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THE RELATIONSHIP BETWEEN INFORMATION-SEEKING BEHAVIOR AND INFORMATION OVERLOAD AMONG THE ENGENE INDONESIA COMMUNITY ON X

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Abstract
This study aims to examine information-seeking behavior and the level of information overload, as well as the relationship between the two, among members of the ENGENE Indonesia community on the X platform. The study employs a quantitative approach with a correlational design. The study population consisted of 2,751 members, with a minimum sample size of 338 respondents determined using Cochran's formula and selected through purposive sampling. Data were collected using a closed-ended questionnaire with a five-point Likert scale and analyzed using descriptive statistics and Spearman's correlation. The results showed that information-seeking behavior fell into the high category, with "Chaining" having the highest mean score of 4.3039 and "Monitoring" the lowest at 3.9412. Meanwhile, information overload fell into the moderate category, with "Suboptimal Decisions" having the highest mean score of 3.0941 and "Strategy Limitation" the lowest at 2.7044. The Spearman correlation test yielded a coefficient of -0.091 with a p-value of 0.095, indicating no significant relationship between information-seeking behavior and information overload. Although it showed a negative trend, this relationship was very weak and not statistically significant. These findings suggest that high levels of information-seeking activity are not always accompanied by high levels of information overload. Users may remain actively engaged in seeking and browsing information, while the severity of information overload symptoms they experience varies. This indicates that users' engagement in seeking and browsing information must be distinguished from their experience of information overload.

Keywords: Information Seeking Behavior, Information Overload, ENGENE, K-Pop, X Platform

INTRODUCTION

Rapid global technological advancements have had a significant impact on Indonesia (Segara and Nasution, 2025). By the end of 2025, the number of internet users in Indonesia had reached 230 million people, or approximately 80.5% of the total population (Kemp, 2025). This situation indicates that the public has increasingly broad access to various sources of information, unrestricted by time or place. This ease of access encourages individuals to become

more active in meeting their information needs through information-seeking behavior, that is the process of formulating, searching for, utilizing, and evaluating information (Nurhabibah and Farid, 2025; Rohmawati and Arfa, 2022). These activities now largely rely on social media, which provides an interactive space for both sharing and instantly searching for information (Zahra and Voutama, 2024).

According to a digital report by DataReportal, the number of social media users in Indonesia will reach 180 million or approximately 62.9% of the total population by October 2025 (Kemp, 2025). However, the ease of accessing information through social media introduces its own complexities in the dissemination process, as information flows continuously in a short period of time, triggering an information explosion. One of the problems arising from this situation is information overload, a condition in which the amount of information received exceeds an individual's ability to process it effectively and can affect decision-making (Shahrzadi et al., 2024). Increasingly active lifestyles can expose individuals to more information from various sources, resulting in a growing volume of information that must be selected and processed. Conceptually, this situation can increase the demands placed on information management and may potentially lead to information overload. Furthermore, Eppler and Mengis (2010) explain that information overload is influenced by various factors related to the characteristics of information, individuals, tasks, and technology; therefore, countermeasures in the form of information filtering, management, and control are necessary.

The X platform is designed to allow users to share information concisely and succinctly, so that information can be disseminated quickly through posts, reposts, hashtags, and trending topics (Maulidia, 2025). These features allow users to receive various updates from a wide range of sources in a relatively short amount of time. This dynamic is also leveraged by K-pop fan communities, including ENGENE, which uses Platform X as its primary source for information about ENHYPEN. Preliminary observations show that 40 respondents (87.0%) reported frequently using the X platform to obtain information, and 31 respondents (67.4%) stated that the amount of information about ENHYPEN appearing on the X platform felt excessive, particularly during certain periods. In addition, preliminary interview results indicate that high levels of information-seeking activity coincide with a perception of an information overload on the X platform. The sheer volume of constantly updated information can leave users facing a greater amount of information to select from and process. However, it remains unclear whether this high level of information-seeking behavior is related to the information overload experienced by users. This raises the question of how information-seeking behavior relates to information overload within the ENGENE community on Platform X.

