

The Influence of Intensity of Accessing PT KAI's Instagram Account @daop6yk on Followers' Fulfillment of Information Needs

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ABSTRACT

Keywords

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This study aims to explain how much influence the intensity of accessing an Instagram account has on the followers' fulfillment of information needs. This study's population consisted of 100 Instagram followers of the Instagram account @daop6yk. The sampling technique used convenience sampling technique. The primary data was collected using a questionnaire that has undergone validity and reliability testing. The validity test was tested through the Pearson Product Moment formula, while the reliability test used Cronbach's Alpha method. Data analysis in this study used a simple linear regression analysis method. The study's findings indicate that the intensity of access positively influences the fulfillment of information needs. This is indicated by the t count of 10,889 and a significance value of $0,000 < 0,05$. The coefficient of determination (R^2) is 0,533 or 53,3%. Thus, it can be concluded that the intensity of accessing PT KAI's Instagram account @daop6yk can influence 53,3% of followers' fulfillment of information needs, while the remaining 46,7% is influenced by other factors not examined in this study. Other factors that can influence followers' fulfillment of information needs are demographic, role-related, and environment.

1. Introduction

Indonesia is facing the industrial revolution 4.0, illustrated by the rapid development of technology. The era of the industrial revolution 4.0 transitioned all aspects of life to cyber or digital trends, this development certainly requires humans to continue to follow suit. Therefore, it cannot dine that human life today is permanently attached to information technology to support facilities and infrastructure in carrying out activities. With the help of digital technology, every human job can be done much more effectively and efficiently. This is due to the sophistication and update of the Internet of Things (IoT), Big Data, Artificial Intelligence, etc.

The development of the pace can be said to be so rapid it has led to the birth of new technology widely known as the internet. Indonesia is the country with the highest population in internet use. According to the results of a survey from We Are Social explained that in 2022 internet users in Indonesia reached 204.7 million people (Kemp, 2022). Based on the survey results, it can be said that the internet is no longer a secondary or even tertiary need but a primary need. Therefore, the internet is used to fulfillment of information needs.

The latest internet technology opens up opportunities for new media, namely social media. Social media users in Indonesia in 2022 reached 191.4 million, equivalent to 68.9% (Kemp, 2022). Even in Indonesia, the public uses 15 social media platforms, one of which is Instagram.

Instagram is currently a medium used to spread various kinds of information. Based on data from the We Are Social survey results, Instagram users in Indonesia 99.15 million people in 2022. Female-dominated use reaches a percentage of 52.3% and males 47.7% (Kemp, 2022). The convenience and features of Instagram can undoubtedly support the process of delivering information. Nowadays,

many companies are using Instagram to communicate with their stakeholders. The same applies to government agencies, the private sector, and even Badan Usaha Milik Negara (BUMN). The emergence of the @daop6yk Instagram account evidences this phenomenon.

The Instagram account @daop6yk is a communication media from the operating area of PT Kereta Api Indonesia (Persero), Daerah Operasi 6 Yogyakarta. As a medium of communication with its customers, @daop6yk seems very intense in providing information related to transportation services and railway education.

Researchers related to the effectiveness of using Instagram @jktinfo has a powerful influence as a source of followers' information needs. The higher context, communication, collaboration, and connection, the higher the user information needs (Helen & Rusdi, 2019).

Other research also showed that the influence of the use of Instagram is very effective in fulfilling information needs. One of them is caused by the preparation of messages and the use of a communicative language, so it attracts followers' attention. And the responsiveness the admin provides also impacts the fulfillment of user information needs (Adzani Zuri, 2021)

The study entitled The Effect of Instagram @humasbdg Social Media Use on Fulfillment Followers' Information Needs shows the influence between variable X on variable Y of 69.7%, while 30.3% was influenced by other factors. In this research, the theory used is the theory of uses and gratifications (Sutrisno & Mayangsari, 2021).

In addition, previous studies discuss the use of social media as an account of information needs. This research examined related to PT KCI's Instagram account. To support the research, researchers use the theory of uses and gratification. Suggestions for Instagram @commuterline Social Media Management. Based on the research that has been done, the @commuterline Instagram account has been effective in meeting the needs of respondents, namely their followers regarding information specifically regarding KRL operations (Solihat & Agustina, 2020).

It is interesting for researchers to examine more deeply related to the use of Instagram, which focuses on the intensity of access to the level of fulfillment followers' information needs. Thus, this study aims to explain how much influence the intensity of accessing an Instagram account has on the followers' fulfillment of information needs. In addition, the renewal in this study is the use of theory. Where the theory in this study uses information seeking theory.

2. Method

This research uses quantitative methods. The data collection technique used in questionnaires. Primary data is obtained from the results of questionnaires. Also, secondary data from books and journals are related to the intensity of access and the level of fulfillment of information needs. Then, the data that has been collected will be analyzed using a simple linear regression analysis method.

