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Measuring the Presence of TVRI Through the Instagram Account @TVRINASIONAL

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Abstract: This study aims to measure the influence of Media (Variable X1) and Information Quality (Variable X2) on the Fulfillment of Followers' Information (Variable Y) on the Instagram account @tvrinasional. The method in this research uses a quantitative method with a Positivistic paradigm. The research will take place throughout the year 2024. The research object is the Instagram account @tvrinasional, with a population of 308,000 followers. The type of sample is probability sampling, with sample collection conducted using simple random sampling; the sample size was determined using the Slovin's formula with a margin of error of 0.5%, resulting in a sample of 400 respondents. The findings of this study indicate the influence of variables such as media exposure and information variables on the fulfillment of information needs among followers of the Instagram account @tvrinasional. This occurs because the t-test results show that the t-value for the media exposure variable is $8.108 >$ the t-table value of 1.966, and the t-value of 9.919 obtained from the information quality variable $>$ the t-table value of 1.966.

Keyword: Influence of Media, Information Quality, Fulfillment of Followers Information, Instagram, @tvrinasional.

INTRODUCTION

Media today comes in various forms, especially after the world began using internet media since 1967 through Arpanet. Through the internet network, various media platforms have emerged, including new media that have now become part of today's world. The internet has brought new trends to the mass media industry, with its ability to reach many people, making it increasingly popular across various circles. According to McQuail (Putri, 2020, p. 130), the internet combines connectivity with revolutionary aspects of mass communication, including a wide range of almost limitless content, reaching a large audience, and offering a

comprehensive nature in communication (Maduratna ES; Gunarso,S; Aladdin, YA; Fatiyah; Herlinah, 2024, p122-127).

Communication technologies such as mobile phones and laptops enable internet access anytime, which is the basis for the emergence of the term new media. New media refers to communication tools that utilize internet technology to convey messages (Mulyana, 2023, p. 70). New media continues to evolve with the advancement of the times, and one of the popular forms often heard nowadays is social media. Social media is an online platform that allows users to interact by distributing or also obtaining data (Nurhaditio & Hartanto, 2023, p. 2). According to the report from Hootsuite We Are Social in Digital 2024, Indonesia has 167 million or 60.4% of the total population in Indonesia who are active in using social media. social. This data shows the dominance of social media usage in Indonesian society. According to Widyatama (Deborah & Anggraeni, 2022, p. 95), exposure to information on social media can increase awareness, which can then foster consumer behavior.

Media exposure occurs when individuals receive information that influences them. Social media provides this exposure through its posts (Indrayani; Hariyono; Marpaung ; Ikhsan, Aladdin; Lestyarini; Rusliyadi, 2024, p40-57). Some popular social media platforms are Instagram, Facebook, and also X. Companies often utilize social media to convey information to their followers. The quality of information in a company's social media posts can be captivating and leave a good impression of the company in question. The quality of information refers to a measure of how clearly and comprehensively information is presented to the public (Kartika & Yuningsih, 2021, p. 3). LPP TVRI, which stands for Lembaga Penyiaran Publik Televisi Republik Indonesia, is one of the corporate entities that uses social media to convey information. LPP TVRI uses social media to share information about TVRI Nasional broadcasts, education, and news in Indonesia. LPP TVRI has various social media accounts such as Instagram, X, and Facebook, with the Instagram account @tvrinasional having 308,000 followers. The platform being studied is the Instagram account @tvrinasional, assuming it is a widely used media platform in Indonesia, second only to WhatsApp, as shown in the survey in Figure 1 below:

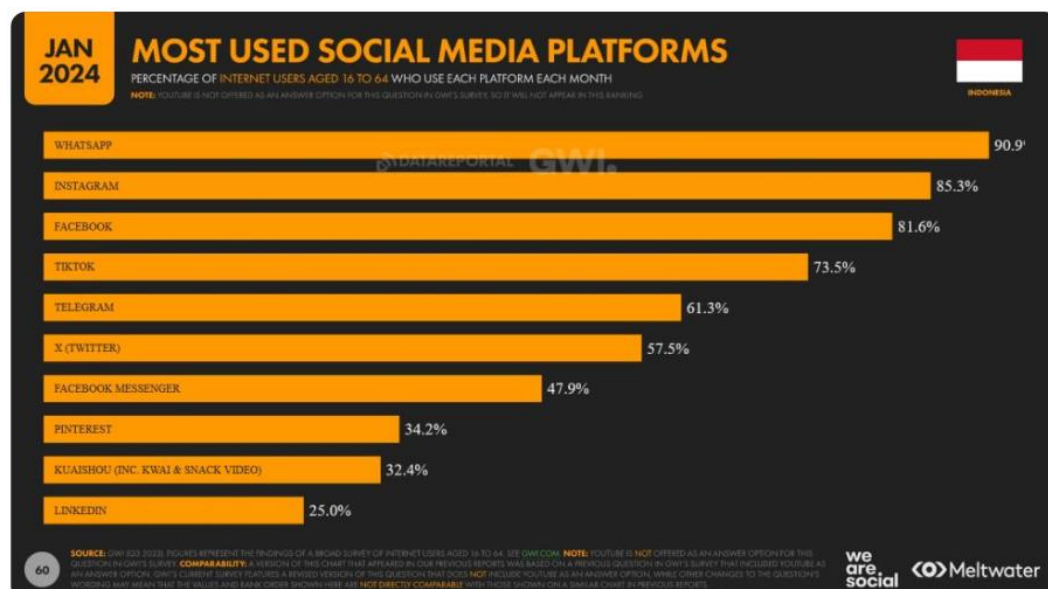


Figure 1: Most Used Social Media Platform

Source: We Are Social, 2024

Based on Figure 1, Instagram ranks second with a percentage of 85.3%, after WhatsApp, which is the most widely used social media platform in the country. Instagram became popular after being published by Kevin Systrom and Mike Krieger in 2010 and

remains popular to this day. The dissemination of information through Instagram is increasingly common, including by LPP TVRI through the Instagram account @tvrinasional. This account is fully optimized and very actively used to convey information, education, as well as the latest news or events. Information is a primary need, and if this need is not distributed properly, users will face difficulties. Information helps users to broaden their horizons, gain satisfaction, develop skills, reshape attitudes, and minimize uncertainty (Safira & Zurani, 2022, p. 81). The Instagram account @tvrinasional is actively posting information, with a follower count of 308,000 people and 21,376 posts. The content of the posts varies, ranging from information about TVRI Nasional broadcasts, education, to the latest news. This account also has several highlight stories that can be viewed on the Instagram profile @tvrinasional.