Several previous studies have examined the information-seeking behavior of K-pop fans on the X platform, albeit with different focuses. A study by Fahimah (2025), examined the information-seeking behavior of Stray Kids fans on X, showing that fans actively seek out, verify, and monitor the latest information about their idols. Although that study did not specifically address information overload, it demonstrated that fans' information-seeking activities are influenced by their information needs as well as various factors that drive continuous information seeking. These findings provide a general overview of the characteristics of K-pop fans' information-seeking behavior on social media. Furthermore, a study by Tsabitah et al. (2022), analyzed the implications of information overload on users of Social Networking Sites (SNS), explaining that social media users are vulnerable to information overload. Through this research, it was found that characteristics of social media such as the rapid spread of information, information duplication, and information overload make users susceptible to

information overload. Another study by Sabarky et al. (2023), analyzed the role of information overload as a mediating variable in the relationship between the intensity of Instagram use and social media fatigue. Although it used a different platform and context, this study reinforces the understanding that users' social media activities have the potential to increase their exposure to information.

From these three studies, it can be observed that there has not yet been any research specifically examining information-seeking behavior in relation to information overload within the K-pop fan community on the X platform. To address this gap, this study aims to analyze information-seeking behavior and information overload within the ENGENE community on the X platform. Based on this research gap, this study proposes the hypothesis that there is a relationship between information-seeking behavior and information overload in the ENGENE community on the X platform. This study uses the Information-Seeking Behavior framework proposed by Ellis (1989) to explain the characteristics of individual behavior in the information-seeking process, as well as the concept of Symptoms of Information Overload by Eppler and Mengis (2010), to describe the conditions under which individuals experience difficulty effectively processing information overload. Using these two frameworks, this study focuses on the relationship between the ENGENE community's information-seeking behavior and the information overload they experience when confronted with the flow of information about ENHYPEN on the X platform.

RESEARCH METHOD

This study employs a quantitative approach with a correlational research design to analyze the relationship between information-seeking behavior and information overload. According to Creswell and Creswell (2023), quantitative research aims to objectively test theories by measuring relationships between variables and conducting statistical data analysis. Correlational research design was chosen because it serves to measure the degree of relationship between variables to describe the strength of the relationship as well as its predictive potential (Creswell and Guetterman, 2019). The population in this study consists of all members of the ENGENE INDONESIA community, totaling 2,751 people. The sampling technique used was purposive sampling, in which respondents were selected based on the researcher's judgment to ensure that the data obtained align with the study's objectives (Fraenkel et al., 2012). The three characteristics of the respondents involved in this study are: (1) they are members of the ENGENE INDONESIA community; (2) they own and actively use Platform X; and (3) they use Platform X to obtain or search for information about ENHYPEN. The sample size was determined using Cochran's formula with a 5% margin of error, resulting in a minimum sample size of 338 respondents. Research data was subsequently collected from 340 respondents.

The research instrument consisted of a closed-ended questionnaire using a five-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The instrument for the information-seeking behavior variable was developed based on Ellis's theory of information-seeking behavior, while the instrument for information overload was developed based on the concept of symptoms of information overload. The indicators from each theory were adapted by translating theoretical concepts into activities and conditions specifically experienced by respondents while searching for and receiving information about ENHYPEN on the X platform. The adaptation process involved adjusting the subject of the

information, the media used, and the behavioral patterns for each indicator. Each variable consisted of 13 items. Before being used in data collection, the instrument underwent content validation by expert faculty members to ensure the items' alignment with the theoretical indicators as well as the clarity of the language and context of the statements. Subsequently, its validity was tested using Pearson's Product-Moment correlation with a sample of 30 pilot respondents. An item was deemed valid if the significance level was < 0.05. The validity test results showed that all items in the information-seeking behavior variable and the information overload variable were deemed valid. Subsequently, a reliability test was conducted using Cronbach's Alpha. An instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70.

Data collection was conducted online in August by distributing questionnaires to respondents who met the study criteria. In addition, a preliminary survey and interviews were conducted to gather supporting data. The collected data were then processed and analyzed using IBM SPSS Statistics. Data analysis included descriptive statistics, normality tests, and correlation tests. Descriptive analysis was used to determine the mean and standard deviation for each variable. The means were categorized based on class intervals calculated using the formula (maximum value − minimum value) ÷ 5, resulting in an interval of 0.80 with the following categories: very low (1.00–1.80), low (1.81–2.60), moderate (2.61–3.40), high (3.41–4.20), and very high (4.21–5.00). A normality test was conducted to determine the data distribution before selecting the correlation technique to be used. The test results indicated that the data were not normally distributed; therefore, the relationship between variables was analyzed using Spearman's rho correlation. The analysis was conducted at a 5% significance level by examining the correlation coefficients and p-values to determine the direction, strength, and significance of the relationship between information-seeking behavior and information overload. This study also adhered to ethical guidelines by informing respondents of the research objectives, ensuring voluntary participation, and maintaining the confidentiality of respondents' identities.

RESULT AND DISCUSSION

Instrument Validity and Reliability

The research instrument first underwent a content validity test by expert faculty members to ensure that each statement item aligned with the theoretical indicators used. After content validation, the instrument was then empirically tested using Pearson's product-moment correlation with 30 pilot study respondents. Validity testing was conducted for each statement item by comparing the significance values at the 5% level ($\alpha = 0.05$). A statement item was deemed valid if the significance value was < 0.05. The research instrument consisted of 13 statement items for the information-seeking behavior variable and 13 statement items for the information overload variable. Next, a reliability test was conducted using Cronbach's Alpha to determine the instrument's internal consistency. The instrument was deemed reliable if the Cronbach's Alpha value was > 0.70. The results of the validity and reliability tests are shown in the following table.

Table 1. Instrument Test Results

Variabel	Item	Item-Total Correlation Range	Sig.	Cronbach's Alpha
Information-Seeking Behavior	13	0.369 - 0.810	< 0.05	0.882
Information Overload	13	0.533 - 0.800	< 0.05	0.924

Based on Table 1, all 13 items in the information-seeking behavior variable had item-total correlation values ranging from 0.369 to 0.810 and significance levels < 0.05. Meanwhile, all 13 items in the information overload variable had item-total correlation values ranging from 0.533 to 0.800, with significance levels < 0.05. Thus, all items in both variables were deemed valid. In addition, the reliability test results also showed a Cronbach's Alpha value of 0.882 for the information-seeking behavior variable and 0.924 for the information overload variable. These values indicate that both instruments have good internal consistency; therefore, all instruments are deemed reliable and suitable for use in research.

Data Characteristics

The results of this study on the relationship between information-seeking behavior and information overload within the ENGENE Indonesia community on the X platform provide insight into respondents' tendencies when searching for, selecting, and processing information about ENHYPEN. The research data were collected from 340 members of the ENGENE Indonesia community who met the established respondent criteria. Measurements were taken for two research variables: information-seeking behavior as the independent variable and information overload as the dependent variable. An overview of the characteristics of both variables was necessary to identify respondents' response tendencies before testing the relationship between the variables. Differences in tendencies across each aspect can also indicate specific aspects of information-seeking activities or symptoms of information overload that respondents experience to a greater or lesser extent.

Descriptive analysis was used to examine trends in respondents' responses to the two research variables based on the answers provided by 340 members of the ENGENE Indonesia community. This analysis provides an overview of the extent of information-seeking behavior and the information overload experienced by respondents, while also highlighting variations in these trends across each measured aspect. The results of the descriptive analysis also serve as the basis for describing the state of the research data prior to further testing. The results of the descriptive analysis of the information-seeking behavior variable are presented in Table 1.

Table 2. Descriptive Statistical Analysis of Information-Seeking Behavior

Indicator	Mean	Standard Deviation	Category
Starting	4.1127	0.70493	High
Chaining	4.3039	0.63838	High
Browsing	4.2941	0.79931	High
Differentiating	4.2721	0.70519	High
Monitoring	3.9412	0.89133	High
Extracting	4.1559	0.68752	High

Based on Table 2, the information-seeking behavior of members of the ENGENE Indonesia community shows that "Chaining" received the highest average score, while

"Monitoring" received the lowest average score. Nevertheless, all information-seeking characteristics fell into the "high" category. These findings indicate that respondents tend to actively continue their search when they need additional information, but do not always monitor all developments on an ongoing basis.

The Chaining indicator had an average score of 4.3039 and fell into the high category, making it the indicator with the highest average score. According to Ellis (1989), chaining is the activity of following links or references from one piece of information to another source to obtain more complete and relevant information. Based on the percentage of positive responses, the sub-indicator "continuing the search" received an average percentage of 88.4%, while "following references" received a percentage of 87.1%. Thus, "continuing the search" showed a slightly higher tendency compared to "following references." The following results were obtained from the interviews:

> *"If the information I've found isn't enough, I usually look for other sources or accounts to get additional information."*

This statement indicates that the informant continued the search by following other sources or accounts related to the previous information. This means that the process of continuing the search and following references are two activities that can be understood as interrelated. Respondents not only continued their search in general but also conducted follow-up searches through references or other sources to obtain more complete information.

On the other hand, the Monitoring indikator received an average score of 3.9412 and falls into the high category, although it was the lowest score compared to the other indicators. According to Ellis (1989), monitoring is the activity of keeping up with the latest information by continuously tracking specific sources or accounts. Based on the percentage of positive responses, the "information development" sub-indikator received an average percentage of 70.6%. This is evident from the following statements by informants:

> *"I usually start following them or looking for more information when there are major events like concerts, comebacks, or activities that are trending. Due 488om y personal commitments and limited time, I don't always keep up with all of ENHYPEN's updates on X on a regular basis."*

This statement indicates that monitoring activities are primarily carried out at specific times or during specific events that the informants consider important. Thus, although the respondents continue to follow updates regarding ENHYPEN, their monitoring tends to be situational and tailored to their needs and available time.

After examining trends in information-seeking behavior, the subsequent analysis focused on the symptoms of information overload experienced by respondents when encountering information about ENHYPEN on the X platform. This analysis aimed to describe the level of information overload symptoms based on the aspects measured in the study. The analysis presented the mean values and categories for each indicator of information overload symptoms experienced by the respondents. The results of the descriptive analysis of the information overload variable are presented in Table 3.

Table 3. Descriptive Statistical Analysis of Information Overload

Sub-Indicator	Mean	Standard Deviation	Category
Strategy Limitation	2.7044	1.00668	Moderate

Information Organization	2.8618	0.90808	Moderate
Suboptimal Decisions	3.0941	1.00440	Moderate
Personal Condition	2.9765	1.04322	Moderate

Based on Table 3, the variable information overload is measured using the Symptoms indicator, which consists of four sub-indicators: Strategy Limitation, Information Organization, Suboptimal Decisions, and Personal Condition. The symptoms of information overload among members of the ENGENE Indonesia community indicate that the "Suboptimal Decisions" sub-indicator received the highest average score, while "Strategy Limitation" received the lowest average score. Nevertheless, all sub-indicators fall within the moderate category.

Sub-indicator Suboptimal Decisions received an average score of 3.0941 and was the sub-indicator with the highest score, although it still fell within the moderate category. According to Eppler and Mengis (2010), information overload can make it difficult to make optimal decisions when individuals are faced with too much or unclear information. Based on the average percentage of positive responses, the suboptimal decisions sub-indicator received a percentage of 40.9%. This is supported by the following statement from an informant:

> *"Sometimes I run into difficulties when the information I find is still unclear or varies from source to source. Usually, I don't use that information right away and choose to hold off until I have more reliable information."*

This statement indicates that when faced with unclear information or conflicting information from different sources, respondents tend to delay using the information until they find a more reliable source. These findings suggest that the difficulty in determining which information to use is the most prominent symptom of information overload compared to other indicators.