3. Result and Discussion

Table 1. Simple Linear Regression Test

		Coefficients^a			
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
(Constant)		60.373	2.579		23.409
1.	Intensity of Accessing PT KAI's Instagram Account @daop6yk	3.725	.342	.730	10.889
					<i>Sig.</i>
					.000
					.000

^a. Dependent Variable: Followers' Fulfillment of Information Needs

A simple linear regression test measures the strength between variables X and Y. In addition, this test is also used to show the direction of the connection between independent and dependent variables (Ghozali, 2018). Based on table 1, a regression model can be obtained:

$$Y = 60.373 + 3.725X$$

- The constant value of 60.373 will remain if there is no change in the independent variable value (intensity of accessing PT KAI's Instagram account @daop6yk), and the dependent variable (followers' fulfillment of information needs) is 60.373.
- The regression of the intensity of accessing PT KAI's Instagram account @daop6yk was 3.725. This means that when the variable X increases by 1 point, the independent variable will increase the variable followers' fulfillment of information needs by 3.725.
- When the intensity of accessing PT KAI's Instagram account @daop6yk is higher, the followers' fulfillment of information needs will also increase.

Table 2. Hypothesis Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	60.373	2.579		23.409	.000
1. Intensity of Accessing PT KAI's Instagram Account @daop6yk	3.725	.342	.730	10.889	.000

^a. Dependent Variable: Followers' Fulfillment of Information Needs

The hypothesis test in this study was carried out using a t-test, commonly referred to as a partial test. Partial tests are carried out to determine the influence of each variable partially. The test was carried out by comparing the significance value of t with the alpha value (0.05). Table 2 shows that the intensity of accessing PT KAI's Instagram account @daop6yk has a significance value of 0.000. The significance value is smaller than that of alpha (0.05). Therefore, the intensity of accessing PT KAI's Instagram account @daop6yk affects the followers' fulfillment of information needs. In other words, the alternative hypothesis in this study is acceptable.

Table 3. Coefficient of Determination Test

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.730 ^a	.533	.528	6.20909

^a. Predictors: (Constant), Intensity of Accessing PT KAI's Instagram Account @daop6yk

^b. Dependent Variable: Followers' Fulfillment of Information Needs

The coefficient of determination test determines how much the capabilities of the independent variable can affect the dependent variable. The coefficient of determination (R^2) value is between zero and one. If the number R^2 is closer to one, the independent variable on the dependent variable will be stronger (Sugiyono, 2019). Based on table 3, it is known that the value of R^2 is 0.533 or 53.3%. Therefore, the intensity of accessing PT KAI's Instagram account @daop6yk can influence the followers' fulfillment of information needs, which is 53.3%. Meanwhile, the remaining 46.7% was influenced by other variables outside this research.

In this research, the characteristics of respondents were divided into four categories, namely gender, age, occupation, and length of time following the @daop6yk Instagram account. Based on the result for the characteristics of the sex category, it can be concluded that 58 respondents from this study were male, while for the female sex there were 48 respondents. The data is in line with the results of a survey from the Directorate General of Population and Civil Registration stated that in 2022 the highest mobility occurs in Indonesian society, especially men with a percentage of 50.5%. While for the female sex, it is 49.5% (Ditjen Dukcapil, 2022).

Then in the age category, the followers of the @daop6yk Instagram account who predominantly filled out the questionnaire were the Gen Z generation (aged 10 – 25 years), with a total number of 73 (69%) from 106 respondents. Then followed by the millennial generation (26 – 41 years old), 27 respondents (25%). And the third place is respondents aged 42-57 years, commonly known as the Gen X generation, with as many as six respondents (6%). As explained in the results of the We Are Social and Hootsuite surveys, Instagram users in Indonesia in 2022 were on average 18 – 24 years old (Kemp, 2022). Therefore, respondents in this study were dominated by Gen Z with an age range of 10-25 years, where that age is the most user Instagram. This phenomenon occurs because social media is considered the suitable medium to distribute and obtain information efficiently and effectively without being hindered by distance, space, and time.

In the type of work category, respondents in this study worked as students with a percentage of 49%. Furthermore, as many as 28 respondents or equivalent to 26% were private employees. For the type of self-employed work, there were eight respondents (7%). Then respondents who worked as civil servants / TNI / POLRI are 7%. Four respondents worked as lecturers/teachers. Then as many as four respondents, with a percentage of 4% were housewives. In addition, one respondent worked as a freelancer and two did not have a job. Therefore, it can be concluded that the respondents in this study were dominated by students and college students, which was directly proportional to the data on the age category, the majority of whom were aged 10-25 years.

