

## The Effectiveness of @humaskabbdg Instagram Information on Instantiation Perceptions Among Followers.

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**Abstract.** The purpose of this research was to determine the extent of the effectiveness of @humaskabbdg Instagram information on instantiation perceptions among followers. To answer this problem, the researchers took a measuring instrument from Variable Y (Perception), namely feelings and sources of information. The method in this study uses a quantitative approach with descriptive analysis techniques with data collection, namely surveys. The population in this research were followers of the @humaskabbdg Instagram account and the sample was taken was 100 respondents. The sampling technique used probability random sampling with a simple random sampling method. The results of this research by calculating the coefficient of determination analysis show that the Effectiveness of @humaskabbdg Instagram Information has an influence of 45.3% on the Instantiation Perception among Followers. In the results of processing the t-test, the calculated t value obtained is  $9.003 > t$  table of 1.984 which was in proper with the hypothesis testing criteria, namely  $H_0$  was rejected and  $H_a$  was accepted. This means that it has a significant and positive effect. These results show that the effectiveness of @humaskabbdg's Instagram information has been effective on instantiation perceptions among followers. The conclusion for this research was that there was a significant and positive effect between the effectiveness (variable x) of @humaskabbdg Instagram Information on the Perception (variable y) of Instantiation among Followers, with the categories "Effective" and "Very Good" so it can be concluded that the @humaskabbdg Instagram account was already effective. Suggestions for the Public Relations of the Bandung Regency Leaders, it was hoped that the admin of the @humaskabbdg Instagram account could continue to spread useful information and provide the latest innovations to attract followers' attention through posted content so that the followers of the @humaskabbdg Instagram account can have a good perception or image to the instantiation.

### 1. Introduction

An instantiation cannot be separated from society and its environment. So every instantiation or company engaged in any field is going to need a positive image. Like a government instantiation, the Public Relations of the Bandung Regency Leaders must also be able to establish a harmonious relationship to create an image among the surrounding community, especially in the dissemination of information through various kinds of social media, such as Instagram. Image is the main goal of an institution, instantiation, or company [1]. A positive image must always be formed continuously so that followers' views become better and gain their trust so that followers become loyal. If the instantiation's image is good, then the followers' response is going to be good too, and in reverse, if the instantiation's image is bad and does not show any improvement soon then we lose the

followers' trust and they are not going to trust the information that distributed or posted by the Public Relations of the Bandung Regency Leaders through the @humaskabbdg Instagram account and the search for other sources that can meet their information needs.

The effectiveness According to Kelman is the theory of effectiveness that is seen from the components of the communicant. Effective communication occurs when the communicant experiences:

1. Internalization
2. Self Identification
3. Compliance. [2]

Effective communication occurs when someone succeeds in delivering the goals in communication and if the message given by the communicant (messenger) can be conveyed properly and understood by the communicator. The message that becomes well-received depends on how the communicator (messenger) delivers the message. It is similar if two people are involved in communication then communication will occur or last as long as there is a common meaning of what is being communicated, that is, both the recipient and the messenger agree on a particular message [3]. It is like followers are going to feel happy and interested in visiting the @humaskabbdg Instagram account if they post information that attracts the attention of their followers and if the message content is good so that it can be accepted and understood by their followers.

Now, in the globalization era, technological progress is something that cannot be denied for always changing very quickly over time. The internet has developed into very fast and effective communication tools that make the internet can be used as a medium for information exchange. One of them is called Instagram, the magnitude of the need for information, makes companies and governments instantiate followed to impulse to take this technology advantage that can disseminate information quickly, precisely, and accurately. Public Relations of the Bandung Regency Government is one of the government instantiations that already has an Instagram account to disseminate information to its followers.

The Instagram account supports the Public Relations of the Bandung Regency Leaders in disseminating their activities to the public and deliver news about policies and leaders' activities to be published on social media and meeting the information needs of their followers. The Public Relation activities include two activities called internal public relations and external public relations [4]. Dissemination of information that has been done was indeed about the Bandung Regency Leaders such as information about the Regent, Deputy Regent, and Regional Secretary. But, it is not only news about that, the @humaskabbdg Instagram account also has other agenda settings, for example Senin Menyapa, Selasa Info, Rabu Potensi, Kamis Quotes, Jumat Berkah, Sabtu Pariwisata, and Minggu Tips. Those information dissemination activities are required to be published and posted under the schedule. The @humaskabbdg Instagram account may provide information about features, humanism, and so on their Instagram account.

