

THE EFFECTIVENESS OF INSTAGRAM @FOLKATIVE SOCIAL MEDIA AS A MEANS OF INFORMATION FOR THE YOUNG GENERATION

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Abstract. The internet, which is a new medium, is a sign of a new period, namely the existence of interactive technology and network communication, especially in cyberspace, which will change society (Littlejohn & Foss, 2014). With the internet, information is becoming easier to spread and get anytime and anywhere. One of the new mediums is Instagram. Instagram is a social media platform that is used to send information to the public quickly. One of the things uploaded on Instagram is information about the latest news on the @folkative account. This study aims to determine whether the @folkative Instagram account is effective as a means of information for the younger generation. The method used in this study is a qualitative one with data sources from questionnaires. The conclusion from the research results obtained is that the use of social media like Instagram as a means of information for the younger generation has been effective.

Keywords: Effectiveness, Social Media, Instagram, Information Facilities, Young Generation

Abstrak. Internet yang merupakan media baru merupakan tanda dari suatu periode baru, yaitu adanya teknologi interaktif dan komunikasi jaringan, khususnya dunia maya, yang akan mengubah masyarakat (Littlejohn & Foss, 2014). Dengan adanya internet, informasi menjadi lebih mudah untuk disebarkan dan didapatkan kapan saja dan dimana saja. Salah satu media baru tersebut adalah Instagram. Instagram merupakan media sosial yang digunakan untuk mengirimkan informasi kepada masyarakat secara cepat. Salah satu informasi yang diunggah di Instagram adalah informasi berita terkini di akun @folkative. Penelitian ini bertujuan untuk mengetahui apakah akun Instagram @folkative efektif sebagai sarana informasi bagi generasi muda. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan sumber data dari kuesioner. Kesimpulan dari hasil penelitian yang diperoleh adalah pemanfaatan media sosial Instagram sebagai sarana informasi bagi generasi muda sudah efektif.

Kata kunci: Efektivitas, Media Sosial, Instagram, Sarana Informasi, Generasi Muda

INTRODUCTION

Previous studies related to this title are as follows. First, from researchers Fauziyyah and Rina (2020), explaining the effectiveness of the @infobandungraya instagram account in meeting the information needs of followers, originating from netizens who were at the scene, and netizens who were at the scene immediately sent it to the account so that the information provided is up-to-date. Of the many social media platforms that are present to be consumed by modern society, one of them, Instagram, creates useful benefits for the delivery of new information (Zahra & Rina, 2018). The results of this study show that the effectiveness of Instagram accounts has an influence of 55.95% on meeting the information needs of followers. The research was conducted using quantitative methods.

The second researcher, Febiola and Zuhri (2021), discussed the effectiveness of the Instagram account @suarasurabayamedia in meeting the information needs of City of Surabaya followers, which contains the most recent news information for City of Surabaya citizens. Based on the results of the questionnaire, it was proven that the positive response to the questionnaire related to information needs was 93.2%, while the negative response was 6.8%. The results obtained are the average score on the dimensions of the current need approach, which is 3.150. The average score on the second dimension, namely the everyday needs approach, is 3.035. Furthermore, the average score on the exhaustive need approach dimension is 3.003. Then the average score for the catching up needs approach dimension is 3.110. The results of the four dimensions are included in the effective category.

The third researcher, namely Zahra and Hernawati (2021), explained the effectiveness of the @pikobar_jabar

Instagram account in meeting the information needs of followers, which contains up-to-date news information specifically for COVID-19. The Instagram account @pikobar_jabar provides information that is in accordance with the facts on the ground. The results of the research data are: Clarity (X1) includes 85% of all respondents who agree that the @pikobar_jabar Instagram account uses language with detailed information packaging with a total of 308. This is shown to make it easier for the public to get valid information about COVID-19 in Java Barat and 83% agree that the information provided by the Instagram account @pikobar_jabar is easily understood by the audience, with a total of 312 because, in their account, language packaging in social media is very important in sharing information about COVID-19. Based on the results, the research shows that in meeting the information needs of followers, the @pikobar_jabar Instagram account is declared effective in providing information about COVID-19 in West Java. The fourth researcher, Putri (2020), explained the influence of the content of the @jktinfo Instagram account on meeting the traffic information needs of followers. @jktinfo uses social media like Instagram to spread information about the city of Jakarta and its surroundings. Based on the research, the results show that there is a strong relationship between Instagram @jktinfo content and the traffic information needs of followers. This can be seen in the correlation test, which produces a correlation value of $r = 0.701$, where this number shows a strong correlation. The sampling technique used random sampling, and the population of this study were followers of the Instagram account @jktinfo, with a total sample of 100 results from the Taro Yamane formula. The results of the coefficient of determination in this study indicate that 49.2% of followers' traffic information needs are influenced by the content of the @jktinfo Instagram

account, while the remaining 51.8% are influenced by other factors not examined. The results of the hypothesis test show that the content of the @jktinfo Instagram account has a significant influence on meeting the information needs of its followers.

