Credibility Analysis of the Instagram Account @girlsbeyond.Id Through Uses and Gratifications Theory

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Abstract: Research Objectives: This study aims to measure Media Effectiveness as variable X1; Instagram Account Credibility as variable X2, and Information Needs Fulfillment as variable Y. The theory used in this study is Uses and Gratification, based on the following assumptions: (1) The audience is active; (2) Media competes with other media to provide satisfaction to the audience; (3) awareness of the need for media; (4) People have sufficient self-awareness of their media usage, interests, and audience motives; (5) media content can only be evaluated by the public. The method used is quantitative. The population in this study is the Instagram followers of @girlsbeyond.id. Sample selection uses non-probability sampling with the purposive sampling type. The sample size was determined using the Slovin's formula, with a margin of error of 0.5% and a total of 399 respondents. The results of this study show an R-squared value of 0.620, which means that variables X1 and X2 together influence variable Y by 62%. This indicates that 62% of information needs are influenced by media effectiveness and account credibility. The remaining 38% is influenced by other variables not included in this study. Therefore, H03 is rejected and Ha3 is accepted, because there is a relationship between media effectiveness and account credibility on the fulfillment of followers' information needs.

Keyword: Media Effectiveness, Credibility, Instagram Account @girlsbeyond.id, Uses and Gratification Theory.

INTRODUCTION

Communication and information technology, which is currently internet-based, has changed people's habits. Martin (1999) stated that the progress of information and

communication technology is not only caused by computer technology; information technology is not limited to computer technology used to process and store information but also includes communication technology for transmitting information. Therefore, progress in information and communication technology is unavoidable in today's life, as it has brought positive benefits and made human life easier. If we look at information media in the past, it took a considerable amount of time for information to reach more people. However, thanks to information technology, the process of information dissemination is now much faster and more interactive.

Information and communication technology works through the presence of the internet. According to the Great Indonesian Dictionary (KBBI), the internet is an electronic communication network that connects computer networks and organized computer facilities around the world via telephone or satellite internet and provides connectivity to the internet network. Therefore, it can be concluded that the internet connects many networks around the world and allows information to be sent globally without limitations of space and time. This means the number of internet users is increasing, including in Indonesia.

Based on findings from the Indonesian Internet Service Providers Association (APJII), internet growth in Indonesia is very rapid, with the number of internet users reaching 221 million in 2024. In 2023, the number of internet users in Indonesia was 215 million. The presence of the internet can help people quickly and easily obtain information through mass media, especially the spread of information on social media. There are various types of social media platforms commonly used by internet users in Indonesia.
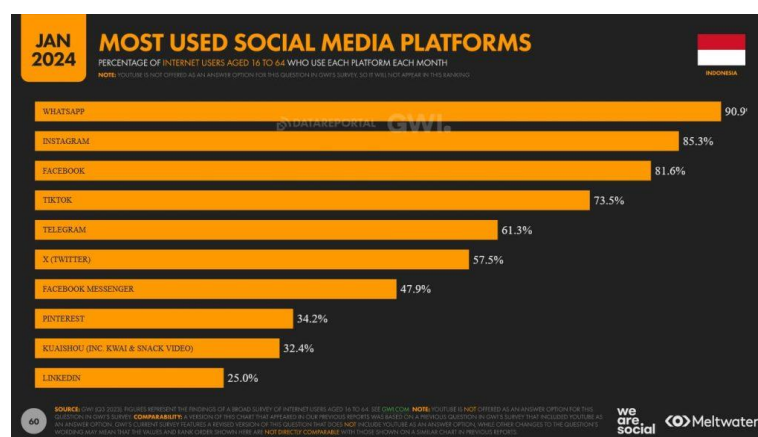

Figure 1. Instagram Usage in Indonesia
Source: wearesocial.com

In Figure 1, data from We Are Social shows that Instagram ranks second as the most used social media platform in Indonesia in 2024, with 85.3% of the population. Instagram is an internet and technology-based platform that allows for the exchange and creation of content between users (Kaplan & Haelein, 2014, in Husni Mubaroq 2022). Instagram is a social media platform that gives users the freedom to share videos and photos online or virtually. Instagram has features for uploading photos and videos, such as reels or short videos, and insta stories to convey information to a wide audience of Instagram users. Such as the Instagram account @girlsbeyond.id, which provides information about self-development in an interesting way by presenting video information and posters with attractive animated designs.