In contrast, the Strategy Limitation sub-indicator received an average score of 2.7044 and falls into the moderate category. That score is also the lowest average score compared to the other sub-indicators. Eppler and Mengis (2010), describe a symptom of information overload as "limited information search and retrieval strategies," that is, limitations in strategies for searching for and obtaining information. One such symptom is evident when information-search strategies become less systematic. Based on the percentage of positive responses, this strategic limitation received an average percentage of 26.0%. This is explained in the following interview results:

> *"I didn't have much trouble deciding which information to look for first because I already knew what information I needed."*

This statement indicates that respondents already have an understanding of their information needs and the available sources, so the limitations in determining a search strategy are relatively low.

After obtaining an overview of the trends in each variable, the subsequent analysis focused on testing the data distribution to determine whether the research data were normally distributed. The normality test was conducted to serve as the basis for determining the appropriate correlation analysis technique—namely, parametric analysis if the data met the assumption of normality, or nonparametric analysis if the data did not meet that assumption. The results of the normality test for the research data are presented in Table 4.

Table 4. Normality Test Results

One Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			340
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		10.97430497
Most Extreme Differences	Absolute		.054
	Positive		.054
	Negative		-.043
Test Statistic			.054
Asymp. Sig. (2-tailed)[c]			.020
Monte Carlo Sig. (2-tailed)[d]	*Sig.*		.021
	99% Confidence Interval	*Lower Bound*	.018
		Upper Bound	.025

Based on Table 4, the results of the normality test using the One-Sample Kolmogorov-Smirnov test showed a test statistic of 0.054 with a significance level (Asymp. Sig. 2-tailed) of 0.020. The test was conducted on the unstandardized residuals from the relationship between the variables of information-seeking behavior and information overload, using a dataset of 340 respondents. This significance value was then compared to the significance level of 0.05. Since the significance value of 0.020 is less than 0.05, the residual data were determined not to be normally distributed; therefore, the relationship between information-seeking behavior and information overload was tested using Spearman's correlation as a nonparametric correlation technique.

Table 5. Correlation Test Results

Correlations				
			Total_X	Total_Y
Spearman's rho	Total_X	Correlation Coefficient	1.000	-.091
		Sig. (2-tailed)	.	.095
		N	340	340
	Total_Y	Correlation Coefficient	-.091	1.000
		Sig. (2-tailed)	.095	.
		N	340	340

Based on the results of the Spearman correlation test in Table 5, a correlation coefficient of -0.091 was obtained with a significance level of 0.095 among 340 respondents. This correlation coefficient indicates that the relationship between information-seeking behavior and information overload is negative, with a very weak degree of association. This means there is a tendency for an increase in information-seeking behavior to be followed by a decrease in information overload; however, this tendency is very weak. Furthermore, the significance value of 0.095 is greater than the significance level of 0.05; therefore, the relationship between the two variables is deemed statistically insignificant. Thus, it can be concluded that there is no significant relationship between information-seeking behavior and information overload in the ENGENE Indonesia community on the X platform, even though the direction of the relationship is negative and the strength is very weak.

DISCUSSION

X users encounter information from sources with varying characteristics and levels of credibility. The information-seeking process can progress from initial information to other related sources or information, including through the process of information filtering (Umkabu and Rani, 2025). In this process, evaluating the relevance and credibility of sources is essential for determining which information to research and use. The nature of social media, which integrates content and user interactions, also allows the search process to evolve through the discovery of information or other sources available within the platform (Amendola et al., 2023). Meanwhile, exposure to information on social media can occur either intentionally or incidentally, so that users may obtain information without actively intending to search for or follow it (Nanz et al., 2022). This situation indicates that high search activity does not necessarily mean that all available information will be monitored and processed by users. Users may focus their attention on information they consider relevant and filter out information that is less relevant to their needs. This may explain why high levels of information-seeking activity are not always accompanied by a tendency to routinely monitor all developments regarding that information. Thus, search behavior indicates active engagement with information deemed relevant rather than continuous monitoring of information.

