

The Effectiveness of University Instagram Account as Information Media for Students

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Abstract— Technology is proliferating, and social media is getting more accessible for everyone to access. Coupled with the many applications available, making social media a communication tool that is widely used to obtain information. One of the most widely used social media among young Indonesian is Instagram. Instagram is a medium as a means of distributing information to the general public. Universities use Instagram as their communication channel to deliver their latest information to students. This research aims to determine the effectiveness of Instagram @klik_uad as a medium of information for Universitas Ahmad Dahlan students. This research uses quantitative research methods, focussed on followers of the university's Instagram account. A random sampling technique is used, and data is collected using a questionnaire. This study analyzes the data using descriptive analysis, validity test, reliability test, and simple linear regression test. These results showed that the Instagram account of @klik_uad is compelling as a medium to deliver information to students. These results are evidenced by the results of testing using a simple linear regression test. The value of the variable components of attention, interest, desire, action, user, content, timing, media, and source is 0,000 below the value of 0.05 (alpha).

Keywords—effectiveness, Instagram, information

I. INTRODUCTION

Social media can be used to spread information that reaches many people. It is because almost many people use social media as their primary communication medium. The number of internet user data in 2020 was 175.5 million, increasing 25 million compared to 2019 [1]. This data shows that the use of the internet has outperformed the use of other media. Therefore, media such as television and radio are seen as having lost their popularity. Now people are using more of their time to access the internet as a source of information and entertainment, especially among students.

Instagram grew from an application on the iPhone to share photos, then become an internet company that is proliferating until today. Instagram can be accessed via smartphones, making it easy for users to access Instagram media. Instagram as a social media that shares images and videos is undoubtedly an opportunity to be used. Initially, in Indonesia, most people used Instagram only to fill their spare time, share various personal moments, and as a medium to socialize with family or friends as well as a place to find new friends.

However, along with the development of time, Instagram is not only a medium of personal information. However, it is now often used as an online shop account, preaching account, entertainment account, official company account, service provider account, and an account to deliver information to the public. Instagram has become a trend in society, especially in Indonesia.

According to data released by Napoleon Cat, in the period January to May 2020, Instagram users in Indonesia reached 69.2 million users [2]. This achievement is an increase from month to month in sharing photos and videos between users. The data shows that the use of Instagram has increased every month. Instagram social media has its changes that occur in society. To disseminate information that is up to date and very easy to spread through social media sites. Just a few minutes after the incident, we can enjoy and get the information. Disseminating information is getting faster and easier using Instagram. Communicating activities for the dissemination of information through social media will help spread messages in a short and effective time without much cost.

Media is a communication tool, namely tools to send messages from communicators to communicants [3]. Media is a means of disseminating information in which media selection is based on the target audience to be addressed. Then the selection of media is also based on effectiveness and efficiency, both cost and time in disseminating information widely and evenly [4]. In comparison, the information delivers messages through speech or expressions that can be understood that have been processed and valuable, namely as knowledge or information intended for recipients in making decisions, either in the future or the present [5].

Information media are also graphic, photographic, or electronic tools for capturing, processing, and rearranging visual information [6]. While information is a series or set of data or facts, be it images or audio, processed and managed to become easy to understand and valuable for the recipient [7].

The media is not only an instrument of information or a way to achieve self-interest but presents us in several forms of society and gives us a sense of belonging [8]. New media, according to Miles, Rice, and Barr in *Media: an introduction* 3rd Edition, is the result of the integration or combination of several aspects of technology that are combined, including

computer and information technology, communication networks, and digital information media and messages [9].

New media begins with developing one aspect of combined technology, which then converges [10]. One of these convergences is part of the technological aspect, namely social media. Social media is a new media or often referred to as media convergence. Media convergence is the merging of existing media to be used and directed into one goal.

The use of social media in an activity for disseminating information is more effective or successful when using a simple explanation [11]. The achievement of the goal of disseminating information is to provide information, persuade or remind target customers. Advertising is designed to create attention, interest, desire, or action [12].

Social media as a new media has more interactive communication characteristics than conventional media [13]. Manufacturers are now also using internet social media to approach potential consumers and a promotional event. Likewise, an educational institution needs new media to provide information to its audience. It also applies to Universitas Ahmad Dahlan, which provides its information in the @klik_uad Instagram account.

II. METHOD

This study uses a quantitative research approach, where this study uses statistical analysis. A quantitative research method is a research method that uses a questionnaire as a research instrument to obtain information from the data needed in the study [14]. The population consists of objects or subjects with a certain quantity of characteristics applied by researchers to be studied and then drawn conclusions. The population is also not just the number of objects, subjects studied, but all the characteristics or properties of the subject and object [15]. The population in this study were active students at Universitas Ahmad Dahlan who follow the Instagram account @klik_uad.

This study uses a probability sampling design, which focuses on a simple random sampling technique. In this technique, each member of the population has the same opportunity to be selected as a sample [16]. Based on the research objectives, the sample used by the researcher has the characteristics, UAD active students, Instagram followers @klik_uad, and have and are active on Instagram media. The population was taken through @klik_uad Instagram follower data with a total of 36,000 thousand. The formula for taking or determining the sample size is determined based on Slovin's opinion [17]. Then 100 respondents participated.

The instrument used in this research is a questionnaire sheet, which is several written questions used to obtain information from respondents in terms of reports about their personalities. Sources of data can come from respondents or research subjects, from the results of filling out questionnaires [18].