The fifth researcher, namely Puspita (2022), explained the effectiveness of the @detikcom Instagram account in meeting information needs. Based on the results of the calculation of the F table obtained, whose value is 3.0193, it is concluded that $F_{count} > F_{table}$. So there is a simultaneous or combined effect between effectiveness (independent variable X1) and social media use (independent variable X2) on information needs (dependent variable Y). It can be concluded that H_a is accepted and H_o is rejected, thus there is a significant influence between the effectiveness and use of social media on the @detikcom Instagram account in meeting the information needs of followers.

The sixth researcher, namely Bahri (2021), explained the effectiveness of communication of the @republikaonline Instagram Account in fulfilling information needs for generations. Based on the results of the study, it shows that the level of satisfaction in meeting the information needs of followers is high. The percentages for the sub-variables of self-identification and internalization, which are indicators of communication effectiveness, are 92.6% and 98.1%, respectively, or are in the high or effective category.

The seventh researcher, Mulia (2018), explains the effectiveness of Instagram @fuadbakh as a Da'wah medium. The results of this study explain that the Instagram account @fuadbakh has proven to be quite instrumental as a propaganda medium. This is evidenced by the 14% (high category) use of Instagram and 17% (high category) effect of da'wah on the @fuadbakh

account on research respondents, and the da'wah message on the @fuadbakh account as a medium for da'wah is less effective. This is evident from the results of the calculation of the R square value of 26.2%, which means that the remaining percentage is influenced by other factors. And thus the researcher's hypothesis is accepted.

The eighth researcher, Lidara (2022), explained the effectiveness of using Instagram @infopku_ Social Media as an Online Information Medium for Pekanbaru City. The results of this study indicate that the level of effectiveness of the use of social media like Instagram @infopku_ as an online information medium for Pekanbaru City is classified as very effective. This is supported by data collection results based on six indicators, namely the recipient of the message (receiver) by 85%, the content of the message (content) by 90.12%, media indicators by 90%, message format by 85.8%, the source of the message (source) by 82.9%, and the timing indicator by 88.1%. The conclusion obtained by using the formula for the average of all indicators is 86.98%, which is included in the very effective category.

Triaputri and Muljono (2022), the ninth researcher, explained what The Effectiveness of the @Infosumbar Instagram Account as a Medium for Disseminating Information on Minangkabau History and Culture The level of effectiveness of the Instagram account @infosumbar in the cognitive, affective, and conative domains for the majority of respondents is in the high category. This is because, in addition to postings uploaded by the Instagram account @infosumbar, it is able to increase the knowledge of respondents. Some of the uploaded information content is also information that is already known by the respondents. Meanwhile, respondents tend to be satisfied with uploads to the Instagram account @infosumbar and have a desire to

actively contribute to the maintenance and preservation of Minang culture.

The tenth researcher, namely Sutrisno and Mayangsari (2021), explained the influence of the use of Instagram @humasbdg Social Media on Fulfilling Followers' Information Needs. The results of the study explain that there is an influence from the use of social media on Instagram @humasbdg on the fulfillment of followers' information needs. There is an effect of using social media Instagram @humasbdg on the fulfillment of information needs as evidenced by hypothesis testing using t test through SPSS. We obtained t count t table (15.0021.984) and a significance value of 0.000 0.05, which means that H0 is rejected, H1 is accepted, which means that there is an influence on the use of social media Instagram @humasbdg on meeting the information needs of followers.

The difference between this study and previous studies is that, first, the @folkative Instagram account conveys news information that is focused on the millennial generation. Second, the news delivered by the @folkative Instagram account is not only news from a region or within the country, but also foreign news that is currently being discussed. Third, the caption used in the @folkative Instagram account post is in English, so that foreigners can also find out what is happening in Indonesia. Fourth, in this study, we used qualitative methods, whereas in previous studies we mostly used quantitative methods.

The reasons why the researcher chose the object about the effectiveness of @folkative_instagram are as follows. First, the @folkative Instagram account provides accurate and up-to-date information and news that is disseminated through posts in the form of images and videos. Second, the @folkative Instagram account disseminates news information using language that is easily accessible by the public and directly to

the public. Third, the @folkative Instagram account has 3.4 million followers and is well known by many people.

