*, *12*(2), 85–97.
Qazi, A., Hussain, F., Rahim, N. A. B. D., Hardaker, G., Alghazzawi, D., Shaban, K., & Haruna, K. (2019). Towards sustainable energy: a systematic review of renewable energy sources, technologies, and public opinions. *IEEE Access*, *7*, 63837–63851.
Rogers, J., & Revesz, A. (2019). Experimental and quasi-experimental designs. In *The Routledge handbook of research methods in applied linguistics* (pp. 133–143). Routledge.
Rudeloff, C., Pakura, S., Eggers, F., & Niemand, T. (2022). It takes two to tango: the interplay between decision logics, communication strategies and social media engagement in start-ups. *Review of Managerial Science*, *16*(3), 681–712.
Safriana, S., & Samatan, N. (2022). Pengaruh Motif Penggunaan Media Sosial Dan Kualitas Informasi Akun Instagram@ Indozone. id Terhadap Kepuasan Followers Generasi Z Dalam Memperoleh Informasi. *Jurnal Komunikasi Dan Media*, *2*(1), 17–25.
Sholichah, F., & Kartika, A. (2022). Pengaruh Ukuran Perusahaan, Leverage, Profitabilitas dan Kepemilikan Manajerial terhadap Manajemen Laba. *Syntax Literate: Jurnal Ilmiah Indonesia*, *7*(1).
Sugiyono. (2009). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif Dan R&D.pdf*. Alfabeta.
Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R\&D*.
Sugiyono, P. D. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Sutopo. *Bandung: CV. Alfabeta*.
Sürücü, L., & Maslakci, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal*, *8*(3), 2694–2726.
Thompson, J. D., & MacMillan, I. C. (2010). Business models: Creating new markets and societal wealth. *Long Range Planning*, *43*(2–3), 291–307.
Van Driel, L., & Dumitrica, D. (2021). Selling brands while staying "Authentic": The professionalization of Instagram influencers. *Convergence*, *27*(1), 66–84.
Zhang, C., Fan, C., Yao, W., Hu, X., & Mostafavi, A. (2019). Social media for intelligent public information and warning in disasters: An interdisciplinary review. *International Journal of Information Management*, *49*, 190–207.