The questionnaire is a data collection technique by giving written questions and questions to respondents to provide answers. According to [19], data collection techniques are steps to observe the variables to be studied because the purpose of research is to obtain data. The researcher has determined the phenomenon called the research variable and

the variable's operationalization using an ordinal scale. The ordinal scale is used to provide valuable information on answers.

The questionnaire in this study was compiled with two measuring tools. The first is the effectiveness of Instagram as a new media, including awareness, interest, desire, action. Second, the effectiveness of information dissemination media with measuring tools, which are user, content, timing, media, source. Questions will be submitted and given to each respondent who became the research sample at the time of observation.

Each research variable was measured using a measuring instrument in an ordinal scale questionnaire that met the Likert scale type statements. The Likert scale is used to measure a person's attitudes, opinions, and perceptions about social phenomena [20].

III. RESULT AND DISCUSSION

This study distributes questionnaires to 100 students who have followed the @klik_uad Instagram account with a percentage of 70% women and 30% men, intending to know the effectiveness of Instagram media as a medium of information to students. Respondents have an age range of 18-22 years which is dominated by women with a percentage of 70% coming from 9 different faculties, including; Faculty of Literature, Culture and Communication, Faculty of Public Health, Faculty of Teacher Training and Education, Faculty of Economics and Business, Faculty of Islamic Religion, Faculty of Industrial Technology, Faculty of Applied Science and Technology, Faculty of Psychology, and Faculty of Law. Respondents access Instagram on average per day is less than 8 hours.

Based on the validity test results, with 21 questions, the questionnaire was asked that all questions on the variables x and y were declared valid because all items had r arithmetic greater than the r table (0.195). R table obtained from the number of respondents as many as 100. Based on the reliability test results, with 21 questions, the questionnaire was asked that all questions from the variables x and y were declared reliable because the Cronbach Alpha value was 0.911 and 0.907, where the value was more significant than 0.60.

To determine the effectiveness of Instagram @klik_uad as a medium of information for Universitas Ahmad Dahlan students, the researchers used a simple linear regression test. The simple linear regression test requirements are that the data we present must be valid and reliable. In addition, the data must pass the basic assumption test, which is the normality test.

Analysis of normality test data is used to observe whether the data has a standard or abnormal distribution. Based on the normality test results, the researcher used the One-Sample Kolmogorov-Smirnov Test with a significance level of 0.05. This results in the following values:

TABLE I. ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST

		Unstandardized Residual
N		100
Normal Parameters,b	Mean	0000000
	Std. Deviation	3.06707167
Most Extreme Differences	Absolute	.072
	Positive	.049
	Negative	-.072
Kolmogorov-Smirnov Z		.719
Asymp. Sig. (2-tailed)		.679

^a. Test distribution is Normal.

TABLE II. SIMPLE LINEAR REGRESSION TEST

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	10.329	2.512		4.112	.000
Media Instagram	.680	.058	.766	11.812	.000

^b. Dependent Variable: Information Media

A simple Linear Regression Test was conducted to determine whether the relationship between variables was positive or negative. After performing the above calculations, it is then entered into the simple linear regression test formula as follows:

$$Y = a + bX$$

$$Y = 10.329 + 0.680X$$

The table constant of 10.329 means that the consistent value of the information media variable is 10.329. The X regression coefficient of 0.680 states that for every 1% addition of Instagram media value, the participation value increases by 0.680. The regression coefficient is positive, so it can be said that the direction of the influence of the variable x on y is positive.

Based on the results of the t-test, the t-count value is 11.812 > t-table (1.987), and the significance value is 0.000, which is less than 0.05, which means that the Instagram @klik_uad (x) media variable is effective as an Information media variable (y) so that the hypothesis in this study is accepted by empirical research.

TABLE III. COEFFICIENT OF DETERMINATION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.766 ^a	.587	.583	3.08268

^c. Predictors: (Constant), Media Instagram

The calculated data shows that the correlation of R is 0.766 and R square is 0.587, which means that the contribution of Instagram media variables to information media is 58.7%. The basis for decision making in a simple linear regression test can be in two ways obtained from the results of hypothesis testing (t-test). The first is to compare the significant value with a probability value of 0.05, which from the results of the research conducted by the researcher shows a significant value of 0.000 which is smaller than 0.5, which means that Instagram @klik_uad (x) is effective as a medium of information. (y). Then the second way, namely by comparing the value of t count and t table, which if the value of t count is more significant than t table, means that the variable (x) is effective against the variable (y). where the t-test shows the t-count value of 11.812 > t-table (1.987). Based on the results of the data above, it shows the relationship between variable X or the effectiveness of Instagram media and variable Y as an effective information medium, which has been proven by using a linear regression test.

IV. CONCLUSION

Based on the research results that have been done above regarding the effectiveness of Instagram @klik_uad as a medium of information for Universitas Ahmad Dahlan students, it can be concluded that the @klik_uad social media account is effective in providing information to students. It can be proven from the test results using a simple linear regression test that the value of the components of attention, interest, desire, action, user, content, timing, media, and source variables is 0.000 below the value of 0.05 (alpha).

The researchers put forward some suggestions after conducting data analysis and discussion based on the proposed research results. Institutions can maximize the features found on Instagram, such as the question and answer feature, the story highlights feature, and the Instagram TV feature to make it more interesting because, at the point of the desire on the questionnaire, 39% of the audience answered that the @klik_uad account was less attractive visually. For this reason, it is necessary to maximize Instagram features to make them more attractive.

For further research, it is suggested to use variables and other benchmarks not only on variable components (attention, interest, desire, action, user, content, timing, media, and source) in order to become a more complete learning media, useful for others and generate learning outcomes. Research results might vary.

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