Furthermore, the reason why the researcher chose the subject of the younger generation's followers is as follows: First, the average @folkative Instagram account is followed by millennials aged 24–39 years. Second, judging by the comments on the @folkative Instagram account, millennials are more active in commenting on the account and in accordance with the vision and mission of the @folkative Instagram account, which is to become an information door for young people to explore the nation's creative culture that is packaged in a fun and easy way for young people.

The following is the basic theory that the researcher uses as the foundation of this research. Opinions on this topic are presented as follows: First, Hendrayady (2021) says communication is basically done through a process, and the communication process usually always begins with the thought of someone who wants to convey a message to others. The thought then becomes speech or a sign or code. Communication is the process of delivering messages that are conveyed by one person to another with the aim of getting a certain impact, whether it is a change in attitude, behavior, or action, in the hope that there are no obstacles that hinder, and if obstacles occur, then the person who sent the message can ask back to the person who delivered the previous message.

Opinions on this topic are presented as follows: Second, Djamal and Fachrudin (2017) new media is a media that uses other media besides air while the content is still broadcast. So, from this definition, there are two media that fall into the new media category, namely cable television and the internet, which in this case is streaming. New media is a new development of media that has been used by humans. Its character, which is a digital form, certainly makes it easier to

exchange information and do various other activities.

Opinions on this topic are presented as follows: Third, Makheasy (2019) social media is a medium that is used to interact and socialize with each other without being limited by space and time. Social media is a phase of change in which people find, read, and share news, information, and content with others. Social media has become very popular because it provides opportunities for people to connect with the online world in the form of personal relationships, politics, or business activities.

Opinions on this topic are presented as follows: Fourth, according to Putri (2013), the name "Instagram" comes from the understanding of the overall function of the application. The word "insta" comes from the word "instant", like the Polaroid camera, which at that time was better known as the "instant photo". While the word "gram" comes from the word "telegram", the way telegram works is to send information to other people quickly, just as Instagram can upload photos using the internet, so that the information you want to convey can be received quickly.

Opinions on this topic are presented as follows: Fifth, Rasul (2008), as a medium of information, the internet can present complete information from various sources around the world. This is further clarified by the creation of various newspapers and mass media sites (newspapers, tabloids, magazines, TV) on the internet. Newspapers are on the internet; tabloids and magazines are also on the internet; even TV news is on the internet. You can read information from any country in the world via the internet. To be able to access global information, you need to master the use of foreign languages, especially English, which is an international language. International news sites usually accompany an English version of the

information in addition to the local language version.

Based on the explanation above, this study finds the formulation of the problem, namely "Is the @folkative Instagram account effective as a means of information for the younger generation?". Therefore, the purpose of this study is to find out whether the @folkative Instagram account is effective as a means of information for the younger generation.

In research related to the effectiveness of the @folkative Instagram account as a means of information for the younger generation, the researchers used three previous studies as research references to be reviewed by researchers, namely:

The first reference is a research journal created by Lidara (2022) with the title "Effectiveness of Using Instagram @infopku_ Social Media as an Online Information Medium for Pekanbaru City". The formulation of the problem in this research is how effective the use of social media like Instagram @infopku_ as an online information medium for the city of Pekanbaru is. The research method used is a quantitative method with data collection techniques, namely through the distribution of online questionnaires using Google Forms to followers with 100 predetermined samples, through a simple random sampling technique. The conclusion obtained by using the formula for the average of all indicators is 3.26, which is included in the very effective scale range.

The second research reference is a research journal created by Zahra and Hernawati (2021) with the title "The Effectiveness of the @pikobar_jabar Instagram Account in Meeting the Information Needs of Followers." The formulation of the problem in this study is how effective the @pikobar_jabar Instagram account is in meeting the information needs of its followers. This research method uses a

quantitative approach and uses a descriptive study. The data collection technique used is in the form of a research questionnaire with 100 respondents and a study of relevant literature for this research. It can be concluded that the information provided by @pikobar_jabar is packaged in good sentences, so as to avoid misunderstanding the audience's perception. This is what is considered important, that the effectiveness of a medium not only conveys a message to the wider community, but information media such as @pikobar_jabar is very important in unifying audience perceptions of the information conveyed.