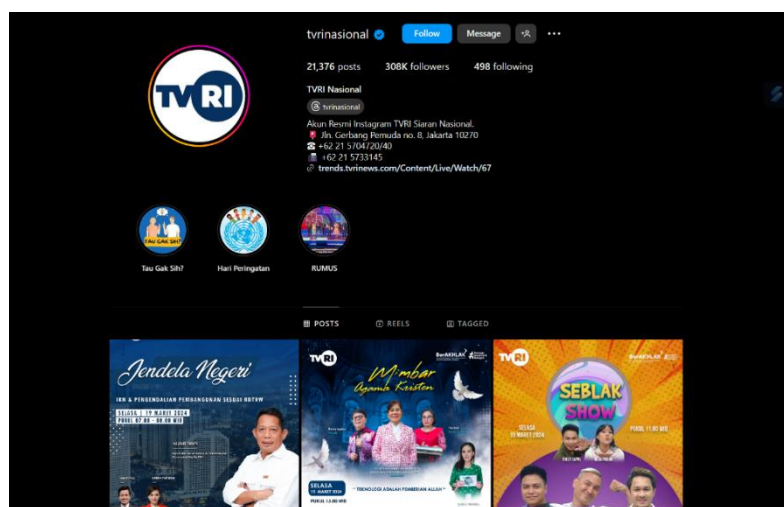


Image 2: Instagram account @tvrinasional, 2024

Source: Instagram account @tvrinasional, 2024

The researchers are interested in making the Instagram account @tvrinasional the object of this study, with the followers of that account as the subjects of the research. Previous research by Muhammad D.N. and Eko (2023) titled "The Influence of Exposure and Information Quality on the Instagram Account @animolife on Meeting Followers' Information Needs" obtained the result is that the exposure and quality of information on the Instagram account @animolife have an impact of 59.4% on meeting the information needs of its followers. The researcher is very interested in continuing the study to determine whether the interests and needs of the followers of the Instagram account @tvrinasional are met due to the media exposure provided by the Instagram account @tvrinasional, and whether the quality of the information presented on that account also significantly affects the fulfillment of the followers' information needs. Therefore, this research will be conducted with the title "The Influence of Media Exposure and Information Quality on the Instagram Account @tvrinasional on Meeting the Information Needs of Followers."

METHOD

The research used in this study is quantitative in nature, applying the positivist paradigm. In this quantitative research, numerical methods are used to process data in order to create patterned information (Sinambela, Poltak, & Sinambela, 2021, p. 34). The object of this research is the Instagram account @tvrinasional, the object is the main focus main focus for study and analysis.

The data collection method was conducted through a survey method using the distribution of questionnaires to respondents, employing the probability sampling technique, which is a method that provides equal opportunity to every individual (Samatan, 2018).

Sample collection was conducted using simple random sampling; the sample size was determined using the Slovin's Formula, assuming that the population size is known (Samatan, 2017), with a margin of error of 0.5% with a sample of 400 respondents.

Operational Definition of Variables

According to Ferdinand (2015), a variable is an attribute of variation in an object that has more than one observable category. There are operational definitions in this research, as follows:

1. Independent variable (free variable)

The independent variable is defined as a variable that impacts other variables. In other terms, it can also be interpreted that independent variables can influence dependent variables, either positively or negatively (Ferdinand, 2015, p. 26).

Media Exposure (X1), based on Ardianto (in Munawwaroh, 2018), with indicators: [1] frequency; [2] duration; [3] attention. The quality of information (X2) based on Nagesh et al (in Putri et al, 2022), with indicators: [1] relevant; [2] accurate; [3] timely; [4] complete.

Meanwhile, Information Needs Fulfillment as variable Y, with indicators:

2. Dependent variable. The dependent variable is the variable that is measured to determine whether or not there is an influence from the independent variable. The dependent variable of this research is Information Needs Fulfillment (Y), based on Guha's (2018) perspective, with indicators: [1] Current Need Approach; [2] Everyday Need Approach; [3] Exhaust Need Approach; [4] Catching-up Need Approach.

RESULTS AND DISCUSSION

Validity Test

The general definition of validity is to ensure that a single question or instrument measures or describes what it is supposed to measure and describe (Samatan, 2018, p. 113). The validity test is used to determine by measuring whether the items in the questionnaire are accurate or valid. The questionnaire items are declared valid if the statements within them can accurately represent what the questionnaire intends to measure. In this study, the correlation technique is used for the validity test, which involves comparing the correlation coefficient with the r table. If the calculated r is greater than the table r, it can be concluded that the question item is declared valid.

The measurement was conducted using the SPSS version 26 program. The validity test conducted on the first 40 respondents out of a total of 400 respondents with a significance level of 0.05 (5%) yielded a table r value of 0.312.

Table 1: Results of Media Exposure Validity Test (X1)

State ment	R calculation	r table	Conclusion
P1	0,803	0,312	Valid
P2	0,899	0,312	Valid
P3	0,832	0,312	Valid
P4	0,732	0,312	Valid
P5	0,694	0,312	Valid
P6	0,708	0,312	Valid
P7	0,788	0,312	Valid
P8	0,850	0,312	Valid
P9	0,795	0,312	Valid

Source: Data Processing Results, 2024

Table 2: Results of the Information Quality Validity Test (X2)

State ment	r calculation	r table	Conclusion
P1	0,848	0,312	Valid
P2	0,957	0,312	Valid
P3	0,951	0,312	Valid
P4	0,831	0,312	Valid
P5	0,781	0,312	Valid
P6	0,941	0,312	Valid
P7	0,965	0,312	Valid
P8	0,922	0,312	Valid
P9	0,781	0,312	Valid
P10	0,909	0,312	Valid
P11	0,931	0,312	Valid
P12	0,907	0,312	Valid

Source: Data Processing Results, 2024

Table 3: Results of the Validity Test for Information Needs Fulfillment (Y)

State ment	r calculation	r table	Conclusion
P1	0,898	0,312	Valid
P2	0,907	0,312	Valid
P3	0,948	0,312	Valid
P4	0,896	0,312	Valid
P5	0,865	0,312	Valid
P6	0,955	0,312	Valid
P7	0,857	0,312	Valid
P8	0,841	0,312	Valid
P9	0,821	0,312	Valid
P10	0,836	0,312	Valid
P11	0,874	0,312	Valid
P12	0,883	0,312	Valid

Source: Data Processing Results, 2024

The data results from the SPSS output based on Tables 1, 2, and 3 show that the validity test on each statement for each indicator X1, X2, and Y is confirmed valid because the calculated $r >$ (greater than) the table r .

Reliability Test

According to Samatan (2018, p. 110), reliability begins with reliability, meaning to what extent the results of a measurement can be trusted. The method used to test the consistency of a questionnaire, which serves as an indicator of a variable, is by using a reliability test. The more consistent an answer is to a statement in a questionnaire. Therefore, the more reliable the data. Reliability in this study is tested using the formula known as the Cronbach's Alpha coefficient with the help of SPSS version 26. If the Cronbach's Alpha value is > 0.70 (greater than 0.70), the statement can be considered reliable; however, if the Cronbach's Alpha value is < 0.70 (less than 0.70), the statement is considered unreliable.

Table 4: Reliability Test Results

Explanation	Cronbach's Alpha	N of Items
Media Exposure (X1)	0,914	9
Information Quality (X2)	0,976	12
Fulfillment of Information Needs (Y)	0,972	12

Source: Data Processing Results, 2024

The data results from the SPSS output based on Table 4, all 33 items have been tested and the results are reliable. It can be seen that the media exposure (X1) is 0.914, the information quality (X2) is 0.976, and the fulfillment of information needs (Y) is 0.972. It can be concluded that all statements have a value greater than 0.70 and it can be said that all items are declared reliable.

Normality Test

The normality test is used to determine whether the residual values are normally distributed or not. In this method, all the variables being studied are required to analyze whether they are normally distributed. Therefore, before conducting the hypothesis test, checking whether the data is normally distributed is the first step that must be taken. This study uses a significance level of 0.05. In order to be considered normally distributed, a dataset in the research must obtain a significance value of > 0.05 . And it will be stated as not normally distributed if the data in the study obtains a significance value < 0.05 .

Table 5: Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual 1
N		400
Normal Parameters ^{a,b}	Mean	.0707869
	Std. Deviation	.87838704
Most Extreme Differences	Absolute	.036
	Positive	.033
	Negative	-.036
Test Statistic		.036
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processing Results, 2024

Table 5 shows that the output of the normality test indicates an asymp. sig. (2-tailed) value of $0.200 > 0.05$. It can be said that the residual data is normally distributed.

Multicollinearity Test

The multicollinearity test aims to examine whether there is a correlation between independent variables in the regression model (Ghozali, 2018, p. 208). The values of Tolerance and VIF are used as indicators. This regression model must have a VIF value < 10.00 and a Tolerance value > 0.10 .

Table 6: Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
	Model	Tolerance	VIF
1	Terpaan Media (X1)	.417	2.399
	Kualitas Informasi (X2)	.417	2.399

a. Dependent Variable: Pemenuhan Kebutuhan Informasi (Y)

Source: Data Processing Results, 2024

Based on Table 6, the output results of the multicollinearity test indicate that both independent variables, namely media exposure and information quality, have VIF values < 10 and Tolerance values > 0.10 , it can be concluded that there is no multicollinearity in this regression model.

Heteroscedasticity Test

Ghozali (2018) stated that the heteroscedasticity test is used to see whether there is consistency or inconsistency in the variance of the residuals from one observer to another in the regression model. A regression model can be considered good if there is no heteroscedasticity. This study uses the Glejser test in its examination. This test can be seen based on the Glejser test, which examines it to find and determine whether there is an influence on the independent variable to its absolute residual. If the significance value > 0.05 , then the data does not exhibit heteroscedasticity and if the significance value < 0.05 , then heteroscedasticity is found.

Table 7: Heteroscedasticity Test Results

Coefficients ^a				
Unstandardized Coefficients		Standardized Coefficients		
B	Error Std.	Beta	t	
(Constant)		.456	.218	
Terpaan Media (X1)		.012	.010	.098
Kualitas Informasi (X2)		-.003	.007	-.040

a. Dependent Variable: ABS_RES

Source: Research Data Processing Results, 2024.

Based on Table 7, the output generated from the heteroscedasticity test shows a significance value of 0.255 for the media exposure variable (X1) and 0.640 for the information quality variable (X2) against the absolute residuals, both greater than 0.05. It can be concluded that in this regression model, there is no indication of heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression is a model that describes the relationship between a dependent variable and two or more independent variables. This test model is applied to determine the direction of the relationship between the dependent variable and its independent variables.

Table 8: Results of Multiple Linear Regression Test

Coefficients ^a						
Unstandardized Coefficients		Standardized Coefficients				
B	Error Std.	Beta	t	Sig.		
(Constant)		4.705	1.452	3.240	.001	
Terpaan Media (X1)		.560	.069	.381	8.108	.000

Kualitas Informasi (X2)	.466	.047	.466	9.919	.000
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a. Dependent Variable: Pemenuhan Kebutuhan Informasi (Y)

Source: Research Data Processing Results, 2024.

Based on Table 8, it is known that the constant value is 4.705, the regression coefficient for the media exposure variable (X1) is 0.560, and the regression coefficient for the information quality variable (X2) is 0.466.

Correlation and Determination Coefficient Test

In his book titled "Application of Multivariate Analysis with IBM SPSS 25 Program," Ghozali (2018, p. 230) explains that the coefficient of determination is a test used to measure the extent to which the model can interpret the variation of the dependent variable.

Table 9: Results of the Coefficient of Determination Test

Model Summary		
R Square	Adjusted R Square	Std. Error of the Estimate
.634	.632	4.164

a. Predictors: (Constant), Totally Information Quality (X2), Totally The Influence of Media (X1)

b. Dependent Variable: Fulfillment of Follower's (Y)

Source: Research Data Processing Results, 2024

Based on Table 9, it is known that the constant value is 4.705, the regression coefficient for the media exposure variable (X1) is 0.560, and the regression coefficient for the information quality variable (X2) is 0.466.

T-Test (Partial)

The T-test is used to measure how much impact a single independent variable explains the variation of the dependent variable fragmentarily (partially). At the significance level (5%) with $df_2=397$ and obtaining a t-table value of 1.966.

Table 10: Partial T-Test Results

Coefficients ^a				
Unstandardized Coefficients B	Standardized Coefficients Beta	Std. Error	t	Sig.
4.705		1.452	3.240	.001
.560	.381	.069	8.108	.000
.466	.466	.047	9.919	.000

a. Dependent Variable: Fulfillment of Information Needs (Y)

Source: Research Data Processing Results, 2024

Based on Table 10, it is known that the t-value obtained from variable X1 (media exposure) to variable Y (fulfillment of information needs) is $8.108 > 1.966$, with a significance value of $0.000 < 0.05$. The t-value obtained from variable X2

(information quality) against variable Y has a t-value greater than the t-table, namely $9.919 >$ the t-table 1.966 with a significance value of $0.000 < 0.05$. Therefore, it can be concluded that both variables, X1 and X2, positively and significantly influence variable Y for the followers of the Instagram account @tvrinasional.

