

Instagram Account Effectiveness @Pkujogjamedia In Fulfillment Of Needs Followers Information

Isnainiwidianti

Communication Studies Program, Faculty of Economics,
Social Sciences and Humanities, 'Aisyiyah University Yogyakarta, Indonesia, 55292

Email: isnnwidianti13@gmail.com

Abstract

Instagram is one of the social media that is very popular with various levels of society because its use is considered easy. Instagram makes it easy for users to share information with other users. Instagram can also share the desired news according to the needs of the community through uploaded photos and videos. This ease of obtaining information is why internet users choose Instagram as the main media in helping to find information and is considered an effective media. This is also taken advantage of by several health service organizations that use social media, one of which is the hospital. One of the accounts that utilizes Instagram as a medium for disseminating information is the @pkujogjamedia Instagram account. The @pkujogjamedia Instagram account disseminates information about activities and services at PKU Muhammadiyah Yogyakarta Hospital. This study aims to analyze the effectiveness of the @pkujogjamedia Instagram account in fulfilling the information needs of its followers. This research uses quantitative methods, the sample used in this study was 100 people who are active followers who follow the @pkujogjamedia Instagram account. Researchers conducted a survey by distributing questionnaire links to followers of the @pkujogjamedia Instagram account via the direct messages feature. In this study, the results show that there is a significant influence between the Effectiveness of the @pkujogjamedia Instagram Account on Fulfilling Followers Information Needs. The results of the hypothesis on the Effectiveness variable using the T test obtained the tcount value (11.442) > ttable (1.984), then H0 is rejected and H1 is accepted. Based on these results, it can be concluded that the @pkujogjamedia Instagram account has reached a very effective category in fulfilling the information needs of followers.

Keywords: Effectiveness, Information Needs, Instagram

Introduction

The development of information communication technology today can be said to make it easier for people to get information needs. In this digital era, many people utilize the internet as a means of exchanging information and communication. By having a wide network, the internet is able to become a place for people to share information either directly or not. Currently, the internet seems to have become a basic need for every community (Fathiyyah & Rina, 2019).

In accessing and obtaining information from the internet, users or people who access the internet are also increasing. This can be seen from the results of research in 2023 conducted by We Are Social Hootsuite getting the results that currently users in Indonesia at the beginning of 2023 are 212.9 million people when compared to 2022 this number has increased, internet users in Indonesia who are active on social media amount to 167 million

people to date and most of them spend 3 hours 18 minutes accessing social media platforms, this can be seen from the current population figure in Indonesia which is 276.4 million people, which means that active internet users are at 77 percent with social media as the platform with the highest interest. This means that Indonesians are increasingly internet-savvy.

The rapid development of the world of technology and information in recent years has made the internet a communication tool that is in great demand by the public. Along with its development, mass media with internet support is able to give birth to a new network commonly known as social media (Rohmiyati 2018). The emergence of social media aims to expand interactions between humans using web or internet technology (Laili, Rahmawati, & Dzalila 2021). Of the many social media that are present to be consumed by modern society, one of which is Instagram, creates benefits that are useful for delivering new information (Zahra & Rina, 2018). Based on research in 2023 conducted by We Are Social Hootsuite, the results show that Instagram social media is the second social media that is often used in getting and sharing information.

Many health service organizations use social media, including hospitals (Hanifah, 2022). This phenomenon is certainly utilized by PKU Yogyakarta Public Relations and Marketing with the establishment of an official social media account, namely Instagram @pkujogjamedia to become a forum for sharing information about health, services and collecting various input from the community as well as an institutional approach to the community so that two-way communication occurs. The use of social media affects the hospital's reputation. And because there is a high level of trust and sharing in the social media community, social media can be used as a hospital marketing strategy. With constant monitoring and supervision and a commitment to quality improvement, hospitals can effectively use social media applications for marketing in addition to education. (Pujiyanto 2021). The use of social media as a forum for sharing information can be used as a strategy for an institution, if the strategy used is well planned and right on target, the impact that will be given will also be maximized so that it helps the institution achieve its vision and mission. Of the many social media that are present to be consumed by this modern society and one of them, namely Instagram, creates benefits that are useful for delivering new information (Zahra & Rina, 2018).

The @pkujogjamedia Instagram account has 17,000 followers and currently has 1,332 posts that are shared to provide information related to several activities and services at PKU Yogyakarta Hospital. Apart from instagram accounts, PKU Yogyakarta Hospital also has a Website, Facebook, Twitter and Youtube but of these several social media accounts the most followed is Instagram, this can be seen from the largest number of followers on the @pkujogjamedia Instagram account compared to other social media accounts. It can be seen that Instagram is one of the social media that is in great demand by various levels of society because its use is considered easy. People prefer to read news via the internet and also social media. The presence of social media is certainly very helpful for the news media whose light is starting to dim (Laili, Rahmawati, & Dzalila 2021). This ease of obtaining information is why internet users choose Instagram as the main media in helping to find information and is considered an effective media. This can be seen if the communicator and communicant appear

to like each other, in the context of @pkujogjamedia followers who will be interested in visiting the @pkujogjamedia instagram account if the account posts something that catches the attention of followers. For example, such as Covid-19 Vaccine info, the @pkujogjamedia Instagram account regularly updates and informs the availability of the Covid-19 Vaccine with the aim of being a form of prevention in order to reduce Covid-19 cases in the Special Region of Yogyakarta in particular.

The @pkujogjamedia Instagram account regularly shares information about health such as recognizing and being aware of various types of diseases with the aim of raising public awareness for early prevention. Health promotion can help the public in getting health information related to health problems and how to handle them. (Hanifah, 2022). The information needed by Instagram followers will be easily obtained through Instagram social media, especially the @pkujogjamedia Instagram account. Communication can simply be said to be effective where the communicator is successful in conveying the content of the message. In this case, the role of the communicator is the @pkujogjamedia Instagram account and the followers of the @pkujogjamedia Instagram account act as communicants or recipients of messages. Based on this background, the researcher wants to conduct research with the title "The effectiveness of the @pkujogjamedia Instagram account in fulfilling the information needs of followers". Researchers want to know how effective the Instagram account @pkujogjamedia is in fulfilling the needs of followers regarding information about the health services of PKU YOGYAKARTA Hospital. The purpose of this study is to analyze how effective the @pkujogjamedia Instagram account is in fulfilling the information needs of followers.

Method

This type of research is quantitative research. Quantitative research is research that connects the influence between variables which aims to describe how well the sample can describe the population, or to determine the effect of one variable on another and determine the differences between variables (Mulyadi, 2019). This research uses a survey method to followers of the @pkujogjamedia Instagram account. The survey method aims to obtain an overview of various aspects of the population or characteristics related to the problem being studied, so the survey method is indispensable. The data collection technique used was taken by distributing questionnaires filled out by the respondents. The questionnaire will be distributed to followers of the @pkujogjamedia Instagram account. The distribution of this questionnaire was carried out via Instagram to the followers, how to distribute the questionnaire is by using google form online to followers of the @pkujogjamedia Instagram account via the DM (Direct Message) feature. Then other supporting data is obtained from literature studies, the internet or previous research that has been done which is related to the research being conducted. Measurement in this research assessment uses a Likert scale. The data analysis technique used in this study is Simple Linear Regression Analysis to test the effect of one independent variable (X) on the dependent variable (Y).

Result and Discussion

Normality Test

The normality test is used to determine whether the data distribution is normal or not. The normality test in this study used One-Sample Kolmogorov-Smirnov with a significant level of 0.05. Tested with the help of SPSS 20 software, the following data was obtained:

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N	Mean	101
Normal Parameters ^{a,b}	Std. Deviation	.0000000
	Absolute	4.52180042
Most Extreme Differences	Positive	.154
	Negative	.099
		-.154
Kolmogorov-Smirnov Asymp. Sig. (2-tailed)	Z	1.549
		.016

a. Test distribution is Normal.

b. Calculated from data

(Source: SPSS Data Processing Results)

The Kolmogorov-Smirnov method of normality analysis requires a normal curve if the asymp.Sig value is above the maximum error limit, which is 0.05. Based on the data, the residual value of the two variables > 0.05. Thus, it can be concluded that the data is normally distributed.

Simple Linear Regression Analysis 1

To find out about the Effectiveness of the @pkujogjamedia Instagram Account in Fulfilling Followers' Information Needs, researchers used simple linear regression analysis with the following model:

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2703.847	1	2703.847	130.917	.000 ^b
	Residuals	2044.668	99	20.653		
	Total	4748.515	100			

a. Dependent Variable: FULFILLMENT OF INFORMATION NEEDS

b. Predictors: (Constant), EFFECTIVITY

(Source: SPSS Data Processing Results)

From the SPSS 20 data output above, it is known that the value of F count = 130.917 with a significance level of $0.000 < 0.05$, so the regression model can be used to predict Effectiveness or in other words there is an influence of the Effectiveness variable (X) on the Information Needs Fulfillment variable (Y).

Simple Linear Regression Analysis 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.236	3.759		2.191	.031
EFFECTIVENESS	.988	.086	.755	11.442	.000

a. Dependent Variable: FULFILLMENT OF INFORMATION NEEDS

(Source: SPSS Data Processing Results)

From the IBM SPSS 20 data output above, the regression model is obtained as follows:

$$Y = 8.236 + 0.988 X$$

Where X = Effectiveness

Y = Information Needs

If the value of X = 0 will be obtained Y 8.236

This means that the value (a) or constant is 8.236, this value indicates that when the Effectiveness (X) is zero or does not increase, the Fulfillment of Information Needs (Y) will remain at 8.236 the regression coefficient value (b) of 0.988 (positive), which shows a unidirectional effect, which means that if the Effectiveness (X) is increased by one unit, it will increase the Information Needs (Y) by 0.988 units. So it can be said that the effectiveness of the @pkujogjamedia ig account has a positive influence on fulfilling the information needs of followers. The higher or stronger the effectiveness of the @pku ig account, the more the fulfillment of followers' information needs will increase.

Correlation Analysis

To determine the relationship between the Effectiveness variable and the Information Needs Fulfillment variable, Pearson correlation analysis is used. The following are the results of SPSS 20 software processing for the correlation coefficient regarding the relationship between communication effectiveness and information needs.

Correlations

		EFFECTIVENESS	FULFILLMENT NEED INFORMATION
EFFECTIVENESS	Pearson Correlation Sig. (2-tailed) N	1 101	.755** .000 101
FULFILLMENT INFORMATIO N NEEDS	Pearson Correlation Sig. (2-tailed) N	.755** .000 101	1 101

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Data Processing Results)

Based on the table above, the significance value for the relationship between effectiveness and fulfillment of information needs is < 0.05 . It can be concluded that variable X and variable Y are correlated with a strong degree of correlation and a positive form of relationship.

Hypothesis Testing (T Test)

To see whether the Instagram Account Effectiveness variable has a significant effect on the Information Needs Fulfillment variable, it is necessary to test the hypothesis. With the T test decision making is if the sig. value < 0.05 . then H1 is accepted and H0 is rejected or it can be said that there is a significant influence. Meanwhile, if the sig value. > 0.05 then H1 is rejected and H0 is accepted or it can be said that there is no significant effect.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.236	3.759		2.191	.031
	EFFECTIVENESS	.988	.086	.755	11.442	.000

a. Dependent Variable: FULFILLMENT OF INFORMATION NEEDS

(Source: SPSS Data Processing Results)

The results of the T test (partial) show that the significance value of Effectiveness (X) on Fulfillment of Information Needs (Y) is $0.000 < 0.05$ and the t value is $11.442 > 1.984$ then H0 is rejected and H1 is accepted. This means that there is a significant effect of the Effectiveness of the @pkujogjamedia Instagram Account on Fulfilling Followers' Information needs.

Coefficient Of Determination Analysis R²

The coefficient of determination test aims to see how much the contribution of the independent variable affects the dependent variable and the results are in percentage form. The following are the results of the Determinant Coefficient Test by looking at R² using IBM SPSS 20 software:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.569	.565	4.545

a. Predictors: (Constant), X

(Source: SPSS Data Processing Results)

Based on the above calculation, it is known that the coefficient of determination is 57%, which means that the effectiveness variable contributes 57% to variable Y. While the remaining 43% is due to other factors not examined by the researcher.