Therefore, Public Relations becomes a good connection medium within the instantiation and even as a connection between the Instantiation and the public or its community. Furthermore, the success of obtaining a good perception and corporate image in the followers' views of the @humaskabbdg Instagram account depends on how the Public Relations of the Bandung Regency Leaders communicates effectively in various activities, especially in disseminating information through Instagram. In addition, image formation shows how external stimuli are organized and affect responses [5]. Based on that it can be said that the appearance of positive perceptions, cognitions, motivations, and attitudes can support the process of forming a positive image of the company and achieving the goals of the @humaskabbdg Instagram account in disseminating information to create a good perception or image among followers.

Based on the researcher's explanation above, the researcher is interested in researching with the title "The Effectiveness of @humaskabbdg Instagram Information on Instantiation Perceptio

ns Among Followers". This research also aims to find out how effective the @humaskabbdg Instagram account is on the instantiation's perception among its followers.

## 1. Research Method

In this research, the researchers used a considered method relevant enough to the research conducted, namely a quantitative approach with survey methods and descriptive analysis techniques. The population studied in this research is the Instagram account @humaskabbdg followers. To facilitate data management, it is necessary to take samples. The sampling technique used in this research is probability sampling with a simple random sampling method. "Simple random sampling" is done by taking a sample randomly without exhibiting the strata that exist in the population [6]. The observed part is called the sample, while the research objects collection is called the population [7]. From the minimum number of samples obtained used in the research as many as 100 respondents.

The data collection technique used is by distributing questionnaires filled out by predetermined respondents [8]. The questionnaire was distributed to the @humaskabbdg Instagram account followers. The questionnaire was distributed through the google form link and social media. Meanwhile, other supporting data are obtained from books, documentation results, literature studies, internet searching, or previous research related to the research conducted.

## 2. RESULTS AND DISCUSSION

The researcher will analyze and describe the data result from the research namely regarding "The Effectiveness of @humaskabbdg Instagram Information on Instantiation Perceptions Among Followers". The data collected is done by distributing questionnaires to respondents, namely followers of the @humaskabbdg Instagram account. This questionnaire was distributed to 100 people, so it is hoped that the results of this research can provide a detailed and complete image of the problem studied by the researcher.

### 3.1 Analysis of the Influence of Effectiveness on @humaskabbdg Instagram Information on Instantiation Perceptions Among Followers (X - Y).

#### Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). By using this regression method, it is intended to determine the influence between the @humaskabbdg Instagram Information Effectiveness Variable (X) on the Instantiation Perception among Followers Variable (Y). The simple linear regression analysis is used to predict the dependent variable when the independent variable increases or decreases with the use of the IBM SPSS Statistics Version of 25. The results of Simple Linear Regression between the independent variable (Effectiveness) and the dependent variable (Perception) can be seen in Table 1 as follows:

**Table 1.** Simple Linear Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	6.694	1.830		3.657	.000
	The @humaskabbdg Instagram Information Effectiveness	.979	.064	.839	15.242	.000
a. Dependent Variable: Instantiation Perception among Followers						

Source: Researchers Results 2021

Based on the table in the Coefficients above by looking at column B, the following equation is obtained:

$$Y = 6.694 + 0.979X$$

Based on the results of that simple linear regression equation, each variable can be interpreted as follows:

- The constant (a) of 6.694 indicates that if the value of the @humaskabbdg's Instagram Information Effectiveness is equal to zero, then the Instantiation's Perception among Followers of 6.694 can be concluded that the effectiveness of the Instantiation's Perception has a unidirectional relationship. This confirms that the importance of the Effectiveness variable that is effective in educating every editorial to increase the Instantiation's Perception among its followers.
- The regression coefficient (b) has a positive value of 0.979 indicating that every 1% increase in the @humaskabbdg Instagram Information Effectiveness is predicted to increase the Instantiation's Perception among Followers by 0.979. This means that the higher the @humaskabbdg Instagram Information Effectiveness, the higher the company's tendency towards Instantiation Perception among Followers..]

#### **Pearson Product Moment Correlation Coefficient Analysis**

Correlation analysis is used to measure how strong or weak the relationship is between the independent variable (Effectiveness) and the dependent variable (Perception) by using IBM SPSS Statistics Version 25. The results of data processing Pearson Product Moment Correlation coefficient can be seen in Table 2 as follows:

**Table 2.** Pearson Product Moment

<b>Correlations</b>			
		Instantiation's Perception among Followers	The @humaskabbdg Instagram Information Effectiveness
Pearson Correlation	Instantiation's Perception among Followers	1.000	.839
	The @humaskabbdg Instagram Information Effectiveness	.839	1.000

Sig. (2-tailed)	Instantiation's Perception among Followers	.	.000
	The @humaskabbdg Instagram Information Effectiveness	.000	.
N	Instantiation's Perception among Followers	100	100
	The @humaskabbdg Instagram Information Effectiveness	100	100

Based on the output table above, it can be seen that the correlation coefficient value obtained is 0.839. The correlation value is positive which indicates that the relationship between the independent variable and the dependent variable is in the same direction which is the better the @humaskabbdg Instagram Information Effectiveness followed by the increasing of Instantiation's Perception among Followers. The table for the interpretation of the partial correlation coefficient can be seen in Table 3 as follows:

**Table 3.** The Interpretation of the Partial Correlation Coefficient

Correlation Interval	Relations Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Medium
0,60-0,799	Strong
0,80-1,000	Very Strong

Source: Sugiyono, 2014:184

Based on the interpretation correlation coefficient table above, it can be concluded that the relationship level is included in the Very Strong relationship level.

#### **The Partial Determination Coefficient Analysis**

The determination coefficient is a value that states the partial influence of the independent variable on the dependent variable by using IBM SPSS Statistics Version 25. The results of the influence between the independent variable (Effectiveness) and the dependent variable (Perception) can be seen in Table 4 The Partial Determination Coefficient:

**Table 4.** The Partial Determination Coefficient (X-Y)

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R	Std. Error of the	Durbin-Watson

			Square	Estimate	
1	.839 <sup>a</sup>	.703	.700	3.00983	1.205
a. Predictors: (Constant), The @humaskabbdg Instagram Information Effectiveness					
b. Dependent Variable: Instantiation's Perception among Followers					

Based on the table above, information is obtained that the correlation coefficient value (r) of 0.839, this value shows partially in contributing or influencing called as The Determination Coefficient (DC) calculated from squaring the correlation coefficient:

$$\text{The Determination Coefficient} = (0.839)^2 \times 100\% = 70.3\%$$

Based on the calculation of the two variables above, it can be concluded that the @humaskabbdg Instagram Information Effectiveness has a strong contribution which gives an effect of 70.3%. Thus, the remaining 100% - 70.3% = 29.7% is influenced by other variables not examined.

#### Partial Hypothesis Testing (t-Test)

Partial hypothesis testing (t-test) to find out partially whether or not it has a significant effect by using IBM SPSS Statistics Version 25. Thus, the data results obtained from the T-test can be seen in Table 3.5 are as follows:

Table 5. T-Test

Hypothesis	t <sub>count</sub>	Sig	t <sub>table</sub>	A	Decision	Explanation
H <sub>0</sub> : β <sub>1</sub> = 0	15.242	0.000	1.984	10%	H <sub>0</sub> Rejected	Significant

H<sub>0</sub> = 0 : The @humaskabbdg Instagram Information Effectiveness does not have a significant effect on Instantiation's Perception among Followers.

H<sub>a</sub> ≠ 0 : The @humaskabbdg Instagram Information Effectiveness has a significant Influence on Instantiation's Perception among Followers.

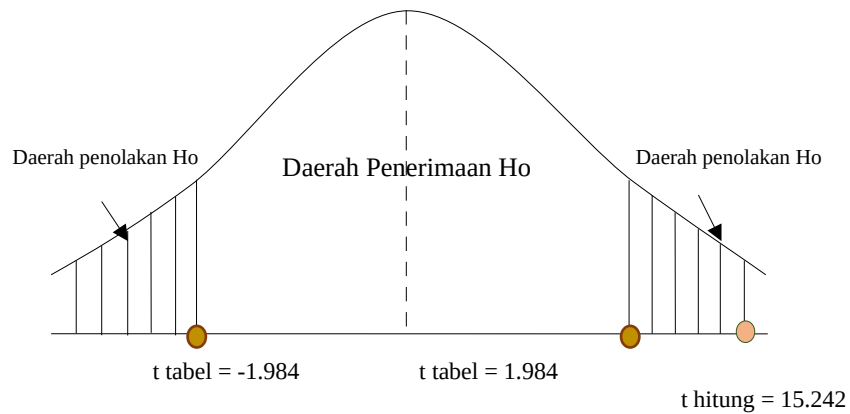
*The Significant Level (α): 0.1 (10%)*

Criteria :

1. Reject H<sub>0</sub> if t count > t table or reject H<sub>0</sub> if -t count > -t table
2. Accept H<sub>0</sub> if t count < t table or H<sub>0</sub> if -t count < -t table

It can be seen in the table above that the t-count value obtained is 15,242. This value will be compared with the t table value in the t distribution table which can be seen in Microsoft Excel the t value (attached t value) with the following formula (N-F-1=100-1-1=98) is 1,984.

From the values above, it can be seen that the t count value obtained is 15,242 > t table of 1,984 in accordance with the hypothesis testing criteria that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that it has a significant and positive effect.



**Figure 1.** t-Test Curve (Variabel X and Variabel Y)

### 3.1 The Results of the Analysis of the @humaskabbdg Instagram Information Effectiveness (X) on Perception (Y)

The results of the influence of @humaskabbdg Instagram Information Effectiveness on Perception can be seen in Table 6 of the correlation and determination coefficient table as follows:

#### The Partial Determination Coefficient Analysis

**Table 6.** The Partial Determination Coefficient

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 <sup>a</sup>	.453	.447	1.00027
a. Predictors: (Constant), The @humaskabbdg Instagram Information Effectiveness				

Based on the table above, information is obtained that R Square of 0.453 this value shows partially in contributing or influence called as The Determination Coefficient (DC) calculated from squaring the correlation coefficient:

$$\text{The Determination Coefficient} = (0.673)^2 \times 100\% = 45.3\%$$

Based on the above calculations, it can be concluded that the influence contribution of the @humaskabbdg's Instagram Information Effectiveness to Perception is 45.3%.

#### The Partial Hypothesis Testing (t-Test)

The following are the results of the T-test data processing that can be seen in Table 7:

**Table 7. T-Test**

Hypothesis	$t_{count}$	Sig	$t_{table}$	$\alpha$	Decision	Explanation
$H_0 : \beta_1 = 0$	9.003	0.000	1.984	10%	$H_0$ rejected	Significant

$H_0 = 0$  :The @humaskabbdg Instagram Information Effectiveness Does Not have a significant effect on Perception.

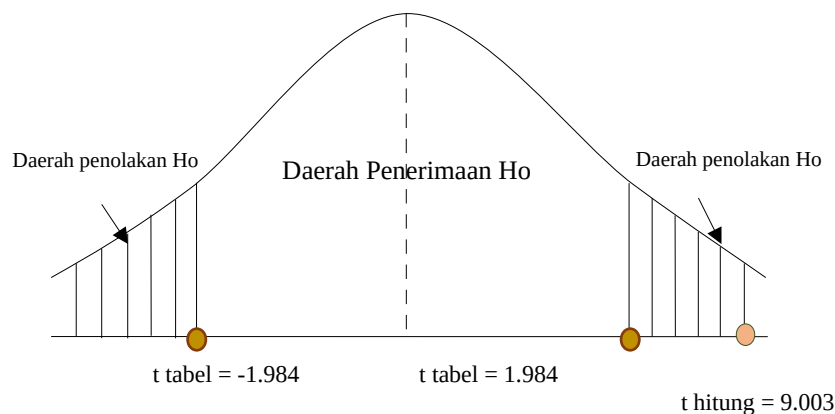
$H_a \neq 0$  :The @humaskabbdg Instagram Information Effectiveness Has a Significant Effect on Perception.