F Test (Simultaneous)

The F-test is applied to determine whether all the independent variables included in the model have an effect on the dependent variable (Ghozali, 2018, p. 237).'

Table 11: F-Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	ig.
Regression	11935.696	2	5967.848	344.263	000 ^b
Residual	6882.054	397	17.335		
Total	18817.750	399			

a. Dependent Variable: Fulfillment of Information Needs (Y)

b. Predictors: (Constant), Information Quality (X2), Media Exposure (X1)

Source: Research Data Processing Results, 2024

Based on Table 11, the calculated f value is 344.263 with a significance value of 0.000. With a significance level of 5% using the formula $df_1 = 2$, $df_2 = 397$, the value from the F table is 3.018. With the obtained calculated f value of 344.263, it can be seen that this value is greater than the previously obtained f table value of 3.018 ($344.263 > 3.018$) and the obtained sig value of 0.000 is less than 0.05. Thus, it can be concluded that H_0 is rejected and H_a is accepted. This means that the media exposure variable and the quality of information together or simultaneously have a significant and positive impact on the variable of fulfilling the information needs of followers on the Instagram account @tvrinasional. The research conducted has the title "The Influence of Media Exposure and Information Quality of the Instagram Account @tvrinasional on Meeting the Information Needs of Followers." The quantitative method was applied in this study, with the distribution of questionnaires to 400 respondents who follow the Instagram account @tvrinasional as the data collection technique. The objective of the research is to identify the two independent variables, namely media exposure (X1) and information quality (X2), in relation to the dependent variable, which is the fulfillment of information needs (Y).

The research findings indicate that media exposure and information quality on the Instagram account @tvrinasional have a significant and positive impact on meeting the information needs of followers. The results of the coefficient of determination test indicate that the value of the correlation coefficient is 0.796, showing a strong relationship between the media exposure variable and the quality of information for fulfilling information needs. In addition, the F test obtained an F calculated value greater than the F table value, and its significance value was less than 0.05. It can be concluded that H_0 is rejected and H_a is accepted.

The Uses and Gratifications Theory is implemented in this research. The analysis of the questionnaire data indicates that 305 respondents (76.3%) strongly agree with the statement "I view and read information on the Instagram account @tvrinasional at least 5 times a week." This indicates that followers choose the Instagram account @tvrinasional because it is able to provide media coverage that meets their information needs. Statement "I get many

pieces of information from the Instagram account @tvrinasional" received strong agreement from 287 respondents (71.8%), proving that the media can accurately recognize and meet the information needs of various audiences. The statement "The information provided by the Instagram account @tvrinasional is very useful" was agreed upon by 295 respondents (73.8%), indicating that the account is able to compete with other media in meeting the information needs of its followers with posts that include educational information and news or events occurring in Indonesia. The Instagram account @tvrinasional is considered to have high-quality information, which influences followers to meet their information needs.

CONCLUSION

Referring to the entire discussion outlined by the researcher in this study, it shows that:

- The media exposure from the Instagram account @tvrinasional has a significant impact on fulfilling the information needs of its followers. This shows that respondents feel the effects of the media exposure presented by the account, thus fulfilling their information needs
- The quality of the information presented by the Instagram account @tvrinasional also has a significant impact on fulfilling the information needs of its followers. This indicates that respondents consider the information provided by this account to be of high quality and sufficient to meet their information needs.
- The fulfillment of information needs for the audience has been significantly and equally impacted by both media exposure and information quality variables. Posts on the Instagram account @tvrinasional are able to provide and convey all the information needed by their followers, and have a positive impact on meeting their information needs.

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