

Utilization of Instagram through the @jktinfo Account as a Means of Fulfilling Information for the People of Jakarta

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Abstract

(Instagram is a social media used massively in the era of society 5.0. Because of its massive use, Instagram is now not only a social media but also the primary source of information searches. The Instagram account @jktinfo has 3.3 million followers, providing the latest information about Jakarta. The information provided by @jktinfo comes from various sources, both provided by account managers and their followers. This research discusses how Instagram is used as a medium to fulfil the information needs of the Jakarta people. This research is conducted by looking at followers' perceptions after viewing the @jktinfo account. The method used in this research is descriptive qualitative. Data collection techniques in this research are interviews, observation and documentation carried out to followers of the @jktinfo account. The theory used is Information Richness Theory. The results of this study show that followers of the @jktinfo account use Instagram as the primary source of information. In addition, some of them use the @jktinfo account to fulfil information without looking at the validity of the information.)

Keywords: Information Literacy, Informatin richness

INTRODUCTION

Currently, the development of internet use is increasing. This happens because of the expansion of the internet which can not only be accessed in developed areas, but also in remote areas. Apart from that, based on the results of the 2020 National Digital Literacy survey, it is said that the cost of accessing the internet, which can be said to be getting cheaper, is also one of the causes of the high level of internet usage which is familiar to humans.

As internet use increases, social media use also increases. Social media can be said to be part of communication media. Chris Brogan in his book entitled Social Media 101 Tactics and Tips to Develop Your Business Online, published in 2011, defines social media as a set of communication tools and collaboration tools that enable many types of interaction that were previously not available to ordinary people. This is different from conventional media such as newspapers, magazines, radio and television, where the interactions that occur are very limited and it is difficult to involve interactions in large enough numbers.

The first social media was Sixdegree.com, then bloggers appeared in 1999 which became the starting point for the development of social media. Social media is increasingly developing due to the convenience that bloggers offer to users of their services, where users can create their own sites for free and personally. Then, in 2002,

Friendster appeared, sites providing LinkedIn and MySpace in 2003, Twitter in 2004 to Facebook in 2006 and Instagram in 2010. Since then, from year to year Instagram users have increased.

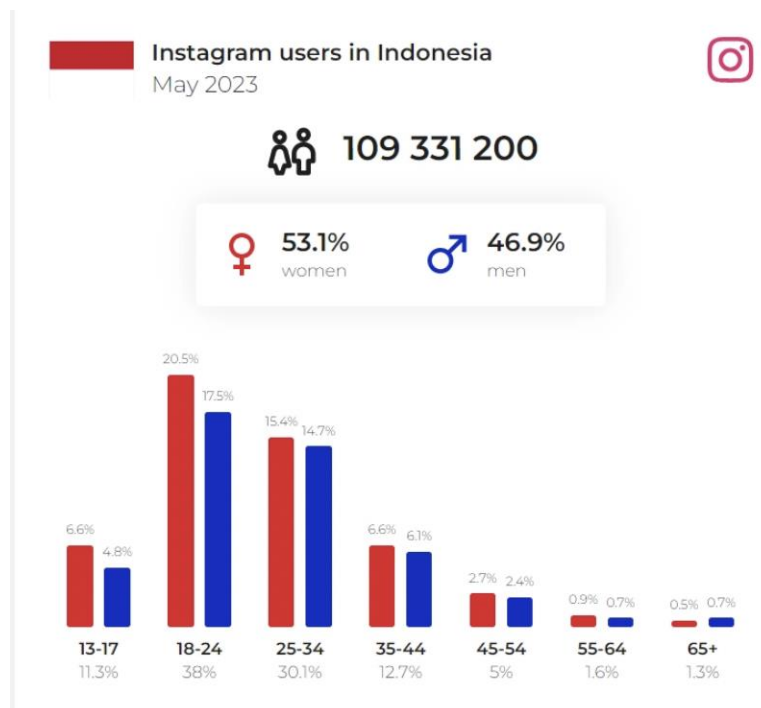


Figure.1. Instagram user data in Indonesia in May 2023 (@instagram)

The existence of Instagram social media influences all aspects of life. Instagram, which was originally used as social media, has begun to transform into a medium for buying and selling, promotions, and even as a means of providing information. On Instagram, users can share information with each other.

Currently there are many accounts on Instagram that focus as a means of sharing information, one of which is the @jkt.info account. On this account, residents of Jakarta and its surroundings can get the latest information about what is happening in the Jakarta area, starting from information about places they can go if they need certain items, information media about missing people and criminal crimes, even information media about Jakarta's traffic conditions. If categorized, the information provided on the @jkt.info account consists of:

1. Jakarta news update
2. Traffic Information
3. Jakarta Weather
4. What's happening in Jakarta

Currently (June 2023) the number of followers on the @jktinfo account is 3.5 billion followers with the number of posts from the beginning to when the data was taken as 38,094 posts with each post receiving a minimum of 1000 comments. Researchers are

interested in finding out how followers use them to search for information and changes in perception when looking at the @jktinfo Instagram account as a medium for information around Jakarta.

METHOD

In this research, the paradigm used is the constructivism paradigm. According to Pujileksono (2015: 28), the constructivism paradigm sees a reality as shaped by various backgrounds as a form of construction of that reality, where the reality that is used as the object of research is a social action by social actors. The background that constructs reality can be seen in the form of mental construction based on social experiences experienced by social actors, so that it is local and specific. Based on this paradigm, researchers used descriptive qualitative methods to meet supporting data needs. According to Sugiyono (2014:2), research methods are basically a scientific way of obtaining certain goals and uses. Based on this, there are four key words that need to be considered, namely scientific methods, data, objectives and uses. This qualitative method is a research method in which case studies lead to detailed and in-depth descriptions of portraits of conditions regarding what actually happens according to what is happening in the field of study.

The object of qualitative research is something that is the focus of the research. So, the research object in this research is the Instagram social media on the @jktinfo account as a medium of information for the residents of Jakarta and its surroundings. Meanwhile, the subject of qualitative research is the data source or informant in the research. So, the research subject in this study is followers Instagram on the @jktinfo account.

In this research, researchers chose to use purposive sampling. According to Sugiyono (2012: 54), determining informants that are often used in qualitative research is purposive sampling is a sampling method with certain considerations and objectives that make it easier for researchers to explore the object or social situation being studied. The parties who took part became research informants consisting of key informants, supporting informants, and expert informants who the researchers interviewed both directly and online.

RESULTS AND DISCUSSION

Based on the results of interviews with several informants, the results of the interviews will be linked to relevant theories and adapted to the framework of thought in this research. The theory used in this discussion is Information Richness which is associated with the use of Instagram social media on the @JktInfo account as an information medium. The following is a discussion in this research.

a. Information Media

Based on the results of interviews conducted with the main informant as followers or recipients of messages on the @Jktinfo Instagram account regarding the use of the

@Jktinfo Instagram social media as an information medium, the main informants felt that by follow This account gets various information about Jakarta. If you look at photos, videos and caption uploaded to this account conveys a clear and detailed message regarding Jakarta news update, traffic information, Jakarta Weather, and What's happening in Jakarta. According to one informant, he knew that the Instagram account @jktinfo was one of the main accounts he looked at if he wanted to get information about Jakarta, especially information about traffic conditions. In line with the informant, the next informant also believes that the Jakarta traffic information on the @jktinfo account is very up to date and trustworthy.

Content owned by @Jktinfo is also uploaded by utilizing various features provided by Instagram so that it can make it easier for key informants to get information about Jakarta. The main informants were helped by the features hashtag, igtv, explore, and insta stories which is utilized by @JktInfo in disseminating information about Jakarta.

This is relevant to the purpose of information media according to Sadiman (2002: 6), namely, information media is used by the sender of the message to the recipient of the message in order to stimulate thoughts, feelings, attention and interest so that the process of delivering the message takes place effectively and efficiently with what is intended. expected by the sender of the message, namely admin & owner @Jktinfo account. This is used by supporting informants to convey information messages on Instagram social media through existing features to old Vespa lovers, especially followers-his. So Instagram social media can be a type of mass media that can be used as a channel to convey, disseminate and collect information as stated by Sadiman (2002: 6).

b. Perception

Based on the results of interviews with key informants regarding changes in perception after using Instagram social media on the @JktInfo account to search for information about old Vespas and their spare parts, namely the Definition of Perception according to (Suranto Aw, 2010: 107), namely the process experienced by individuals in processing selection and regulate stimuli that come from outside, then these stimuli are received by the sense organs and spontaneously our feelings and thoughts give meaning. The use of Instagram social media as a medium for information about Jakarta is carried out by @Jktinfo followers. Followers form a perception after seeing the @JktInfo Instagram account by showing actions such as comparing the @JktInfo Instagram account with Instagram accounts of other information providers.

This is very relevant to perception according to (Suranto Aw, 2010: 107) where followers of the @JktInfo Instagram account interpret stimuli received by the senses of sight, hearing and touch after viewing the @JktInfo Instagram account to fulfill their information needs around Jakarta and make selections. and regulate the stimuli obtained.

CONCLUSION

From research it is known that followers of the @jktinfo account use Instagram as their main source of information, quite a few of whom use the @jktinfo account as a means of conveying information without considering the validity of the information. Followers of the @JktInfo Instagram account use Instagram social media as a medium to get key information about Jakarta. Apart from that, they also take advantage of the features on Instagram to make it easier to get information, such as the Insta Stories, Explore, Hashtag and IGTV features. Then the followers experienced a change in perception after seeing the information from the account.

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