The Significant Level ( $\alpha$ ): 0.1 (10%)

Criteria:

- Reject  $H_0$  if  $t_{count} > t_{table}$  or reject  $H_0$  if  $-t_{count} > -t_{table}$
- Accept  $H_0$  if  $t_{count} < t_{table}$  or  $H_0$  if  $-t_{count} < -t_{table}$

From the table above, it can be seen that the  $t_{count}$  value obtained is 9,003. This value is then compared with the  $t_{table}$  value in the  $t$ -distribution table which can be seen in Microsoft Excel the  $t$ -value (attached  $t$ -value) with the following formula ( $N-F-1=100-1-1=98$ ) is 1,984. From the values above, it can be seen that the  $t_{count}$  value obtained is  $9.003 > t_{table}$  of 1.984 accordances with the hypothesis testing criteria that  $H_0$  is rejected and  $H_a$  is accepted. Thus, this means that it has a significant and positive effect. The results of the  $H_0$  rejection and acceptance graph can be seen in Graphic 3.2 as follows:



**Figure 2.** The  $H_0$  Rejection and Acceptance

The researcher re-conclude the results of statistical testing between the @humaskabbdg Instagram Information Effectiveness ( $X$ ) on perception ( $Y$ ) to make it easier for readers, as follows: The correlation between the @humaskabbdg Instagram Information Effectiveness and Perception has a value of 0.673 (**Strong**), an influence value of **45.3%**, and the results of hypothesis testing with  $t_{count}$  obtained are  $9,003 > t_{table}$  of 1,984 accordances with the criteria for hypothesis testing that  **$H_0$  is rejected** and  **$H_a$  is accepted**. Thus, this means that it has a **significant** and **positive** effect.



Based on the data seen above indicates that there is an influence between **the @humaskabbdg Instagram Information Effectiveness** and **the Instantiation's Perception among Followers**. Perception is the result of observations on environmental elements that are directly associated with an understanding. Perception is the first step an individual takes in the process of image formation. Perception is defined as the result of observing environmental elements associated with a process of meaning [9].

Thus, on the measuring instrument consists of Sources of Information and Feelings. With the statement "*Followers merasa senang ketika mendapatkan informasi dari akun Instagram @humaskabbdg karena memberikan informasi yang menarik dan informatif*" and "*Followers menjadikan akun Instagram @humaskabbdg sebagai sumber informasi yang akurat dan informatif*". From each of these measuring instruments, the percentage results are 88% and 88.2%.

In this case, it can be interpreted that the @humaskabbdg Instagram account is their source of information about the Bandung Regency Government and there is a feeling of pleasure in the communicant for the communicator to deliver the message in an interesting way. Furthermore, the corporate image is the impression or perception of a company as a whole from various publics. Corporate image is a selectively perceived mental picture of an organization. All of these perceived company characteristics are what we call the company's image [10]. It must be accurately understood by the public to be effective. Moreover, the image conveyed must be positive [11].

### 3. Conclusion

The researcher concludes that there is a positive and significant influence between the @humaskabbdg Instagram Information Effectiveness on Instantiation Perceptions among Followers by obtaining a correlation value in the **Strong** level, and the criteria for the hypothesis testing that **Ho is rejected** and **Ha is accepted**. This means that it has a **significant** and **positive** effect. The results indicate that the @humaskabbdg's Instagram information Effectiveness has been effective on The Instantiation perceptions among followers. The results of the two variables in this research with the calculation of correlation analysis and the determination coefficient show that the @humaskabbdg Instagram Information Effectiveness has a **strong influence** on Instantiation Perceptions among Followers and obtains a **positive** correlation result which indicates that the relationship between the independent variable and the dependent variable is **unidirectional**. Thus, the better the @humaskabbdg Instagram Information Effectiveness be followed by the increasing Instantiation's Perception among Followers.

### 4. Acknowledgement

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