In an environment of high information flow, users' ability to manage information becomes crucial because not all information received needs to be processed simultaneously. In an environment of high information flow, users' ability to manage information becomes crucial because not all information received needs to be processed simultaneously. The ability to evaluate sources, select relevant information, and filter out unnecessary information is a key component in managing the information load. The varying levels of information overload symptoms observed in this study indicate that the experience of information overload does not always manifest uniformly across all aspects. The finding that suboptimal decisions are the most prominent symptom suggests that difficulty in determining which information to use can be one of the consequences when users are faced with diverse and ever-increasing amounts of information. Pang et al. (2023) note that social media overload has distinct dimensions and can elicit varied user responses, meaning that the perceived level of disruption may depend on the specific form of overload encountered. These findings are consistent with those of Peng et al. (2022), who showed that excessive exposure to information can affect the quality of the decision-making process, meaning that more information does not always provide a better basis for individuals to make choices. Thus, users' ability to evaluate and filter information can be a key factor in determining which information is ultimately processed and used; consequently, high exposure to information does not always result in information overload to the same degree.

The results of the correlation test indicate that there is no significant relationship between information-seeking behavior and information overload ($\rho = -0.091$; $p = 0.095$). Although the correlation coefficient indicates a negative direction, the value is very weak and not statistically significant; therefore, the direction of this relationship has no substantive meaning. Thus, higher levels of information-seeking behavior cannot be said to be associated with either an increase or a decrease in information overload among the respondents in this study. The lack of a significant relationship indicates that information-seeking behavior alone is not sufficient to explain the experience of information overload among the respondents in this study. This suggests that the processes of information selection and management that occur after information is found also need to be considered. Users who actively seek information can

limit the information they process by evaluating sources, selecting relevant information, and filtering out information deemed unnecessary. This is in line with Heiss et al. (2023) who highlight the importance of social media information literacy in dealing with information on social media, as well as Tian (2022), who emphasizes the ability to filter information in the face of information overload. Thus, understanding information overload among social media users cannot be based solely on information-seeking activities, it must also take into account users' ability to select, evaluate, and manage information.

CONCLUSION

This study shows that the information-seeking behavior of members of the ENGENE Indonesia community on the X platform falls into the high category, while information overload falls into the moderate category. The most prominent information-seeking behavior is seen in "chaining" activities, that is continuing the search through references or links from previous information, while "monitoring" activities are relatively lower. Regarding information overload, the most prominent symptoms relate to suboptimal decisions, while strategy limitations are relatively lower. These findings indicate that respondents are quite active in searching for and exploring information about ENHYPEN, but high search activity does not automatically indicate a high level of information overload.

The test results show that there is no significant relationship between information-seeking behavior and information overload among the Indonesian ENGENE community on the X platform. Thus, information-seeking behavior cannot yet be considered a sufficient factor to explain the occurrence of information overload among the respondents in this study. These findings suggest that the experience of information overload is likely related to other factors, such as users' ability to select, understand, evaluate, and manage the information they receive. This study has limitations due to its cross-sectional design and the use of purposive sampling; therefore, changes in conditions over time and generalizations to the broader fan community must be considered carefully. Future research may consider a longitudinal design and examine other factors potentially related to information overload, such as information literacy skills, information filtering strategies, the intensity of social media use, or the characteristics of the information received

SUGGESTION

Future research is encouraged to consider other factors that may be related to information overload, such as the intensity of social media use, information literacy skills, characteristics of the information, and users' strategies for filtering and managing information. Additionally, research could be conducted among different fan communities or on various social media platforms to gain a broader understanding of information overload in the digital information environment. For users of Platform X, the ability to select, filter, and prioritize information should remain a focus so that information-seeking activities can be carried out in a more targeted manner without having to process all the information received

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