

THE INFLUENCE OF INSTAGRAM ACCOUNT @REPubLIKAONLINE TOWARD THE FULLFILLMENT OF INFORMATION NEEDS FOR MUSLIM MILLENIAL

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ABSTRACT

This study aims to find out the influence of the @republikaonline Instagram account has on meeting the online information needs of the Muslim millennial generation. This study uses a quantitative approach, which is a search or use of data in the form of numbers as a tool to analyze information or events that by using simple linear regression analysis which aims to analyze the magnitude of the influence of the independent variable on the dependent variable. The sample is 100 North Sumatra State Islamic University students who are followers of the @republikaonline Instagram account. Based on the results of the study, the significance value is smaller than 0.05 ($0.000 < 0.05$), so it can be concluded that the X variable has a very significant influence on the Y variable.

Keywords: Instagram, information need, millennial

INTRODUCTION

Important, fast and useful information is certainly a human need. Such information is even needed for a better survival for many people. Because without fast and accurate information, it can interfere with activities that have an impact on various aspects of life, such as social, economic, education to health. Then to meet the information needs in this digital era, it is certainly easier because of the presence of various social media which take part in disseminating information in the form of data, news and facts with a more pleasing appearance to the eye and especially easy access to it. Things that affect information needs also vary depending on the characteristics of each individual, including according to experts, age, the results of the study reveal that someone who belongs to the young age category will be more active in finding information than those who are old.

Millennials tend to choose media based on their interest in the appearance as well as the ease of accessing the media. Therefore, many youths prefer to fulfill their information needs through social media using mobile phones. Social media are pages or applications that allow users to create and share content or engage in social networks. Gohar F. Khan in his book *Social Media Government* states that in simple terms, social media is an easy-to-use internet-based platform that allows users to create and share content (information, opinions, and interests) in a variety of contexts (informative, educative, satire, criticism, etc. to a wider audience. Therefore, social media has a chain effect so that the transmission process that occurs does not stop at only one main audience (Widyasari, et al. 2018).

One of the most popular social media among the millennial generation is Instagram. Instagram is one of the most popular social media nowadays. Instagram offers a photo or video sharing feature to its fellow users. With the comment column at the bottom of the photo/video, it will result in two-way communication with fellow users, in that column, Instagram users can provide comments regarding the photos/videos that have been uploaded. Instagram is an application of new image-based media that provides online photo or video sharing services. Instagram is also considered interesting because it also presents a variety of information, news and other developing things, both local, national and international issues. Instagram is now also used as a promotional tool by online and print news sites as well as television broadcast media such as Tempo, Tribune, Kompas, and others whose function is to spread short news or news reviews that can provoke audience curiosity so that they visit news sites or are even interested in buying the print media. The Instagram display which is equipped with photo and video features makes it a distinct advantage in the midst of declining public interest in reading, especially the millennial generation. Therefore, Instagram accounts of major media are also subscribed and will usually be followed by many people in the virtual world. And one of them is the @republikaonline instagram account.

The @republikaonline account has a variety of information and news such as social, economic, political, health and also other important issues, but there is something that distinguishes this account from other news accounts, namely the posting of da'wah messages quoted from the Koran and Hadith, and this Of course, this account has an Islamic pattern which is the main

attraction for the Muslim millennial generation. Until August 2021, this account has 210 thousand followers with a total number of 16,600 posts.

LITERATURE REVIEW

Uses and Gratification Theory

The uses and gratification theory discusses what consumers do to the media, namely using the media to satisfy their needs. Consumers have the power to find out which media to use. This theory says that media users play an active role in choosing and using media. Media users try to find the best media sources in an effort to meet their needs (Nurudin, 2007: 181).

This model is described by Jalaludin Rahmat (2012:65) as a dramatic break with effects tradition of the past, which is a dramatic leap from the hypodermic needle model. This model is not interested in what the media do to people, but is interested in what people do with the media. Members of the audience are considered to actively use the media to meet their needs. The term uses and gratification, the use and fulfillment of needs from here. This assumption implies that communication is useful; that media consumption is motivated by motives; that media behavior reflects interests and preferences; and that the real audience is stubborn (Blumber, in Jalaluddin Rakhmat, 2012: 6). Since the use of media is only one way to satisfy psychological needs, media effects are considered as situations when those needs are met.

The basic concepts of this model were summarized by its founders (Kartz, Blumber, and Gurevitch). With this model, what is examined is the social and psychological sources of needs, which give rise to expectations from the mass media or other sources, which lead to different patterns of media exposure (or involvement in other activities). And produce fulfillment and other consequences, often even the desired results (Romli, 2016).

Similar to this research, the existence of @republikaonline Followers who follow the @republikaonline Instagram account each has basic needs for themselves. For example, for the need to learn the Koran as a hope to be closer to the Koran or want to use his personal Instagram social media to access positive things that are interesting but religious. This correlates with the uses and gratification concept, namely this theory says that media users play an active role in choose and use media

The information function can develop according to the field it touches. However, at least the main thing is as data and facts that prove the existence of a truth, as an explanation of things that were previously doubtful, as predictions for events that may occur in the future. In fact, the information has many functions. It is not limited to one area or aspect, but is comprehensive, only the weights and benefits are different because they are adapted to the conditions that require them. Nicholas (2000) states that the main function of information will vary according to the role and profession of an individual. But basically, someone needs information for 5 broad functions, where later by identifying the five functions, one's purpose in finding information will be known. The five functions are: providing answers to specific questions (factfinding); to keep up to date; research in a field (research function), a researcher and academic are the people most likely to need information for this purpose; to get an understanding of the background of the problem/topic (direction function); as well as to provide new ideas or as a stimulus (stimulus function).

The factors that influence the need for information according to Harsey in Elin are (Rosalin, 2016):

- a. Expectations, namely perceived possibility factors (people) that affect the special needs of an individual based on past experiences.
- b. Availability, namely the availability factor associated with environmental boundaries that appear in people's perceptions. It is determined by how likely it is to achieve goals that can meet certain needs, according to an individual's perception.

There are four types of need for information according to Guha., namely:

1. Current need approach, which is an approach to the needs of users of information that is up to date. Users interact with information systems in a very general way to increase their knowledge. This type of approach requires constant interaction between the user and the information system.
2. Everyday need approach, namely an approach to user needs that is specific and fast. The information needed by the user is information that is routinely faced by the user.

3. Exhaustive need approach, which is an approach to user needs for in-depth information, information users have a high dependence on the information needed and are relevant, specific, and complete.

4. Catching-up need approach, which is an approach to users for concise, but also complete information, especially regarding the latest developments in a subject that is needed and relevant matters.

Nicholas in his book, suggests several obstacles that can affect individuals in fulfilling their information needs, namely:

1. Time: Limited time can be an obstacle in finding information, busy activities allow less time to find the information needed.

2. Information Access Distance: If no information resource or system is available when he/she needs information, then it is highly unlikely that someone will be able to fulfill their information needs. There are two things that need to be considered, namely whether the source of the information is actually available, and if so, is the distance between the sources of information a consideration for someone in choosing the source as his first choice.

3. Expertise in accessing information: In today's era of information technology, technologically advanced sources of information will become a problem. It takes user skills to access information using technology, but there are users who are technology stuttering, who do not have the ability to access technology.

4. Cost of Access to Information: In today's culture, the internet provides the principle that information can be obtained using money. Information sources that are not from the government are now charging fees to provide information.

5. Information Overload: In today's high-tech environment the rate of information bombardment can be truly phenomenal, so that a person will spend more time pursuing than absorbing it: people spend 80 percent of their time looking for information, 10 percent putting it in drafts and only 5 percent of that information is used to make decisions (David, 2000).

According to Manheim (1952) generation is a social construction in which there is a group of people who have the same age and the same historical experience. Individuals belonging to one generation, are those who have the same year of birth in a span of 20 years and are in the same social dimension and historical dimension. This definition was specifically developed by Ryder

(1965) who said that a generation is an aggregate of a group of individuals who experience the same events in the same period of time. The theory of generational differences was popularized by Neil Howe and William Strauss in 1991. Howe and Strauss divide generations based on the similarity of the time span of birth and the similarity of historical events. Other researchers also divide generations with different labels, but in general they have the same meaning. Furthermore, according to the researcher Kupperschmidt (2000) generation is a group of individuals who identify their group based on the similarity of year of birth, age, location, and events in the life of the group of individuals who have a significant influence on their growth phase.

Compared to the previous generation, the millennial generation has a unique character based on region and socio-economic conditions. One of the main characteristics of the millennial generation is marked by the increased use and familiarity of communication, media, and digital technology. Because they were raised by technological advances, the millennial generation has creative characteristics, informative, passionate and productive. Compared to the previous generation, they are more good friends with technology. This generation is a generation that involves technology in all aspects of life. The real evidence that can be observed is that almost all individuals in this generation choose to use smart phones. With this device, millennials can become more productive and efficient individuals. From this device, they are able to do anything from just sending short messages, accessing educational sites, transacting online business, to ordering online transportation services.

The results of a study conducted by the Boston Consulting Group (BCG) with the University of Berkeley in 2011 in the United States regarding the USA millennial generation are as follows:

1. Interest in reading conventionally has now decreased because Generation Y prefers to read through their smartphones.
2. Millennials are required to have social media accounts as a communication tool and information center.
3. Millennials definitely prefer cell phones to televisions. Watching a television program is now no longer an entertainment because of whatever they find on their cell phones.
4. Millennials make the family the center of consideration and decision makers.

According to Yoris Sebastian in his book *Generasi Langgas Millennials Indonesia*, there are several advantages of the millennial generation, namely wanting to be fast, easy to change jobs

in a short time, creative, dynamic, technology literate, close to social media, and so on (Budiati, 2018).

RESEARCH METHODS

The research method is a scientific way to obtain data with certain purposes and uses that have rational, empirical, and systematic characteristics. Rational means research is carried out in ways that make sense and reach human reasoning or logic. Empirical means that research is carried out based on facts in the field that can be tested by other people or other parties. Then, systematic means that research is a certain logical process (Nurdin dan Hartati, 2019).

This study uses a quantitative approach, which is a search or use of data in the form of numbers as a tool to analyze information or events that you want to know by using simple linear regression analysis which aims to analyze the effectiveness of the independent variable on the dependent variable (Riyanto dan Hatmawan, 2020).

The sample according to Sabar as quoted by Nurdin and Hartati (2019) is part of the subjects in the population studied, which of course are capable of representatively representing the population. So to calculate the sample to be used using the Slovin formula. The sampling approach based on the Slovin formula can be formulated:

$$n = \frac{N}{1 + Ne^2}$$

Note:

n = Number of Samples

N = Total Population

e = Error rate in sampling

For the error rate in the Slovin formula, there are two kinds, namely, (1) an error rate of 5% and (2) an error rate of 10%. The greater the error rate, the smaller the number of samples taken. Therefore, to make it easier for researchers, this study will use the Slovin formula with an error rate of 10% with the following calculations:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{223.000}{1 + 223.000 \times 10^2}$$
$$n = \frac{223.000}{1 + 223.000 \times 0,1^2}$$
$$n = \frac{223.000}{1 + 189.000 \times 0,01^2}$$
$$n = \frac{223.000}{1 + 1.890}$$
$$n = \frac{223.000}{2.231}$$
$$n = 99,95 \rightarrow 100$$

Thus the sample to be used amounted to 100 respondents. The sampling technique used in this study is non-probability sampling, namely a sampling technique that does not provide equal opportunities for each member of the population to become a member of the sample. Thus, to facilitate sampling in this study, the researcher used quota sampling which determines the number of sample members based on a certain quota number determined by the researcher. For example, the researcher needs 100 samples, the researcher will collect research data only up to the required number of samples. In this study, the respondents were students of the State Islamic University of North Sumatra, Medan. The instrument used in this study was a questionnaire to obtain information about the intensity of accessing contextual da'wah messages and interest in learning the Koran. The questionnaire used was a closed questionnaire.

Result And Discussion

4.2. The relationship between variables X and Y

4.2.1. Validity test

The validity test in this study was conducted to determine the suitability of the questionnaire in measuring research data from respondents. The results are presented in the table. 3 below.

Table. 3. Validity X (Instagram).

	X1	X2	X3	X4	X5	X6	X7
Xtotal Pearson	.634**	.452**	.633**	.580**	.694**	.717**	.553**
Correlation							
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
N	108	108	108	108	108	108	108

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source : primary data

Table. 4. Validitas Y (Pemenuhan kebutuhan informasi followers @Republika)

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
Ytotal P-Correlation	.698**	.782**	.714**	.776**	.774**	.789**	.727**	.806**	.746**	.679**	.751**
Sig.(2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	108	108	108	108	108	108	108	108	108	108	108

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

Source : primary data

The results of observations on the r-table value show that the value for the sample (N) with a total of 108 respondents is 0.1878. Based on the results of the validity test on the X variable which consists of X1, X2, X3, X4, X5, X6, X7, and Xtotal, the results show that the value of r-count > r-table. On the other hand, for the Y variable which consists of Y1, Y2, Y3, Y4, Y5, Y6, Y7, Y8, Y9, Y10, Y11, and Ytotal, all of them also show the result that the value of r-count > r-table. Therefore, it can be concluded that all instruments in this study are "valid".

4.2.2. Reliability test

The reliability test was conducted to see the consistency of the questionnaire in this study because the measurements were carried out repeatedly. The results of the reliability test on the variables X and Y are presented in the table below.

Table. 5. X reliability test (Instagram).

Cronbach's Alpha	N of Items
.718	7

Source : primary data

Table. 6. Y reliability test (Fulfilling the information needs of @Republika followers)

Cronbach's Alpha	N of Items
.921	11

Source : primary data

From the results of the reliability test carried out, it was found that the value of the X and Y variables for Cronbach's Alpha value was > from 0.6. This gives the conclusion that all instruments in this study are "reliable".

4.2.3. Normality test

To find out the distribution of residual values, a normality test was carried out, the results of which are presented in table 7. the following.

Table. 7. Kolmogorov-Smirnov normality test.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		108
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.28127116
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.064
Test Statistic		.075
Asymp. Sig. (2-tailed)		.171 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : primary data

The normality test used in this study is the Kolmogorov-Smirnov Test. From the results of the normality test in the table above, it shows that the tested significance value is $0.171 > 0.05$ or greater than the alpha value (0.05), it can be concluded that the residual value/population is normally distributed.

4.2.4. Correlation coefficient

To show whether or not the relationship between variables X and Y is strong, a correlation coefficient test is performed. The results of the correlation coefficient test are shown in the table. 8. below.

Table.8. Correlation coefficient model (R) respondent's Instagram activity variable (X)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 ^a	.123	.115	4.301

a. Predictors: (Constant), Instagram

b. Dependent Variable: kebutuhan informasi

source : primary data

From the data table.8. above shows the results of the correlation coefficient (R) for the independent variable (independent) namely Instagram user activity (X) is 0.351. This value means that the relationship between variables X and Y in Person Correlation is positive and is in the range of values from 0.21 to 0.40 which means that there is a relationship between variables X and Y with a weak correlation, but every increase in the value of the Instagram user activity variable (X) will always give an increase as well for the variable of meeting the information needs of followers @republikaonline (Y).

In addition, the data in the table. 8 also shows the coefficient of determination (R²) of 0.123. This means that the ability of the independent variable in influencing Instagram user activity (X) to meet the information needs of followers @republikaonline is only 12.3%, while the remaining 87.7% is influenced by factors outside the X variable which are not explained in the regression model of this study.

Table. 9. Regression coefficient of respondent's Instagram activity variable (X)

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	25.415	3.162		8.037	.000
	Instagram	.542	.140	.351	3.860	.000

a. Dependent Variable: kebutuhan informasi

Dependent Variable: need for information

Data on the table. 9. above shows the Constant value of 25,415 which means that the value for the variable to fulfill the information needs of followers @republikaonline is 25,415. The regression coefficient for the X variable of 0.542 indicates that for every 1% addition to the value of Instagram user activity in this study, the value of meeting the information needs of @republikaonline followers increases by 0.542 as well. Other data shown in the table. 9. above is a significance value that is smaller than 0.05 ($0.000 < 0.05$), so it can be concluded that the X variable has a very significant influence on the Y variable

CONCLUSION

the value of the coefficient of determination (R^2) is 0.123. This means that the ability of the independent variable in influencing the activities of Instagram users (X) to meet the information needs of followers @republikaonline is only 12.3%, while the remaining 87.7% is influenced by factors outside the X variable which are not explained in the regression model of this study.

a significance value that is smaller than 0.05 ($0.000 < 0.05$), so it can be concluded that the X variable has a very significant effect on the Y variable

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