Based on the results of the validity test on each question of the Effectiveness variable of the @pkujogjamedia Instagram Account, it is declared valid because it is seen from the results of rCount and rTable on each question item, it is stated that $rCount > rTable$, it can be concluded that each question on variable X is suitable for use as a research instrument. Based on the reliability test results on variable X, it is said to be reliable, because Cronbach's Alpha on the Effectiveness variable is greater than 0.700, namely 0.779. So that the Effectiveness variable can be continued with the next test. The simple linear regression results show that the @pkujogjamedia Instagram Account Effectiveness variable has a regression coefficient of 0.988, indicating a unidirectional effect, which means that if the Effectiveness is increased by one unit, the Information Needs will increase by 0.988 units so that it is said that the @pkujogjamedia Instagram Account has a positive influence on Fulfilling Followers' Information Needs. This means that the higher or stronger the effectiveness of the @pkujogjamedia Instagram Account, the more the Fulfillment of Followers' Information Needs will increase.

Conclusion

Based on the discussion of the results of research conducted on followers of the @pkujogjamedia Instagram account, the conclusions obtained by the researchers are as follows: From the results of the T test processing, it can be seen that the result of the t value ($11.442 > t \text{ table } (1.984)$) is rejected, meaning that the effectiveness of the @pkujogjamedia Instagram account has an effect on fulfilling the information needs of followers. Based on the two calculation results above, it can be concluded that the @pkujogjamedia Instagram account is effective in fulfilling the information needs of followers. The influence of the effectiveness of the @pkujogjamedia Instagram account has a positive influence. The relationship between the Instagram account effectiveness variable and the information needs variable is strong. This is stated through the correlation coefficient value with a value of 0.755. The results of this value mean that if the @pkujogjamedia Instagram Account Effectiveness variable (X) increases by one unit, then Fulfillment of Information Needs (Y) Followers will increase by 0.755. It can be interpreted that there is a strong relationship between Instagram Account Effectiveness and Information Needs. The higher or stronger the effectiveness of the @pkujogjamedia Instagram account, the more the fulfillment of followers' information needs will increase. Based on the results of the calculation of the coefficient of determination analysis, the effectiveness of Instagram accounts has an influence of 57% on Fulfillment of Followers' Information Needs. Thus, Understanding, Pleasure, Influencing Attitudes, Good Social Relations, and Action have an influence of 57% on fulfilling followers' information needs. While the remaining 43% is a contribution from other variables not examined.

References

- Fathiyyah, R. N., & Rina, N. (2019). Pengaruh Kredibilitas Youtuber Terhadap Sikap Penonton Pada Channel Youtube Atta Halilintar (Studi Kuantitatif pada Penonton Youtube Atta Halilintar di Instagram@_ateam. ofc). *Jurnal Ilmu Komunikasi Acta Diurna*, 15(2), 98-118.
- Hanifah, L. N. (2022). Efektivitas Official Account Instagram Rumah Sakit di Kabupaten Serang Dalam Promosi Kesehatan COVID-19 The Effectiveness of Hospital Instagram Accounts in Serang Regency in COVID-19 Health Promotion.
- Laili, A., Rahmawati, G. D., & Dzalila, L. (2021). Efektivitas Akun Instagram@ Jakpostimages dalam Pemenuhan Kebutuhan Informasi Followers. *Jurnal Ilmu Sosial dan Ilmu Politik (JISIP)*, 10(2), 101-109.
- Mulyadi, S., Basuki, A. H., & Prabowo, H. (2019). Metode penelitian kualitatif dan mixed method: perspektif yang terbaru untuk ilmu-ilmu sosial, kemanusiaan, dan budaya.
- Rohmiyati, Y. (2018). Analisis penyebaran informasi pada sosial media. *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, 2(1), 29-42.
- SA, M. F., & Pujiyanto, P. (2021). Efektivitas Penggunaan Media Sosial dalam Pemasaran Rumah Sakit: Systematic Review. *Jurnal Ilmiah Kesehatan Masyarakat: Media Komunikasi Komunitas Kesehatan Masyarakat*, 13(2), 100-108.
- Zahra, R., & Rina, N. (2018). Pengaruh celebrity endorser Hamidah Rachmayanti terhadap keputusan pembelian produk online shop mayoutfit di Kota Bandung. *LONTAR: Jurnal Ilmu Komunikasi*, 6(1), 43-55.