

THE INFLUENCE OF USING INSTAGRAM MEDIA @PESONA.INDONESIA ON FULFILLING THE INFORMATION NEEDS OF FOLLOWERS

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Abstract

Instagram media is a media that plays a very important role in the lives of today's young generation. The use of social media as a provider of information needs can be seen from the Instagram account. One piece of information that is very important is information regarding local tourism aspects. One account that utilizes and is related to local tourist information is @Pesona.indonesia. The aim of this research is a). to find out whether there is an influence of using Instagram @pesona.indonesia on meeting the information needs of followers. and b). to find out how much influence the use of social media Instagram @pesona.indonesia has on fulfilling the information needs of its followers. This research uses an explanatory quantitative method, namely research that aims to explain the relationship of a variable with other variables to test a hypothesis. The population in this study used the Slovin formula which took samples from followers on the Instagram account @Pesona.indonesia, with a sample of one hundred respondents at a ten percent error rate. The questionnaire was distributed via Google Form and processed using SPSS version twenty-nine. The results of this research show that there is an influence of the use of social media Instagram which has a very strong influence on information needs. While the rest is influenced by other factors outside this research.

Keywords: *Instagram, Information Needs, Pesona Indonesia, Social Media*

1. INTRODUCTION

The digital era is witnessing a remarkable surge in media growth, thanks to the influence of technology. Media has become an indispensable part of our lives, offering unparalleled convenience to users. Almost everyone engages with media in some form or another, highlighting the rapid pace at which it is evolving. Social media, in particular, has emerged as a prominent player in this media revolution (Utami & Yuliati, 2022).

Especially on the social media platform Instagram, it is not only used by individuals but also by groups, communities, organizations, companies, and even governments. An example is the Directorate General of Information and Public Communication, Ministry of Communication and Informatics (Sutrisno & Mayangsari, 2021).

Quoting from the Instagram account @pesona.indonesia, it mentions that many social media platforms provide information about local tourism in Indonesia (Tiara, 2023). One government campaign to boost local tourism involves creating an Instagram account specifically managed by the government to disseminate information about local tourism, namely the Instagram account @Pesona.indonesia. This account is managed by the government institution Ministry of Tourism and Creative Economy (Kemeparekraf) (Koko Prasetya, 2019.).

Based on its nature, the need for tourism information can be classified into objective and subjective types. Objective information needs are basic information demands arising from environmental requirements. Subjective information needs are based on the desire

to learn something (Nisa, Indrahti, & Heriyanto, 2013). Tourists seek information to obtain the required tourism information, for example, using digital media.

On the Instagram account @pesona.indonesia, the concept of "Pesona Indonesia" aims to embed and highlight the term 'pesona' in various locations as a tourist attraction, including among the local population in Indonesia. The posted content often focuses on the beauty of nature, tourism activities, and local culture in Indonesia (Aria Sankhyaadi, 2015).

With the campaign for local tourism information through the social media platform Instagram @Pesona.Indonesia, the government hopes to increase domestic tourists visiting the promoted local attractions. In this regard, it is expected and important to determine the effectiveness of this information campaign, not only in terms of increasing followers on Instagram @pesona.indonesia but also in attracting more domestic tourists to local destinations in Indonesia. From available data, it is known that the number of followers on the Instagram account @Pesona.indonesia continues to increase and has reached 981,000 people (as of January 14, 2024), with 5,750 posts.

Thus, there are issues in this research, namely: a) Does the Use of Instagram Social Media @Pesona. Indonesia Influence the Fulfillment of Information Needs for its Followers? b) How significant is the influence of the use of Instagram social media @pesona. Indonesia on the Fulfillment of Information Needs for its Followers. The objectives of this research are: a) to determine whether there is an influence of using Instagram @pesona.indonesia on the fulfillment of information needs for its followers, and b) to determine the extent of the influence of using Instagram social media @pesona.indonesia on the Fulfillment of Information Needs for its Followers.

There are two benefits in this research, namely academic and practical benefits. The practical benefit of this research is to provide input to the Instagram account @pesona.indonesia to deliver useful information in the future. The academic benefit is that, with this research, it is hoped that the results can be useful and serve as a reference for further research. For instance, it can provide a reference for other researchers interested in conducting similar and relevant research.

2. LITERATURE REVIEW

2.1. Previous studies

This study includes a review of the literature that makes reference to earlier research outlined in the following section.

The first research, conducted by) investigated the "Effect of Using Instagram Social Media @infobekasi.coo on Followers in Getting Information Needs". This study uses quantitative research methodology, specifically using descriptive research design. The primary data collection instruments used in this study were questionnaires and surveys. The research findings show that on the influence of the use of Instagram social media @infobekasi.coo, there is a strong positive influence on the information needs of followers (Prasetyawati, 2023).

The second research was conducted by The second research was conducted by Mardianti (2012), with the title: "The Effectiveness of Instagram Social Media @Pesonasiwijaya as a Means of Information and Promotion of South Sumatra Tourism". This study uses quantitative descriptive methodology with a focus on a sample of 100 participants who are followers of the Pesonasiwijaya Instagram account. The findings of

this study resulted in an overall percentage of 87% in the Very Good category. Therefore, it can be concluded that the efficacy of the @pesonasriwijaya Instagram account as a forum for disseminating information and promoting tourism in the South Sumatra region is very useful.

In the third literature review "The Effect Pedulilindungi Application Service Quality on Fullfilment Informastion Needs of Users". This study uses a quantitative approach with data collection methods and uses a questionnaire distributed to 60 respondents. the results of this study confirm the influence and significant correlation between the use of the Pedulilindungi application and the fulfillment of information needs to the community (Nafisa, 2015).

The equation of this research from previous research is both using quantitative methods. While the difference is in the type of research subject.

2.2. Communication as a Perspective

Communication is the process of sending messages from one person to another with the aim of informing or influencing attitudes, opinions, and behavior, either directly (through face-to-face meetings) or indirectly (through the media) (Santi et al., 2023).

According to the opinion of Onong Uchjana Effendy in the concept of communication can be understood from two perspectives, namely in general and paradigmatic. So far there are hundreds of communication models that have been made by experts. The specificity of a communication model is also influenced by the scientific background (maker) of the model, the paradigm used, the technological conditions, and the spirit of the times that surround it.

One of them is Aristotle's model. This model is the most classic model in communication science. It can also be referred to as the rhetorical model. This model makes a formulation of the first verbal communication model (Angsori, 2019). Communication occurs when the speaker conveys his message to the audience with the aim of changing their behavior Aristotle explains the communication model in his book *Rhetorica*, that every communication will work if there are 3 main elements: Speaker, Message, and Audience.

Mass communication can be explained from two perspectives: on the other hand, how people construct messages and disseminate them through the media, and how people discover and use these messages for others.

Mass communication can be addressed to a number of widely dispersed audiences through print media, newspapers, magazines, while electronic media, radio, television, films and others. The media is managed by institutions or individuals who have been institutionalized, and is aimed at an audience that is large in number and spread in various places.

2.3. New Media

New media is new media which can be interpreted as a tool of technology, media that has the internet by using technology to convey a message to a wide audience, a new form for the community in getting information and ideas. New media is in digital form to make it easier to communicate with other people to exchange information.

New media encompasses several aspects, the first being entertainment, pleasure, and media consumption patterns. Second, it is one of the new ways to present the world as a virtual society. Third, it is a form of new relationship between users and media

technology. Fourth, it is a form of a new relationship to a new image of a person, identity and community. Fifth is the biological relationship between the body and media technology. And finally, it includes media culture, industry, economy, access, ownership.

2.4. Instagram

Instagram media is one of the media that is very instrumental in the lives of the younger generation to date (Purbaningrum & Andrini, 2023). The concept of Instagram is taken from the functional description of the program, as stated in the Instagram Handbook on pages 28-29. The term "insta" comes from the word "instant", derived from the operational mechanism of Polaroid cameras, which were often referred to as "instant photos" back in the day. Instagram has the ability to display photos quickly, like displaying Polaroid images quickly on its platform.

Instagram is a digital platform that facilitates photo sharing and serves as an online social networking service. Users of the program have the ability to take pictures, apply digital filters to enhance their visual appeal, and then distribute the modified images to various social media platforms, including but not limited to Facebook, Twitter, and other similar online media outlets. Instagram was founded by CEOs Mike Krieger and Kevin Systrom, both of whom played significant roles in the founding of the platform. Instagram was founded in collaboration with Burb, Inc. in the early months of 2010 in January. After a period of 10 months, the Instagram social media platform has amassed a user base of over 7 million people who are actively engaging with the platform.

Related to Instagram is content. According to Saylor and Alexander, content can be defined as a collection of data, facts, observations, categorizations, designs, and problem-solving elements. The aforementioned results come from human cognition, then organized in terms of ideas, principles, conceptions, conclusions, plans, and solutions. In accordance with the information provided by Hymen, including knowledge, methods, abilities, and values.

2.5. Use & Gratification Theory

This theory was originally proposed by Herbert Blumer and Elihu Katz in argues that media users have an active position and role in sorting and using media, media users become active parties in the communication process. The essence of this theory is that basically audiences use the media to fulfill certain needs or motives, then the media tries to fulfill the motives or needs of these audiences. and if there is media that can fulfill the motives or needs of the audience, it can be said to be effective media.

According to Stephen W. Littlejohn, Karen A. Foss and John G. Oetzel in the book Theory of human communication, 11th edition (2017: 174), there are several basic assumptions of uses & gratification theory, including: a). Media users have a role as an active part and have the freedom to choose various media. b). Active media users are free to direct everything to the desired goals or goals. c). Existing media compete for the attention of the audience or media users. d). Social elements and social context that shape media users. e). Media effects and media use are interrelated.

The uses & gratification theory is a foundation for research related to the discussion in this study, namely the effect of using social Instagram media on fulfilling information needs.

2.6. Instagram Social Media Usage

Social media invites audiences to communicate to provide comments to interact with each other in a variety of information that has no time limit (Nurrahman, 2019). Using social media is popular in life, namely Instagram, but social media users can spread a variety of information that can be reached by the public. The usefulness of Instagram is the same as Twitter, the difference between the two social media lies only in the place of sharing information. Instagram as a medium of creativity in various information for its users.

Social media has a number of diverse functions that are used differently but still have one purpose as exchanging information that is easily accessible to users. This research uses Instagram as a medium.

The characteristics of social media with such content, then social media is not far away and the following characteristics: 1). The content delivered is shared with many people and is not limited to one particular person. 2). The content is delivered online and directly. 3). Content can also be received online at a faster time and can also be delayed depending on the interaction time set by the user. 4). Social media makes its users creators and actors who allow themselves to self-actualize. 5). In social media content, there are a number of functional aspects such as identity, conversation (interaction), sharing (sharing), presence (existence), relationship (relationship), reputation (status), and group (group).

Defining the characteristics of social media to provide convenience regarding the type of social media with the development of social media will be abused by users (Irawatie et al., 2021). According to Chris Heuer the use of social media is divided by 4C in several parts, namely:

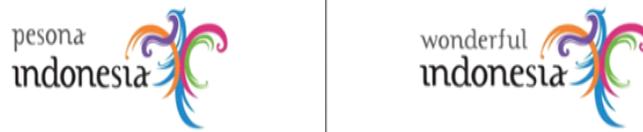
1. Context: conveying a message to the audience in the form of the content of the message itself.
2. Communication: by conveying a message through listening, responding, packaging and others so that the message can be conveyed appropriately.
3. Collaboration: Collaboration with accounts and users of the media to produce content that provides useful information.
4. Connection: by maintaining the relationship between the account and other users, so that there is interaction between users to manage the relationship created

2.7. Pesona.Indonesia

The concept of "*Pesona Indonesia*" will be presented to the Indonesian people, especially in various locations in the country. The aim is for the term '*pesona*' to become embedded and prominent in various locations and tourist attractions, including among the local Indonesian population.

The purpose behind the establishment of *Pesona Indonesia* branding is to promote Indonesian tourism by highlighting 10 domestic tourist destinations that specifically target domestic tourists. The main goal is to encourage domestic tourists to explore their own country, as well as increase awareness of the Indonesian people about the interesting attractions that Indonesia has to offer, which are on par with other countries.

The Indonesian Ministry of Tourism has established the Indonesian tourism brand as a key initiative to boost tourism in Indonesia, including domestic and international ventures. Indonesia's tourism branding is demonstrated by the following two brands:



Source: Cabinet Secretariat of the Republic of Indonesia

Figure 1. Logotype and Logogram

Each brand has a logotype and logogram that cannot be separated in its use. The two brands above have different logotypes. The first logotype, @pesonaindonesia, is made for domestic consumption.

2.8. Information Needs

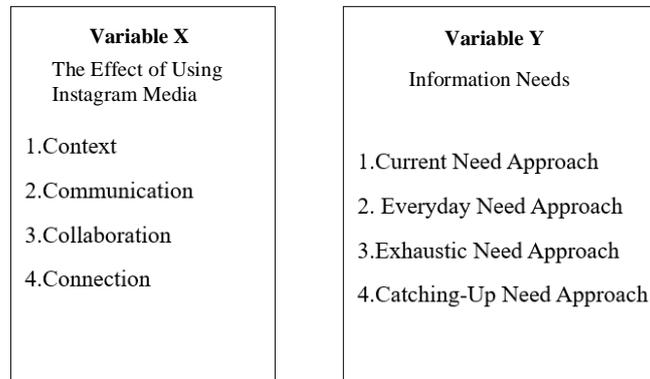
All kinds of human needs that must be met to achieve satisfaction are called needs. Information is a set of processed data that can provide knowledge for the reader or someone who sees the information.

Wersig explains that the occurrence of information needs is due to "a problematic situation" or a problematic condition in humans who feel unable to achieve a life goal. So that it results in humans having to look for input from outside (external resources)

According to Guha there are 4 information needs:

- a. ***Current need approach*** is a strategy to meet the needs of the audience because it has a novelty as a user of the information network. By having a meaning in interacting the audience has a role therefore the information system has various ways to add knowledge. Requires an organized nature for the audience as users and information systems.
- b. ***Everyday need approach***, is a strategy in the audience for users of interests with a detailed and fast nature. Has the meaning of audience information needed by users, namely information that is passed.
- c. ***Exhaustic need approach***, is a strategy with the needs of users to provide in-depth information by having a nature that is bound to the information needed. The information is complete, detailed, and relevant.
- d. ***Catching-up need approach***, is a strategy where users are presented with information that is brief and complete with the information they need.

2.9. Framework



Source: Researcher

Figure 2. Framework

3. RESEARCH METHODS

This study uses an explanatory quantitative method, which is research that aims to explain the relationship between a variable and another variable to test a hypothesis.

The data used in this study are primary data and the questionnaire survey method was chosen as a tool for data collection in this study. Data analysis is quantitative / statistical with the aim of testing the hypothesis that has been set. The paradigm used in this research is positivistic. For Aguste, for example, quantitative research is called empirical research because it is based on the philosophy of positivism. The philosophy of positivism views reality, indications, or phenomena as things that can be, classified, specific, observable, measurable, relatively always and have bond because of the effect.

3.1. Approach

In this research, the strategy used is quantitative, basically a research method that incorporates a lot of statistics (Azzahrani, 2018). From the first stage of data collection to the subsequent stages of data analysis. In the context of scientific inquiry, research techniques require a comprehensive and rigorous examination of all pertinent information (Rodin, 2021).

According to Sugiyono (2018), quantitative data refers to a research methodology based on positivistic principles. It involves collecting data in the form of numerical values, which are then analyzed using statistical techniques as a tool to test hypotheses and draw conclusions relating to existing research subjects.

3.2. Type of Research

The research methodology used in academic studies often involves explanatory quantitative research (Bungin, 2011). This approach aims to explain the underlying factors and causes behind a particular phenomenon, thereby providing insight into the reasons for its occurrence. Therefore, this research includes not only the exposition of an event, but also an attempt to evaluate a hypothesis.

Defines explanatory quantitative research as a methodological approach that seeks to explain the relationship between a particular variable and other variables in order to assess a hypothesis.

3.3. Data Collection Technique

In this study, the data collection technique utilized involves the use of a questionnaire. The questionnaire serves as a reference to gather research results. The distribution of the questionnaire is carried out by sending it through the direct message feature on the social media platform Instagram. The target audience for the questionnaire includes followers of the Instagram account @pesona.indonesia. This account represents the sample members who share the same characteristic of being Instagram followers. The data is collected by reaching out to followers and encouraging them to participate in the research by following the Instagram account @pesona.indonesia.

3.4. Data Processing Technique

This research uses a data analysis approach called simple linear regression analysis, using the SPSS software program version 29. This research was specifically developed to ascertain the impact of factors in a particular population. As expressed Sugiyono (2018), a questionnaire is a method of collecting data by means of a series of questions or written statements presented to respondents for response.

In quantitative research, the scale measuring the variables studied with the Likert scale model uses 5 alternative answers, namely: 5). Strongly Agree, 4). Agree, 3). Neutral, 2). Disagree and 1). Strongly Disagree. The Likert scale is a scale used to be able to measure an opinion, attitude, and perception of a group or individual about a symptom or phenomenon. By using a Likert scale, the variables contained in this study will be described and measured into variable indicators. Then this indicator will be used as a starting point in compiling parts of a tool or instrument which can be in the form of statements or questions. Then the data is processed using SPSS version 29 software.

3.5. Population

This research was conducted by taking the population of followers of the pesona.indonesia Instagram account. From the data listed on the @pesonaindonesia Instagram account, the population in this study were Instagram followers @pesona.indonesia which amounted to 981,000 (recorded on 01/14/2024).

The number of followers is a measure used to show how big or small the influence or popularity of an account on Instagram is, for this reason the researcher uses followers on the @pesonaindonesia account as a sample of this study (Ramadhani & Hadi, 2023).

Researchers used the Slovin formula with a significance level of 10% to determine the number of samples to be distributed in the form of a Google form questionnaire.

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

Figure 3. Slovin's Formula

Description:

- N : Sample size/number
respondent
N : Population size
e : Significance/error level

Based on the above calculations, it can be seen that the result of the calculation is 99.9, rounded up to 100 people.

3.6. Sample Technique

This study used a basic random sampling methodology, which is a probability-based method that ensures that every individual in the target population has an equal chance of being included in the sample. The sample is selected using a randomized process to ensure that it is impartially representative of the entire population (Ryo & Rusdi, 2021).

argues that Simple Random Sampling involves randomly selecting sample members from a population, without considering the existence of strata in the population.

In this research, the researcher obtained 100 samples which will be the primary data. By way of distributing the questionnaire through the online Instagram social media platform to the followers or followers of the Instagram account @najwashihab who are members of the sample with the same characteristics, namely Instagram users, followers of the Instagram account @pesona.indonesia and followers of the Instagram account @pesona.indonesia.

3.7. Validity and Reliability Test

The validity test is carried out to ascertain how well an instrument is used to measure the concept that should be measured. The results of this study are said to be valid or significant if the Pearson correlation between each indicator has a significance value ≤ 0.05 and the Pearson correlation coefficient value is in accordance with the provisions of SPSS version 29.

The reliability test is carried out to obtain the right measuring instrument that can support research so that researchers must sort out the right measuring instrument and not change with what is measured in order to achieve the objectives of the research. Reliability can be measured using the Cronbach's Alpha test, and an instrument is said to be reliable if it has an alpha value $\geq 0,6$.

3.8. Hypothesis

Hypotheses can be interpreted as predictions, which are statements or assumptions about what we have observed to try to understand it.

According to According to Nasution (2009), the main concern is the formulation of the hypothesis. Hypotheses have many functions, including hypothesis utilization. These functions include three main objectives: (1) testing the truth of a theory, (2) generating concepts for the advancement of theories, and (3) improving our understanding of the phenomenon under investigation by offering a comprehensive picture of the attributes of each research variable, observed through the mean, maximum, and minimum values.

Ha : The influence of the use of Instagram media @pesona.indonesia has an effectiveness on the information needs of Indonesian local tourism.

Ho : The effect of using Instagram media @pesona.indonesia does not have effectiveness on the need for tourist information.

4. RESULTS AND DISCUSSION

The questionnaire that has been distributed via Google form to 100 respondents in accordance with the research criteria is processed using SPSS version 29. The demographic details of the research respondents consist of gender, age, and media used by respondents. The research respondents consisted of 55% men and 45% women. For the age of respondents between 12 - 23 years there are 36% 24-39 years there are 47%, and respondents with ages between 40-55 years there are 17%.

Table 1. Variable Validity Table of the Influence of the Use of Instagram Social Media

Influence of the Use of Instagram Social Media		
Item	Pearson Correlation	Sig.
X1	807**	< .001
X2	828**	< .001
X3	847**	< .001
X4	839**	< .001
X5	802**	< .001
X6	821**	< .001
X7	802**	< .001
X8	827**	< .001
X9	805**	< .001
X10	822**	< .001
X11	802**	< .001
X12	810**	< .001
X13	856**	< .001
X14	887**	< .001
X15	869**	< .001
X16	874**	< .001
X17	816**	< .001
X18	887**	< .001
X19	882**	< .001
X20	885**	< .001

The results of data processing related to the validity test show that each data in the independent variable is said to be valid after being processed using SPSS version 29. Furthermore, each indicator has a significance value of $\leq .001$, meaning that all data obtained regarding the variable Influence of Instagram Media Use is valid.

Table 2. Information Needs Variable Validity

Information Needs		
Item	Pearson Correlation	Sig.
Y1	807**	< .001
Y2	822**	< .001
Y3	813**	< .001
Y4	809**	< .001
Y5	816**	< .001
Y6	840**	< .001
Y7	835**	< .001
Y8	822**	< .001
Y9	873**	< .001
Y10	875**	< .001
Y11	816**	< .001
Y12	806**	< .001
Y13	816**	< .001
Y14	822**	< .001
Y15	835**	< .001
Y16	843**	< .001

The results for the validity test in the table state that all components of the information need variable indicator are valid after being processed using SPSS version 29. The significance level obtained states that each indicator has a significant value of $\leq .001$. The presentation related to this validity test as a whole explains that each indicator used for the variable Influence of using Instagram media and information needs is declared valid.

Table 3. Reliability of the Influence of Using Instagram Social Media

Reliability Statistics	
Cronbach's Alpha	N of Items
.976	20

Table 4. Information Need Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.969	16

After conducting a reliability test on statements related to the media usage variable, the Cronbach's Alpha value shows a figure of 0.976. As for statements related to information needs variables, the Cronbach's Alpha value obtained in the reliability statistics table shows a figure of 0.969. Based on the results of the reliability test on the

variables of media use and information needs, it was found that each variable obtained a Cronbach's Alpha value of more than ≥ 0.6 so that it was said to be reliable and could be used to continue the research.

**Table 5. Linear Regression Analysis Simple Linear Regression Equation
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.780	.503		-1.550	.124
	Penggunaan_Media	.819	.008	.995	101.102	<.001

a. Dependent Variable: Kebutuhan_Informasi

Decision making in the simple linear regression test is determined through the significance value in the coefficients table. After processing the data, the result is a significance value of 0.001 which is smaller than the probability value (0.05). This value shows that the variable Influence of Instagram Media Use affects the variable data information needs. The data obtained is in accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted. This means that the influence of using Instagram media carried out by Pesona.Indonesia has a significant influence on information needs.

Furthermore, the calculation of the regression equation is carried out using the formula ($Y = a + bX$) based on the data from the table above, it can be seen that the constant value (a) is - 0.780 and the value of the Effect of Using Instagram Media (b) is 0.819. The equation in this study is $Y = - 0.780 + 0.819 X$. So, if the value of the variable use of social media instagram is 1, the information need is 0.039. Every 1% increase in value, the effect of using Instagram media on the value of information needs increases by 0.819.

**Table 6. Model Summary
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.995 ^a	.991	.990	1.338

a. Predictors: (Constant), Penggunaan_Media

The model summary table explains the level of the correlation or relationship value (R) of the variables used. The data shows that there is a relationship of 0.995 in both variables. Based on this output, the coefficient of determination (R Square) value is 0.991, which means that the variable influence of the use of Instagram media as a whole has an effect of 99.1% on the information needs variable while the remaining 0.9% is influenced by other variables.

From the summary model table above, it can be seen that the R value is 0.995 which means the correlation between the Instagram Content variable (X) and the variable (Y) Information needs. Based on the results of the coefficient interval formula The level of relationship described by the coefficient value of 0.80 to 0.1000 is declared strong. Hence, it can be concluded that 0.995 has a very strong relationship.

Table 7. T Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.780	.503		-1.550	.124
	Penggunaan_Media	.819	.008	.995	101.102	<.001

a. Dependent Variable: Kebutuhan_Informasi

From the data processing results previously described, it was found that the Constant value (a) was -7.080, and the regression coefficient value (b) was 0.819. Therefore, the regression equation can be expressed as follows:

$$Y = a + bX$$

$$Y = -0.780 + 0.819X$$

The constant value of 0.780 means that the consistent value of the Instagram Media Usage Influence Variable is 0.780. The Instagram Media Usage Influence regression coefficient of 0.819 states that if the addition of every 1 level of the value of the Instagram Media Usage Influence, the value of Information Needs will increase by 0.819. The regression coefficient is positive. As such, the direction of the influence of the Instagram Media Usage Effect variable on the Information Needs variable is positive. Then based on the significance value of $0.000 < 0.05$, hence the variable (X) Influence of Instagram Media Use affects the variable (Y) Information needs. Then it was found that the tvalue was $101.102 > t_{table} 0.2324$ so that it could be concluded that the variable X.

Table 8. Context Dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988 ^a	.976	.976	2.124

a. Predictors: (Constant), Context

Based on the coefficient of determination (R Square), the Context dimension in the variable Influence of Instagram Media Use has an influence of 0.976 or 97.6% on Information Needs.

Table 9. Communication Dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.970	.970	2.362

a. Predictors: (Constant), Communication

Based on the coefficient of determination (R Square), the Communication dimension in the variable Influence of Instagram Media Use has an influence of 970 or as much as 97.0% on Information Needs.

Table 10. Collaboration Dimension

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.937	.936	3.445

a. Predictors: (Constant), Collaboration

Based on the coefficient of determination (R Square), the Collaboration dimension in the variable Influence of Instagram Media Use has an influence of 0.937 or as much as 93.7% on Information Needs.

Table 11. Connection Dimension

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.965 ^a	.932	.931	3.593

a. Predictors: (Constant), Connection

Based on the coefficient of determination (R Square), the Connection dimension in the variable Influence of Instagram Media Use has an influence of 0.932 or as much as 93.2% on Information Needs.

5. CONCLUSION

Based on the findings of this analysis and testing, it can be concluded that the use of Instagram Media, specifically @pesona.indonesia, has a significant impact on fulfilling the information needs of followers. The influence of this variable (X) is measured at 99.1%, indicating a very strong influence. It is important to note that the remaining 0.9% is attributed to other variables that were not examined in this study. Furthermore, the hypothesis testing results indicate the rejection of H_0 and acceptance of H_a .

This study aligns with the Use & Gratification theory, as proposed by Herbert Blumer and Elihu Katz, which emphasizes the active role of media users in selecting and utilizing media. The media aims to fulfill the needs and motives of its users by providing relevant content.

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