Media can be considered effective if the message sender provides information to the audience, and it is then correctly received as intended by the content of the information conveyed. Effectiveness, according to Hardjana (in Laili et al., 2021), states that media can be considered effective if it has indicators of the receiver (or user), content, the tool for

delivery (media), format, the source of the message, and appropriate timing.

Audiences or readers of information on social media need to have their information needs met, as this can provide satisfaction to readers in obtaining the information they need to increase their knowledge and solve the problems they face. For example, the Instagram account @infopku, which provides the latest news about the Pekanbaru, Riau region, was researched by Anisa Winanda Lidara for her study titled "The Effectiveness of Using the Instagram Social Media Account @infopku as an Online Information Media for the City of Pekanbaru." This research was conducted in 2022, and the results showed a percentage of 86.98%, which falls into the very effective category as online information media for the city of Pekanbaru. It can be concluded that the Instagram account @infopku has communication effectiveness.

Previous research by Safriana, Syahra & Samatan, Nuriyati (2021) titled "The Influence of Social Media Usage Motives and Information Quality of the Instagram Account @indozone.id on the Satisfaction of Generation Z Followers in Obtaining Information." The research results show that in the T-test between media usage motives and follower satisfaction, the calculated F value is 4.692 > F table 1.966 with a significance value of 0.000 < 0.05, which means there is a partial influence between media usage motives and follower satisfaction. The T-test on information quality and follower satisfaction yielded a calculated F value of 8.374 > F table 1.966 with a significance value of 0.000 < 0.05, which means there is a partial influence between information quality and follower satisfaction. The F-test yielded a calculated F value of 66.649 > F table 3.019 with a significance value of 0.000 < 0.05, which means there is a simultaneous influence between social media usage motives and the information quality of the@Indozone Instagram account on the satisfaction of Generation Z followers in obtaining information. The coefficient of determination test yielded an R value of 0.533%, indicating that the satisfaction of Gen Z followers is influenced by the motives for using social media and the quality of information on the @Indozone.id Instagram account by 53.3%. This study will analyze the Instagram account @girlsbeyond.id, which had 131,000 followers in March 2024.

LITERATURE REVIEW
New Media
McQuail's (2011) study states that New Media is a technological communication tool with the same characteristics, namely that it can be produced in digital form and is widely accessible to individual users as a means of communication. New media is media that uses the internet, online media based on technology, flexible, interactive, and can operate both privately and publicly.

Regarding the characteristics of new media, McQuail (2011) divides the characteristics from the user's perspective into several parts, as follows:
1) Interactivity, refers to the ability of communicators and communicants to communicate or interact directly with each other without having to meet face-to-face.
2) Social presence, refers to the use of media that can lead to personal communication with others, such as social media, messages, and line.
3) Media richness, refers to the condition where media involves more individuals and engages multiple senses.
4) Autonomy, refers to users being able to independently control their own content without any control.
5) Playfulness, refers to the fact that new media contains elements of entertainment and fun.
6) Privacy, refers to personal characteristics related to content.
7) Personalization, refers to content and usage being unique and personal.

Social Media

According to Prajarini (2020), social media is a website or online application that allows its users to create profiles, invite friends, find friends, follow friends, communicate, share, send messages, and network. Social media can be recognized by the relationship between media devices and individuals.