The third research reference, namely, a research journal created by Febiola and Zuhri (2021) entitled "The Effectiveness of the @suarasurabayamedia Instagram Account in Fulfilling Information Needs for Followers from the City of Surabaya". The formulation of the problem in this study is how effective the Instagram account @suarasurabayamedia is in meeting the information needs of followers from the city of Surabaya. The method used in this research is descriptive-quantitative with data sources from questionnaires and literature in accordance with the problem under study. It can be concluded that the research results obtained are the average score on the dimensions of the current need approach, which is 3.150. The average score on the second dimension, namely the everyday needs approach, is 3.035. Furthermore, the average score on the exhaustive need approach dimension is 3.003. Then the average score for the catching-up need approach dimension is 3.110. The results of the four dimensions are included in the effective category.

All three studies above, which were written as research references, have something in common, namely that this study discusses the effectiveness of Instagram accounts. The difference is that the research above uses quantitative methods.

METHOD

This study uses qualitative methods and uses two data collection techniques, namely analysis and questionnaires. In making this questionnaire, we used a Google form that contains questions that will be given to informants. This study uses a questionnaire because it is more efficient to get answers from active followers on Instagram @folkative. This questionnaire was distributed to followers of the @folkative instagram account via direct messenger (DM) to get answers relevant to this research and was distributed to young followers aged approximately 17–30 years. We give questionnaires to followers because they are followers of the @folkative Instagram account who actively follow the news provided by the account, so that we researchers can find out whether the account is effective or not. Respondents obtained as many as 38 people who are categorized by age and gender.

RESULT AND DISCUSSION

In research on the effectiveness of the Instagram @folkative social media account as a means of information for the younger generation using a questionnaire via google form and distributed to various social media, 42 respondents were categorized by age. The 42 respondents who filled out the google form were aged 18-21 years. The @folkative Instagram account is a digital media dissemination of information focused on young generation followers with diverse content from national and international so that this can attract the attention of the millennial generation.

The questionnaire data that has been obtained by researchers during the research, obtained data as many as 32 people out of 42 respondents agree that the average respondent after following the @folkative

Instagram account gets the information needed. This is the vision and mission of the CEO of Folkative, Kenneth William (2018), who said that the vision and mission are to become a door to information for young people to explore the nation's creative culture which is packaged in a fun and easy-to-understand manner.

The information posted on Instagram @folkative can be received by followers, this can be proven from the results obtained in the questionnaire that has been distributed and 29 respondents agree with this. However, 4 respondents disagreed because the explanation in the caption of the @folkative Instagram account was only an outline of the news, so it was less comprehensive and detailed in explaining what was happening. Posts on the @folkative Instagram account are easy for followers to understand, this was answered in the affirmative by 32 respondents. The @folkative Instagram account provides useful information for its followers, and 29 respondents agreed. 34 respondents agreed that the @folkative Instagram account provides information that is by following the facts and up-to-date for its followers. 31 people agree that the information posted by the @folkative Instagram account is accurate. The @folkative Instagram account always uses clear, concise, and easy-to-understand language, as said "In addition to providing up-to-date information to young people, we also have a characteristic in every post in the form of writing with a simple design that is easy to read, but directly to-the-point to its readers, so that it can be seen that the engagement generated from one post has an extraordinary impact" Kenneth William (2018). this can be seen from the results of a questionnaire of as many as 34 people. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users who are facilitated in online activities as well as collaboration.

Therefore, the @folkative Instagram account is the right media for online information media because 37 respondents agreed. This is also what Littlejohn and Foss (2011) say in the uses and gratification theory which views individuals as active beings who are very careful in choosing which media to use to meet their needs. And 40 respondents agreed that the @folkative Instagram account came from a clear source. this can be seen from the questionnaire results that 34 people agreed to this.

In this Instagram, account @folkative uses two languages, namely Indonesian and English. This is done so that the information provided is not only known by Indonesians, but foreigners can also find out information. So the respondents also agree and like it, because it helps to learn foreign languages.

CONCLUSION

Based on the results of the research that has been studied by researchers, the @folkative Instagram account is an Instagram account that target for the millennial generation, the Instagram account also provides information needed by its followers, and the information in the account is made clear so that the followers of the @folkative Instagram account understand the information posted on the Instagram account, however, the explanation in the caption of the @folkative Instagram account is less detailed. (Redaksi, 2022)More than 32 respondents agreed that posts on the @folkative Instagram account are easy to understand and provide information that is facts and up to date for followers. The @folkative Instagram account always uses clear, concise, and easy-to-understand language. Each post also uses two languages, namely English and Indonesian. This is done so that the information provided is not only known by Indonesians, but foreigners can also find out this information. So the respondents also agree and like it,

because it helps to learn foreign languages. 37 respondents agreed that the @folkative Instagram account is the right social media as online information media. This is what Littlejohn and Foss (2011) say in the uses and gratification theory which views individuals as active beings who are very careful in choosing which media to use to meet their needs.

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