The Influence of Using Instagram @Infobnn_ri on Fulfilling BNN's Information Needs among Followers

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ABSTRACT

Instagram social media is a platform that is widely used by the public and government agencies to interact, obtain information and share information widely and quickly using internet network technology. This is used by government agencies, the National Narcotics Agency of the Republic of Indonesia, in conveying ideas, ideas, programs and strategies to the public in order to realize state goals and fulfill the information needs of the public in obtaining information related to the National Narcotics Agency of the Republic of Indonesia via the Instagram account @infobnn_ri. The research on this account aims to find out whether there is an "Effect of Using Instagram @infobnn_ri on Fulfilling the Information Needs of BNN Followers". The theory used in this research is the Uses and Gratification theory. This research uses quantitative methods with a positivism paradigm and uses a questionnaire as a data collection instrument. The research results show that there is a significant influence between the use of social media Instagram @infobnn_ri and the information needs of followers.

1. Introduction

The Internet is a combination of interactivity with innovative characteristics for mass communication, namely unlimited types of content, audience reach, and the global nature of communication. With the development of information technology and communication technology, interactions between humans and cultures have changed to become more effective, efficient and faster (Fauziyyah, 2020).

Based on a survey from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 will reach 221.56 million people. This survey shows that internet users in Indonesia are very large, with the presence of the internet and social media making information very open and easy to access. Currently, people no longer rely on television as the main choice for getting information and entertainment, but prefer streaming services via new media and the internet. One of the most popular internet digital products in this era is social media.

Social media uses the concept of "crowds" to connect information collaboratively. One of the social media that is popular among the public is Instagram because Instagram social media is not only used by individuals but can also be used by groups, communities, organizations, companies and even governments. According to Cahyono (2016) the existence of social media, including Instagram, influences social life in society. Among these changes occur in social relations or changes to the balance of social relations in a society, which affect the social system, including values, attitudes and behavioral patterns between groups in society. Social media has become an integral part of modern society's life, offering easy communication and interaction without time and distance limitations (Harahap, 2021).

According to the Directorate General of Information and Public Communication, Ministry of Communication and Informatics (2018), the government has a concern regarding the use of social media by government agencies as an innovation in maximizing technology. In this case, it shows that Instagram social media is not only a medium used to express oneself but is also used as a medium for disseminating information to the wider community (Aprilia, 2024).

Government agencies are increasingly using Instagram to communicate with the public, reflecting the increasing use of the internet and social media in Indonesia. Research shows that social media use significantly influences the satisfaction of information needs, with Instagram accounting for 69.72% of this effect. Users value Instagram for various purposes, including social interaction, information seeking, entertainment, relaxation, and communication utility. These findings underscore the growing role of Instagram in meeting the diverse information needs of various user groups (Cristy, 2023).

The National Narcotics Agency of the Republic of Indonesia takes advantage of this to meet the information needs of its people by means of each province, city and district in Indonesia having their own social media, especially Instagram social media. Research shows that Instagram has become an effective platform for government agencies to disseminate information and meet followers' information needs. Studies on various official Instagram accounts, such as @infobandungraya, @Kemensosri, and @humasbdg, show the positive impact of using social media in meeting followers' information needs. (Sutrisno, 2022) Factors that contribute to this effectiveness include accuracy, clarity, and relevance of news to followers' needs. The influence of cognitive effects and organizational relationships on information fulfillment has also been observed. Quantitative analysis reveals that social media use significantly influences information needs, with one study reporting an influence of 69.72% (Winda, 2024).

The National Narcotics Agency of the Republic of Indonesia is an Indonesian Non-Ministerial Government Institution (LPNK) which has the task of carrying out government duties in the field of prevention, eradication, abuse and illicit trafficking of narcotics (P4GN). To carry out its duties, BNN RI has several work units to help simplify the implementation process. The work unit whose function is to establish relations with the community is in the Settama (Main Secretariat) section in the Public Relations and Protocol Bureau. Currently, the Instagram account @infobnn_ri is one of the official social media accounts managed by the government agency National Narcotics Agency of the Republic of Indonesia, assisted by Public Relations and Protocol of BNN RI as the key holder of communication with the public.

The @infobnn_ri account is the account that has the highest number of posts and followers compared to other BNN accounts. Because the @infobnn_ri account contains detailed information regarding activities regarding BNN RI in the process of preventing and eradicating drugs in Indonesia. To date, the number of followers of the @infobnn_ri account has reached 229 thousand followers with the number of posts to date as of August 30 2024 of 7,583 posts. Through the @infobnn_ri account, the public or media users can easily find information about activity programs carried out by BNN RI to prevent the spread of drugs by viewing photos, videos and captions which contain explanations of the information needed to meet the needs of followers.

2. Method

The object of this research is the use of social media Instagram @infobnn_ri on the information needs of followers with the subject being followers of that account to see whether there is an influence of the use of social media Instagram @infobnn_ri on fulfilling followers' information needs.

In this research there are two variables that will be identified, namely:

1. Independent variables are variables that are not influenced by other variables. This variable is called variable X, where variable

2. The dependent variable is a variable that is influenced by other variables (Suryadi et al, 2019). Variable Y in this research is, fulfilling followers' information needs with the indicators current need approach, everyday need approach, exhaustic need approach, and catch-up need approach (Ralph, 2024).

The approach taken in this research is quantitative, namely a method used to answer research problems related to data in the form of numbers and statistical programs. The paradigm used in this research is the positivism paradigm. (Jafar, 2024) The positivism paradigm is based on the assumption that a symptom can be classified, and the relationship between symptoms is causal (cause and effect), so researchers can conduct research by focusing on only a few variables. The pattern of relationships between the variables to be studied is hereinafter called the research paradigm (Creswell, 2020).

A sample is a group of individuals selected from the population to be representative in research. Sample selection is an important step to ensure that research results are relevant and can be applied to the target population (Creswell, 2020). The sampling method in this research used a purposive sampling technique. Purposive sampling is a sampling technique that includes people who are selected based on certain criteria created by the researcher based on the research objectives (Jeremy, 2024). Meanwhile, people who do not fit these criteria are not sampled. Respondents in this research must have criteria to be used as a sample. These criteria are:

1. Active user of Instagram social media
2. Followers from the @infobnn_ri account, and
3. Users are aged 13-58 years.

In this research, the number of samples used was determined using the Slovin formula because the known population was 218 thousand. The maximum error limit tolerated in this study is 0.05 or 5%. So after formulating the number of samples needed for this research, it was 400 respondents.

3. Results and Discussion

This Data obtained using the SPSS version 26 for Windows application, the questionnaire results showed that 24 statements were declared valid because the calculated r value > r table was 0.361. From the results of reliability testing on variable X Use of Social Media and Variable Y Information Needs, it is stated that it is very reliable.

Table 1. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			400
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.47966024
Most Extreme Differences	Absolute		.060
	Positive		.050
	Negative		-.060
Test Statistic			.060
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.109[d]
	95% Confidence Interval	Lower Bound	.103
		Upper Bound	.115

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Based on table 1, the results of the normality test using the Kolmogrov Smirnov test, the Monte Carlo Sig value is known. (2-tailed) is 0.109, where this value is more than 0.05, it can be concluded that the data tested for normality using the Kolmogrov Smirnov test has a normal distribution, this can be seen based on the Monte Carlo Sig value. (2-tailed) in the data tested is 0.109, where this value is greater than the significance value, namely 0.05.

Table 2. Results of Simple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Si
1	(Constant)	8.424	1.043		8.076	
	Penggunaan Media Sosial	.563	.024	.763	23.583	

a. Dependent Variable: Kebutuhan Informasi

Based on the analysis in table 2, the variable social media use of the Instagram account @infobnn_ri (X) with followers' information needs (Y) has a positive influence, this can be seen from the equation, namely Y= 8.424 + 0.563X. This means that as the use of social media Instagram @infobnn_ri increases, the information needs of followers will also increase, and vice versa. So it can be concluded that the use of the Instagram social media account @infobnn_ri has a positive and significant effect on the information needs of followers of the Instagram account @infobnn_ri.

Table 3. Analysis Results Simple Linear Regression

Correlations

		Penggunaan Media Sosial	Kebutuhan Informasi
Penggunaan Media Sosial	Pearson Correlation	1	.763**
	Sig. (2-tailed)		.000
	N	400	400
Kebutuhan Informasi	Pearson Correlation	.763**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

Based on the correlation test in table 3, it can be seen that the Pearson correlation is at a value of 0.763, which if we look at the correlation interpretation figures, the r value is at 0.60 - 0.799, which can be stated that the level of relationship between social media use and information needs is classified as a strong correlation.

Table 4. Coefficient Test Results Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763^a	.583	.582	2.483

a. Predictors: (Constant), Penggunaan Media Sosial

b. Dependent Variable: Kebutuhan Informasi

Based on table 4, looking at the influence of the use of the social media Instagram account @infobnn_ri on fulfilling followers' information needs, it can be seen that:

1.   The R value (Correlation Coefficient) of 0.763 means that the use of social media for information needs is said to be interconnected. This is based on the coefficient interpretation table which, based on the test results, is in the range 0.60 – 0.799, it is concluded that there is a strong relationship based on the two variables.

2.   The R Square value of 0.583 is a percentage of 58.3%. This shows that the influence of social media use has an impact of 58.3% on followers' information needs, while the remaining 41.7% is influenced by other factors outside the research.

3.   Estimated Standard Error (Standard Deviation) is used to measure the variation from the predicted value. The value of the Estimated Standard Error in this study was 2.483. The smaller the standard deviation obtained, the stronger the model means.

The results of hypothesis testing in this research, with a total of 400 respondents, show that the research significance value is 0.000, while the significance level used in this research is 0.05 or 5%. It can be concluded that the research significance number < significance level, namely 0.000 <

0.05, then H_o is rejected while H_a is accepted. These results show that the use of social media Instagram @infobnn_ri has a significant effect on fulfilling followers' information needs.

After knowing that there is an influence of the independent variable on the dependent variable, the results obtained from the coefficient of determination test show that it is 0.583 or 58.3%, which shows that the use of social media Instagram @infobnn_ri has an impact of 58.3% on fulfilling the information needs of followers while the rest 42.7% was influenced by other factors outside of the research.

This research has significant results, it proves that there is an influence of the use of social media Instagram @infobnn_ri on fulfilling followers' information needs. This is in line with the uses and gratifications theory which has the assumption that media users play an active role in selecting and using the media they need and media users try to find media sources which best fulfill their needs in obtaining information, in this research it can be proven from The research results show that users are active social media actors and the @infobnn_ri account is the best source for meeting the information needed about BNN. So that all followers of this account choose Instagram as their medium and look at the Instagram account @infobnn_ri to fulfill their information needs.

In everyday life, communication is divided into two, namely verbal communication and non-verbal communication, then communication is developed into several forms of communication, including intrapersonal communication, interpersonal communication, group communication, organizational communication and mass communication. In the modern era like today, mass communication is more widely used because mass communication uses media to communicate to a large number of people, making it easier to reach communicants. mass communication media, namely print media, electronic media and new media.

The use of new media is considered to have an influence on fulfilling information needs because in general new media allows its users to access various media content anytime, anywhere with various types of new media, one of which is social media.

Basically, information needs occur when someone realizes there is a deficiency in their level of knowledge about a particular situation or topic and wants to overcome this deficiency. There are many reasons why someone searches for, accesses, obtains, and then uses the information they obtain. With the presence of social media, information presented in this case, especially via Instagram, a situation that occurs in a person's cognitive structure where they feel there is a vacuum of information or knowledge as a result of a task or simply being curious can fulfill their information needs.

This is in accordance with the uses and gratification theory which states that media users try to find the best media sources in an effort to fulfill their needs, meaning that the uses and gratification theory assumes that users have alternative choices to satisfy their needs. This theory was originally put forward by Herbert Blumer and Elihu Katz (in Littlejohn, Foss, and Outzel, 2017) arguing that media users have an active position and role in selecting and using media, media users become active parties in the communication process.

4. Conclusion

Based on the results and discussion of the research, a conclusion can be drawn regarding "The Influence of Using Instagram @infobnn_ri on Fulfilling BNN Information Needs on Followers" namely that the use of social media Instagram @infobnn_ri has an effect on fulfilling followers' information needs.

This is in accordance with the uses and gratification theory which states that media users try to find the best media sources in an effort to fulfill their needs, or it could be said that users have alternative choices to satisfy their needs.

Based on the results of the research that has been carried out, researchers can provide input or suggestions as follows:
1. It is hoped that the results of this research will increase academic knowledge about the influence of social media Instagram @infobnn_ri on meeting followers' information needs. For future research, it is hoped that we will be able to carry out further research beyond the influence factors of Instagram @infobnn_ri on fulfilling followers' information needs.

2. Suggestions given to followers of the Instagram account @infobnn_ri, namely that when using social media, especially Instagram, you can be wiser, especially in terms of searching for and obtaining information. Before sharing it with other people, you should look for credible sources of information so that you can be held accountable for the truth of the information.

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