As for the characteristics of social media according to Nasrullah (2015), they are:

1) A network can be understood in the terminology of technology fields such as computer science, meaning the infrastructure that connects computers and other hardware.
2) Information, becoming an important entity on social media. Because, like other media on the internet, social media users create representations of their identities, generate content, and interact based on information. In fact, information has become a commodity in the information society. Information is produced, exchanged, and consumed by individuals.
3) The archive becomes a characteristic that explains that information has been stored and can be accessed at any time through any device. Any information considered for social media will not disappear after a day, month, or year.
4) Interaction (interactivity), the fundamental characteristic of social media is the formation of networks between users.
5) Social simulation (stimulion of society): When interacting with other users through the interface on social networks, users must meet two conditions. First, users must establish a connection to access the virtual world, which means logging in or accessing social media by first entering their username and password. Second, when on social media, users sometimes show openness about their personal identities and also determine how individuals identify or construct themselves in the virtual world.
6) User-generated content: This term indicates that on social networks, content is entirely owned by user contributions or account holders.

Instagram

Instagram is a photo and video sharing site (Mattern, 2017). According to Atmoko (2012), Instagram is a photography-based social networking service. This social network was launched on October 6, 2010, by Kevin Systrom and Mike Krieger, attracting 25,000 users on its first day. Instagram is short for "instant-telegram". According to Instagram's official website, Instagram is a fun and unique way to share your life with friends through a series of images. Take a photo with your phone or tablet and then choose a filter to make the image more interesting. Instagram is a smartphone application dedicated to social networking, and it is a type of digital media whose function is almost the same as Twitter. However, what sets it apart is the way images are captured and the location for sharing information with users. Instagram can also inspire its users and boost their creativity because it has features that can make photos more beautiful, artistic, and lovely.

Some features provided by Instagram are:

1) Explore, which is a display of popular photos or videos that are widely liked by Instagram users.
2) Followers, which are people who like and follow social media accounts like Instagram; the number of followers can be used as an indicator of an account's popularity on that platform.
3) Instagram Direct, which is a feature that allows users to interact by sending private messages.
4) Reels, which is the latest feature released by Instagram; reels are vertical videos that allow users to upload videos up to 1 minute and 30 seconds long.
5) Instagram Stories, which is a feature that allows users to take photos and videos up to 60 seconds long, which will disappear within 24 hours.

Effectiveness

According to Makmur (2011) in Riki et al (2023), effectiveness relates to the degree of correctness or success and failure of something desired or achieved. To determine the level of effectiveness of a group, person, or organization, a comparison must be made between truth and falsehood. Media effectiveness is a person's activity and suitability with the intended goal. Effectiveness emphasizes the desired outcome.

According to Kelman (1975) in Hilmia (2022), in the theory of effectiveness viewed from the perspective of the communicator, communication can be said to be effective if it experiences the following 3 indicators:

1) Internalization: Communication undergoes an internalization process if the communicator accepts a message that aligns with a system they believe in. The communicator will feel they have gained something useful.
2) Self-Identification: Occurs within the communicator. If the communicator feels happy and satisfied by imitating the behavior of another person or group (the communicator), this can create identification within the communicator
3) Submission: Or obedience within the communicator will occur if the communicator believes they will gain satisfaction and achieve their desired results from the communicator. Followers will experience compliance if they receive positive results from the communicator.

Credibility

According to Hovland, Janis, and Kelly (1983) in Sylvia (2024), there are three aspects that influence the credibility of an account:

1) Trustworthiness: This refers to a communicator's evaluation of the communicator, which is related to integrity, honesty, and comes from the right source and is a fact.
2) Expertise: This refers to the communicator's skill, which is related to the knowledge, skills, and experience possessed by the communicator, as they relate to communication.
3) Attractiveness: This refers to the communicator's attractiveness, which is related to physical appearance and psychological attractiveness such as likability.

Fulfilling Information Needs

Fulfilling information needs is a condition in which certain information makes a significant contribution to businesses in terms of their need to make decisions, respond to questions, determine facts, and solve problems, or to understand something. According to Krikelas (1983) in Dhaefina (2022), information needs can generally be understood as the gap between the existing knowledge structure and what one should have. Uncertainty arises within a person and is said to become reality with information. As for the indicators of information needs fulfillment in social media according to Guha in Desthania (2022), they are:

1) Current need approach, which is the user's approach in gathering information and expanding their knowledge scope. The user's role is to continuously and frequently interact by expanding the information system they use.
2) The everyday needs approach, which is an approach that allows users to easily, quickly, and consistently obtain information. This is evident in the frequency with which users seek information.
3) The exhausted need approach, which is an approach that depends on the desired message, important, complete, and detailed information.
4) The catching-up need approach, which is a simple and comprehensive approach to building relationships that can evolve according to what is still relevant and necessary.

Girlsbeyond.id

Girlsbeyond.id is a platform or social media account founded in 2020 by Hnia Ambadar, CEO of Female Daily Network. Girlsbeyond.id focuses on being a digital media and platform that empowers young Indonesian women to become their best selves. Girlsbeyond.id believes that diversity and equality make us stronger.

To support the needs of Generation Z, @girlsbeyond.id strives to be a platform for young people to seek inspiration. Therefore, Instagram @girlsbeyond.id offers content about self-development and aims to be the preferred platform for teenage girls seeking inspiration, motivation, and a support system. Girlsbeyond.id also creates various programs to encourage self-development among Generation Z. Quoting from the "femaledaily" website in 2021, Girls Beyond held its first online "Go Get It! Conference", which was attended by a number of renowned speakers, such as Najwa Shihab, Putri Tanjung, and others. Rapidly growing in 2022 in terms of both social media and its community, Girlsbeyond.id has a community called Girls Beyond Circle. The community was created to discuss various perspectives, meet new friends, and gain insights from leading mentors. Girlsbeyond.id has an ambitious goal to empower young people, especially women, to support and inspire each other in both their personal and professional lives.

Uses and Gratification Theory

Herbert Blumer, Jay G, and Elihu Katz (1974) were the first to introduce the Uses and Gratification theory. The main assumption of Uses and Gratification theory is not how media changes attitudes and behaviors, but rather how media fulfills personal and social needs. Therefore, the burden falls on the active target group, who use media only to achieve specific goals. This theory is not about what the media does to the audience, but rather what the audience does to the media. The audience is defined as people who actively use media to meet their needs. Because media use is merely a means of satisfying psychological needs, the influence of media is seen as a situation where those needs are met.

According to Rakhmat (2004), the Uses and Gratification theory research originated from the view that media, especially mass media, does not have the power to influence society. The core of Uses and Gratification theory is that audiences essentially use mass media for specific reasons. The media is seen as trying to respond to public motives. If the motive is satisfied, then the needs of society will be met. Regardless of how and whatever medium fulfills the needs of society, it will be called an effective medium.

Blumer, Katz, and Gurevitch (in Kriyantono, 2006) mention 5 (five) assumptions of the Uses and Gratification Theory, namely:

1) The audience is considered active, meaning most mass media use is seen as having a specific purpose.
2) The initiative in connecting need satisfaction to specific media choices lies with the audience members.
3) Media must compete with other sources to satisfy audience needs.
4) People have enough self-awareness of their media use, interests, and motives, so they can provide researchers with an accurate picture of that utility.
5) The value of media content can only be assessed by the audience.

METHOD

Research Subjects and Objects

Research subjects, according to Arikunto (2014), are extremely important, and research subjects must be arranged before the research is ready to collect data. The research subjects can be objects, things, or people. Meanwhile, according to Moleong (2022) in

Shafira (2023), research subjects are described as informants, meaning people in the research setting who are used to providing information about the situation and conditions of the research setting.

The subjects in this study are Instagram @girlsbeyond.id account followers who will answer the questionnaire provided in accordance with the research title, which is the influence of media effectiveness and account credibility on Instagram @girlsbeyond.id accounts on the fulfillment of information needs in followers. Therefore, the required research subjects are:

1) Actively using the Instagram social media platform
2) Followers of the Instagram account @girlsbeyond.id
3) Generation Z individuals aged 17-27.

According to RRI.Co.id (2024), Generation Z was born between 1997 and 2012, making them 17-27 years old in 2024. However, the author has set the age range for the subjects at 17-27 years, due to adjustments to the content created by Instagram @girlsbeyond.id.

Research Approach

The researcher used a quantitative research method, where the researcher systematically measured the data results regarding the influence of media effectiveness and account credibility on Instagram @girlsbeyond.id toward meeting the information needs of its followers. Once the data is collected, it will be analyzed quantitatively using descriptive Instagram so that it can be concluded whether the formulated hypotheses are proven or not.

According to Kriyantono in Samatan (2017), quantitative research is research that describes or explains a problem whose results can be generalized. Meanwhile, according to Samatan (2017), quantitative research is defined as an objective research approach, a study whose methods and results can be tested and verified equally by anyone because it uses clear statistical techniques and formulas.

To enable measurement, each social phenomenon is transformed into a set of data components that are collected and analyzed using survey methods. Therefore, based on the explanations already presented, the researcher collected data or information from respondents using a questionnaire distributed directly through online media, commonly known as Google Forms, which served as the platform for collecting research data.

Research Paradigm

Quantitative research is a paradigm based on the philosophy of positivism, as stated by Guba (1990) in Samatan (2017). Positivism is a basic belief system that states truth resides in reality bound by natural laws, namely the law of causality or cause and effect. To enable measurement, each social phenomenon is transformed into a set of data components that are collected and analyzed using survey methods.

The paradigm used in this study is defined as a pattern of thinking that shows the relationship between the variables to be researched, namely the influence of media effectiveness and account credibility on Instagram @girlsbeyond.id on meeting the information needs of followers.

Data Collection Methods

According to Darmadi (2013), research methods are a scientific way to obtain data for a specific purpose. As a tool to find the results of a research study, researchers need supporting data, namely primary and secondary data. The data collection technique that will be used in this study is using questionnaires or surveys. According to Samatan (2017), the survey approach is quantitative research that uses the same structured statements for each

person, then all the answers obtained by the researcher are recorded, processed, and analyzed. Structured statements are called questionnaires. The data collection instrument in this study used a questionnaire, which is a list of statements compiled in writing, with the aim of collecting data in the form of responses from the respondents, namely followers of the Instagram account @girlsbeyond.id, through Google Forms.

Population and Sample

According to Hendryadi (2015), a population is a group of people or objects that have certain characteristics and are the subject of research. Therefore, the population in this study is the Instagram @girlsbeyond.id followers, numbering 131,000 as of May 15, 2024. According to Siyoto and Sodik (2015), a sample is a small portion of the population taken according to certain procedures so that the population can be represented. When a population is large and it's impossible for researchers to study the entire population, this is due to limitations in resources, cost, manpower, and time. Therefore, researchers can use a sample from the population. The sample taken from the population must be absolutely accurate. Researchers used a non-probability sampling technique, which is a sampling technique that does not give every element or member of the population an equal chance or opportunity to be selected as a sample. The sampling technique used is Purposive sampling, which is a technique for determining samples based on certain considerations or having specific criteria (Sugiyono, 2013 in Shafira 2023). The sample criteria for this research are Instagram @girlsbeyond.id followers aged 17-27 years old. The sample size was determined using Slovin's formula, with a margin of error of 0.5%, resulting in 398.78 respondents, which was rounded up to 399 respondents.

Operational Variables

Operational variables in research are attributes, characteristics, or values of subjects and objects that have specific variables and have been determined by the researcher for study, allowing conclusions to be drawn. Operational variables are objectively acceptable if their indicators are not visible and can serve as a guide on how to measure the variables (Sugiyono, 2017). The variables tested in this study are the independent variables, which according to Samatan (2017), are variables that are influenced or cause changes in other variables. In this study, the independent variables are Effectiveness (X1) and Account Credibility (X2). According to Samatan (2017:262), the dependent variable is a variable whose existence is influenced or is a result of the independent variable. In this study, the dependent variable is information needs satisfaction (Y). The measurable indicators in this study are: X1 (Media Effectiveness: Kelman, in Hilmia, 2022), namely: (1) Internalization; (2) Self-identification; (3) Compliance.

Meanwhile, Variable X2 (Account Credibility: Hovland, Janis, & Kelly 1989, in Sylvia Dwi Handayani 2014), with measurable indicators: (1) Trustworthiness; (2) Expertise; (3) Attractiveness.

Variable Y (Information Needs Fulfillment, based on Guha in Falda 2022), with measurable indicators: (1) Current Need Approach; (2) Everyday Need Approach; (3) Exhaustive Need Approach; (4) Catching up Need Approach,

RESULTS AND DISCUSSION
Description of the Research Object

The object of this research is Instagram @girlsbeyond.id. This Instagram account @girlsbeyond.id always provides reliable information and can inspire many people. Instagram @girlsbeyond.id always provides interesting content with a wide variety of information on self-development, such as job interview tips and tricks, internship

information, self-development webinars, and much more. Currently, the Instagram account @girlsbeyond.id has 131,000 followers, last updated on March 15, 2024.

Figure 2. Instagram Home Page @girlsbeyond.id
Source: Instagram.com

According to the website girlsbeyond.com, Instagram@girlsbeyond.id was first founded in 2020 by Hania Ambadar. The way information is presented on the Instagram account @girlsbeyond.id is very unique, packaging reading content in a current and enjoyable way so that readers are interested in reading the latest information from Instagram @girlsbeyond.id.

Before the questionnaire was distributed to 399 respondents, the author first distributed the questionnaire to 30 respondents and then processed the data using SPSS version 27. The resulting correlation coefficient was then compared to the r-table value for a sample of 30 people, which is 0.361. If the result is > 0.361, the statement can be considered valid; if the result is < 0.361, the statement is considered invalid.

Table 1. Validity Test Results for X1

Points of Statements	R Tabel > 0,361 Level of Significance 5%	Correlation (Pearson)	Explanation
1	0,361	0,675	Valid
2	0,361	0,548	Valid
3	0,361	0,404	Valid
4	0,361	0,802	Valid
5	0,361	0,687	Valid
6	0,361	0,709	Valid
7	0,361	0,669	Valid
8	0,361	0,442	Valid
9	0,361	0,680	Valid

Source: Researcher's data processing results, 2024

Based on Table 1, it can be seen that the correlation for all statement items is valid because the Pearson correlation is greater than > 0.361.

Table 2. X2 Validity Test Results

Points of Statements	R Tabel > 0,361 Level of Significance i 5%	Correlation (pearson)	Explanation
1	0,361	0,735	Valid
2	0,361	0,522	Valid
3	0,361	0,460	Valid
4	0,361	0,506	Valid
5	0,361	0,485	Valid
6	0,361	0,477	Valid

7	0,361	0,630	Valid
8	0,361	0,783	Valid
9	0,361	0,681	Valid

Source: Researcher's Data Processing Results, 2024.

Based on Table 2, it is known that the correlation for all statement items is valid because the Pearson correlation is > 0.361.

Table 3. Results of Validity Test Y

Points of Statements	R Tabel > 0,361 Level of Significance 5%	Correlation (Pearson)	Explanation
1	0,361	0,600	Valid
2	0,361	0,500	Valid
3	0,361	0,387	Valid
4	0,361	0,695	Valid
5	0,361	0,719	Valid
6	0,361	0,406	Valid
7	0,361	0,500	Valid
8	0,361	0,644	Valid
9	0,361	0,581	Valid
10	0,361	0,556	Valid
11	0,361	0,735	Valid
12	0,361	0,717	Valid

Source: Processed data from the Researcher, 2024.

Based on Table 3, it is known that the correlation for all statement items is valid because the Pearson correlation is > 0.361. Reliability Test The reliability testing of the instrument in this study was conducted using SPSS version 27 by calculating the variance of all statements up to the total score of the statements using the function. These results were calculated using Cronbach's Alpha formula. