

Using of Social Media as An Account to The Information Needs

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Abstract. The mobility of modern society is fast and massive, mass transportation is considered as solution in resolving mobility. One of the mass transportation commonly used in Jabodetabek is KRL. KRL Commuter Line is a commuter Electric Train service operated by PT Kereta Commuter Indonesia (PT KCI). By implementing the digital platform, seeks to develop and improve services to the community with the popularity of social media. This research uses a quantitative method with a survey. The population was taken from the followers of the @commuterline Instagram account. The results showed that the relationship between the message content variable (X1) to the information needs fulfillment variable (Y) was moderate, the relationship between the timeliness variable (X2) and the information needs fulfillment variable (Y) was weak, the relationship between the effectiveness variable (X) on the cognitive needs variable (Y1) was high, the relationship between the effectiveness variable (X) and the affective needs variable (Y2) was moderate, and the relationship between the effectiveness variable (X) and the information needs fulfillment variable (Y) was high. The conclusion of this study is that there is a relationship between the use of Instagram @commuterline social media accounts with the fulfillment of information needs for followers, PT KCI's Instagram account is able to provide answers to information needs for its customers. The suggestion that can be considered is that the management of the Instagram @commuterline PT. KCI account can be faster in updating the information disseminated to customers and could immediately.

Keywords: Effectiveness, Instagram, Information Needs

Introduction

The movement of modern society is currently very fast and massive. Mass transportation is considered as a solution to problems related to mobility in big city areas such as Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) and its surroundings. Regarding transportation, Jabodetabek has similar cases in megapolitan cities in the world, namely congestion, especially during rush hour in the morning and evening. The congestion resulted in US \$ 5.5 billion of lost finance in the form of operational vehicle costs and trip duration. [1]

One of the public transportation commonly used in Jabodetabek is the Electric Rail Train (KRL). The commuter line KRL is owned by PT Kereta Commuter Indonesia (PT KCI), a subsidiary

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of PT Kereta Api Indonesia (PT KAI). KRL has been in the Jakarta area and its surroundings since 1925 until now serving commuter routes in the DKI Jakarta, Depok City, Bogor City, Bogor Regency, Bekasi City, Bekasi Regency, Lebak Regency, Tangerang City and South Tangerang City.

Until December 2019, KCI already has 1,100 KRL units, and the number will continue to grow. Based on the data for 2019, the average number of people using KRL per day reached 979,853 users on weekdays, the highest record ever served in one day reached 1,154,080. Until now, KCI has served 80 stations throughout Jabodetabek, Banten and Cikarang with a route range of 418.5 km. In this millennial era, with advances in communication technology, time efficiency is very meaningful in everyday life and changes in technology offer time efficiency for all human activities. This is no exception in the scope of information where the changes are getting tighter and the effects are inevitable .[2]

Currently, people can easily access information via the internet without being limited by space and time, using the internet as a means of exchanging information and communication and as if it has become a basic necessity for every community. [3]

Survey we are social in January 2020 there are 175.4 million internet users in Indonesia. This report also shows that currently the Indonesian people are 160 million active users of social media. Based on a total population of 272.1 million, it means that 59% of Indonesia's population has access to social media. Today's social media channels are not only a means for self-entertainment or for interacting with parents, distant relatives but can also be a source of information related to various things.

One of the most widely used social media in Indonesia is Instagram. The development of Instagram social media is used as a medium of choice for finding information. Instagram is a platform for sharing photos and videos. Until 2020, Instagram has reached 1 billion users and is a popular application among people around the world today. The development of Instagram has made it the medium of choice for seeking information. [4]

As a source of information, PT KCI has created an Instagram account @commuterline which can make it easier for commuter line train service users to get information, especially regarding KRL operations. In addition to providing information about KRL operations, the @commuterline Instagram account is also used as a medium to accommodate questions, criticisms and suggestions from KRL users.

New Media

The presence of new media or new media cannot be separated from the presence of the internet in this world. New media is a design that describes the capabilities of media that are equipped with the help of digital tools so that people can easily browse any information, anywhere, anytime (Novia, Iis & Gartika, 2018). New media provide relief to connect and explore information.

As a communication device, the internet functions as a means used by message givers to convey messages and information to the public.[5]

Social media

Social media is also building a business case for driving purchasing behaviour with research by EDI (2008) showing that a majority of consumers surveyed relied on various types of social media websites as much as company websites for product and brand information and that nearly half of those made a purchase decision based on what they gathered. However, although social media applications are controlled by users, trend data is not yet conclusive with respect to who is generating, and accessing information. [6]

Instagram

Currently, one of the social media that is increasing is Instagram. The we are social survey in 2020 reported Instagram to be the fifth social message to have active users after the Whatsapp, Facebook Messenger, and WeChat applications. Simply put, Instagram is a mobile application based on

Android, iOS and Windows Phone that allows users to capture photos and videos, edit photos and videos, and upload photos or videos to the main page (feed), Instagram story (Instastory), and Instagram Television. (IGTV) even now Instagram has a live broadcast feature (IGLive) that allows users to make live broadcasts such as live reports on television. The relationship system on Instagram uses the terms following and followers. To interact with other users, Instagram provides a direct message (DM) feature that allows user A to send direct personal messages to other users, or can also provide comments or provide responses to like posts shared by other users. [7]

The advantages offered by Instagram have resulted in Instagram users experiencing a rapid increase, The ease with which Instagram users can exchange information and interact with other users has resulted in more content creators popping up. Even today there are also many companies that create social media accounts, especially Instagram, to provide information about their products and services to the audience, and also make it easier to interact with their consumers. From the explanation above, Instagram can be said to be an effective social media to get various information that users are looking for and need.

Effectiveness

The effectiveness of communication, namely the communicant who can understand the information provided by the provider of communication through certain media. Stewart L. Tubbs and Sylvia Moss (1996) explained that effective communication will bring understanding, satisfaction, impact on behavior, more efficient interaction and behavior. Harrington Emerson argues that effectiveness is an assessment of the fulfillment of predetermined goals. [8]

In this case, Instagram is a means used by PT Kereta Commuter Indonesia through its @commuterline account to provide information, especially regarding KRL operations, to its followers or KRL users. Fulfilling Information Needs. Information is data that is processed into useful messages for readers. Everyone needs information to fulfill their needs and to support their activities. Information needs have different definitions according to individual needs. [9].

Information is a must, the need for information demands communicators, in this case it can be a company or an organization to meet the needs of consumers and potential consumers, either face-to-face communication or using media intermediaries such as Instagram. With the existence of communication tools such as the Instagram account @commuterline, it can meet the needs of KRL users in fulfilling information, especially regarding KRL operations.

Uses and Gratification Theory

Katz, Blumler, and Gurevitch (in Rakhmat, 2005: 205) state that Uses and Gratification examines the origin of psychological and social needs, then it can generate special desires from mass media and other sources that can bring it to the media exposure model and meet needs and impacts. others, including something that is not expected. The uses and gratification theory focuses on the audience's approach in viewing the media. This means that the audience itself has the authority to choose the media (Darmawan, 2019). Thomas E. Ruggiero in the title Uses and Gratifications Theory in the 21st Century explained that the uses and gratification approach in mass communication is generally now known as the substance of media effect research. So that currently many researchers are trying to apply the uses and gratification theory or approach to popular new media. [9]

Framework

The researcher describes the problem into a framework of thought, which includes the Effectiveness variable (X), the Information Needs Fulfillment variable (Y), besides that the researcher also uses the uses and gratification theory.

Andre Hardjana in the Communication Audit Theory and Practice of communication can be said to be effective if it includes the following criteria:

1. Content of the Message

The conformity of the communication objectives conveyed by the communicator with the facts and actuality of the information received by the communicant. The contents of the message that the @commuterline Instagram account regularly sends is information about KRL operations.

2. Timeliness

The message is delivered to the communicant on time according to the conditions and situation being measured. The @commuterline Instagram account strives to continue to provide updated information regarding KRL operations in a timely manner.

From the explanation above, the researchers drew Message Content and Timeliness as indicators of the effectiveness variable (X). The information needs theory described by Katz that the concept of human needs is divided into 3 categories, namely: (1), Cognitive Needs, Individuals who have a need to add information or other insights. (2). Affective Needs, One's need for a pleasant and emotional experience and (3) Physiological Needs, A person's needs for food, drink, clothing and shelter.

Based on this theory, the researcher draws Cognitive Needs and Affective Needs as an indicator of the Information Needs Fulfillment variable (Y), To strengthen the research, researchers used the basic concepts of Uses and Gratification theory as an illustration to base this research. Effendy (in Science, Theory, and Philosophy) said the uses and gratification approach places the audience like active communicants to access information exposure through the media. information received by the communicant is received based on their own interests and experiences and then used to achieve their needs. [10]

Based on the explanation above, listeners, readers, viewers and users of public transportation can choose and use various media such as Instagram social media to fulfill their information needs. This description explains that the media is related to the audience or active communicants when media content convey a number of functions such as informing something they believe.

Uses and gratification when applied to this study is the active attitude of the audience (followers) in using social media, in this case Instagram, to fulfill their information needs, namely through the Instagram account @commterline.