Next, the data on the length of time respondents followed the @daop6yk Instagram account, an average of 39 respondents (37%) followed the account for 9-12 months. Then, there were also 38 respondents (36%) who followed the @daop6yk Instagram account for more than 12 months and as many as 20 respondents (19%) followed @daop6yk within 5 – 8 months. In addition, nine or 8% of respondents followed the @daop6yk Instagram account in less than four months. Based on these results, the respondents in this study followed @daop6yk Instagram account for 9-12 months.

Best on the results of the study, it can be seen that the intensity of accessing PT KAI's Instagram account @daop6yk by followers can be said to be high, with a frequency of accessing 4 – 5 times a week and a duration of 4 – 5 minutes/day. The results of this research support the idea of Kriyantono (2014) that if the intensity of access is high, their chance of being exposed to media exposure is also greater. It is not just talking about the use of media. However, media exposure can also occur when someone opens himself to various information in the mass media or social media.

In media exposure theory, it is explained that media exposure can affect the viewer. Media exposure's effects consist of cognitive, affective, and behavioural effects. The cognitive impact of this research was on the dependent variable. The need for information will arise when there is a gap between the conditions and the knowledge that followers have. Thus, followers @daop6yk will carry out information behaviour until their needs are met.

Information behaviour in information seeking theory can be conducted using to comprehensive and incapacious strategy. From the results, it can be concluded that respondents implemented an incapacious strategy to find their information needs through the @daop6yk Instagram account. The incapacious strategy is the activity of followers @daop6yk in finding information and only using one source (@daop6yk Instagram account) to find information about train trips in the regions, especially Yogyakarta, Klaten, Solo, and Central Java. Not only that, but they use the @daop6yk Instagram account as a source of general information and education related to railways.

The findings in this study reinforce the explanation of information seeking theory related to information dependence. The selection of incapacious strategies in information behaviour by using only one source of information as their knowledge impacts information dependence. This information dependence occurs because followers do not use more than one source of information, so only one information is obtained. Therefore, it eventually gives rise to addiction.

The results of the coefficient of determination test can be explained that the intensity of accessing PT KAI's Instagram account @daop6yk affects the followers' fulfillment of information needs by 53.3%, and the remaining 46.7% (100% - 53.3%) is influenced by other variables that were not studied in this research. Another factor that influences the level of fulfillment of these needs is explained by Wilson T.D. that to fulfil the information needs is affected by demographic, role-related or interpersonal, and environmental factors (Wilson, 1999).

Demographic conditions in fulfillment information need include gender, age, education, etc. In this study, the respondents were male, and a man was considered reluctant and embarrassed to ask someone. So when male person is looking for information to fulfil their needs, they search through the internet and social media (Akbar, 2018).

Regarding demographic aspects according to age, respondents in this research were dominated by Gen Z, with an age range of 10 – 25 years. Anna & Erdos (2016) explained that Gen Z is a generation that can collect information very quickly, adapt well, and spend a lot of time to accessing social media or websites. In addition, Wijoyo et al (2020) also stated that this internet generation could be said to be very intensely interacting and using social media to get information.

Based on the categorization of the year of birth in generation Z, his current job is as a student. As a student, Gen Z is always thirsty for information and has a great curiosity to allow the phenomenon of a lot and complex information to occur (Kurnia Erza, 2020).

In the factor role-related, generation Z is closely correlated with the era of industrial revolution 4.0 and is competent in keeping abreast of technological developments. Because of that, the emergence of hopes for Gen Z as agents of change for Indonesia in the future. This matter is reinforced by a statement from the chief of DPR RI, Dr. (H.C) Puan Maharani, who believes that Indonesia's sustainability in the future depends on the quality of Gen Z (Suhendri & Efendi, 2022). From that, it can be seen that Gen Z has a significant role in the public. Therefore, the information needed will be more complex and impact their information behaviour.

The last factor is the environment. The state of the surrounding environment will influence a person's entire behaviour. Similarly, environmental conditions directly or indirectly affect a person's information behaviour (Anggriyani, 2019). Based on this research Daerah Operasi 6 Yogyakarta is located in the Yogyakarta area and covers several regions, such as Yogyakarta, Solo, Klaten, and Central Java. Where that site is already affordable with the internet network. Therefore, the use of the internet to find information related through social media in Yogyakarta, Solo, Klaten, and Central Java regions can occur due to the support of environmental factors.

4. Conclusion

This study aims to explain how much influence the intensity of accessing PT KAI's Instagram account @daop6yk has on the followers' fulfillment of information needs. The results showed an effect of the intensity of accessing the @daop6yk Instagram account on the followers' fulfillment of information needed by 53.3%. Meanwhile, the remaining 46.7% were influenced by other factors, namely demographic, role-related or interpersonal, and environment.

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