For a more complete explanation, the researcher describes this framework in Figure as follows

:

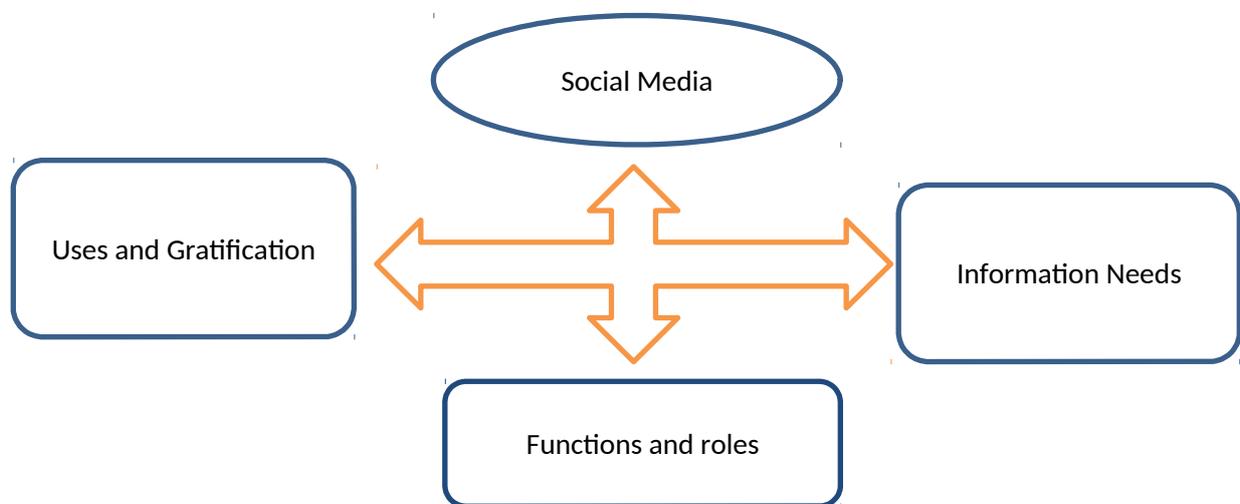


Figure 2. Research Framework [10]

Method

This research uses a quantitative approach, with the method of collecting survey data and distributing questionnaires. discloses population as a general scope includes objects or subjects that have a specific weight determined by the researcher to be analyzed then conclusions are made. Based on this definition, the population of this study is the followers of the Instagram account @commuterline as many as 173,000 people as of 10 April 2020. The research used simple random sampling technique, which includes people in the population who have the same opportunity to be respondents. The sample size in this study used the Yamane formula with the results of the calculation amounting to 100 respondents. [11]

2.1 Data Collection Techniques

According to data sources are divided into two, namely primary data and secondary data:

a. Primary data

It is information obtained firsthand in the field The primary data for this study were obtained from followers of the @commuterline Instagram account by distributing questionnaires. The questionnaire is the process of combining data by giving written statements to respondents to fill in (Sugiyono, 2008). The questionnaire is distributed to followers via direct message (DM) to respondents, then the researcher will provide a googleform link that contains a statement item for the respondents to fill in.

b. Secondary Data

Secondary data of this research are obtained through previous research, internet searching, articulation, and other supporting sources. Such a literature review, is an analysis related to the issues being studied and Internet Searching mean researchers use the internet to find references and data that support this research using search engines such as google.

2.2 Data Analysis Techniques

Used to answer the problems contained in this study. When reviewing the data, the researcher used the SPSS version 20 program. Furthermore, the stages carried out for data analysis were:

- a. Data coding, In the first stage, researchers sorted the raw data contained in the questionnaire into Microsoft Excel 2016.
- b. Data Entering, Transferring data that has been converted into code into a coding sheet (code sheet).
- c. Data Cleaning, Check back and make sure the data is correct and appropriate.
- d. Data Output, Result format is in the form of numbers, graphs and tables.
- e. Data Analyzing, In this stage the researcher examines the data from the output obtained in stage 4.

The hypothesis is a temporary answer to find the truth, while the hypothesis that is carried out includes, There is a relationship between the effectiveness of the @commuterline Instagram account on fulfilling followers' information needs.

Results and Discussion

1. Results

The Instagram account @commuterline is an Instagram account created by PT Kereta Commuter Indonesia (PT KCI). PT KCI is a subsidiary of PT Kereta Api Indonesia (Persero) which operates

Commuter Trains in the Greater Jakarta Area and its surroundings. To see the effectiveness of the @commuterline Instagram account in fulfilling followers' information needs, researchers distributed a questionnaire to 100 respondents and studied literature.

Based on the research, it can be seen that the acquisition of the highest percentage value is in the cognitive needs indicator (Y1) of 82.40% while the lowest percentage is on the punctuality indicator (X2) of 66.50%.

1. In the Message Content indicator (X1) the percentage score obtained is 80.82%, which means that it can be said that the @commuterline Instagram account has succeeded in providing clear and complete information that is also packaged in an attractive manner so that it can make its followers easily understand the meaning of information submitted by @commuterline.
2. On the indicator of Punctuality (X2) the percentage score obtained is 66.50%. From these results it can be concluded that the @commuterline Instagram account is good enough in updating or informing KRL schedules / operations if there are unexpected changes.
3. On the Cognitive Needs indicator (Y1), the percentage score obtained is 82.40%. Most of the respondents agreed that the @commuterline Instagram account was good at meeting the respondent's need for knowledge, both regarding station and per electric train information as well as other things because the @commuterline Instagram account often provided useful information.
4. In the Affective Needs indicator (Y2), the percentage score obtained is 76.50%, it can be said that the @commuterline Instagram account is good at providing information and news according to the respondent's needs so that the respondent is satisfied after opening the @commuterline Instagram account.

The results of the distribution of questionnaires are processed to obtain the results then the data is collected, then tested using of the SPSS (Statistical application for the Social Science) application version 20. A recapitulation of the results of the analysis of the relationship between variables can show that:

1. Based on the results of statistical analysis, it can be seen that the relationship between Information Content (X1) and Information Needs Fulfillment (Y) has a correlation coefficient of 0.672 and $t_{count} (9.369) > t_{table} (1.984)$ which means H_a is accepted, H_o is rejected. While the magnitude of the relationship is 45.15%.
2. Based on the results of statistical analysis tests, it can be seen that the relationship between Punctuality (X2) and Information Needs Fulfillment (Y) has a correlation coefficient of 0.621 and $t_{count} (7,903) > t_{table} (1.984)$ which means that H_a is accepted, H_o is rejected. While the magnitude of the relationship was 38.56%
3. Based on the results of statistical analysis, it can be seen that the relationship between Effectiveness (X) and Cognitive Needs (Y1) has a correlation coefficient of 0.729 and $t_{count} (10.336) > t_{table} (1.984)$ which means that H_a is accepted, H_o is rejected. While the magnitude of the relationship is 53.14%.
4. Based on the results of statistical analysis, it can be seen that the relationship between Effectiveness (X) and Affective Needs (Y2) has a correlation coefficient of 0.638 and $t_{count} (8,279) > t_{table} (1.984)$ which means that H_a is accepted, H_o is rejected. While the magnitude of the relationship is 40.70%, which means 59.30%.
5. Based on the results of statistical analysis, it can be seen that the relationship between Effectiveness (X) and Information Needs Fulfillment (Y) has a correlation coefficient of 0.751 and $t_{count} (11.427) > t_{table} (1.984)$ which means that H_a is accepted, H_o is rejected. While the magnitude of the relationship is 56.40%.

2 Discussion

Based on the results of the analysis and data processing that has been carried out, it can be concluded that:

1. The results of the analysis show that there is a significant, strong, and unidirectional relationship between the message content of the @commuterline Instagram account and the fulfillment of followers' information needs.
2. The results of the analysis show that there is a significant, strong, and unidirectional relationship between the timeliness of the @commuterline Instagram account and the fulfillment of followers' information needs.
3. The results of the analysis show that there is a significant, strong, and unidirectional relationship between the effectiveness of the @commuterline Instagram account on the cognitive needs of followers.
4. The results of the analysis show that there is a significant, strong, and unidirectional relationship between the effectiveness of the @commuterline Instagram account on the affective needs of followers.
5. The results of the analysis show that there is a significant, strong, and unidirectional relationship between the effectiveness of the @commuterline Instagram account on fulfilling followers' information needs.

This shows that the information provided by the @commuterline Instagram account is in accordance with the aspects of the information needs of its followers.

Conclusion

Based on the results of the discussion in the previous chapter, then suggestions that can be considered are: Suggestions for Instagram @commuterline Social Media Management, Based on the research that has been done, the @commuterline Instagram account has been effective in meeting the needs of respondents, namely their followers regarding information specifically regarding KRL operations. Although it can be said to be effective, there are a number of things that should be fixed, such as: (a). The @commuterline Instagram account is expected to be more alert in providing information, especially regarding changes in KRL operations, (b). Provide clearer information so that KRL users do not have misperceptions. (c). Can continue to reply to comments and direct messages (DM) from followers as it is now in order to meet followers' needs for information about KRL. (d). Suggestions for Further Researchers, For the next researcher who will make research similar to this research in order to study more about the references related to the research to be studied.

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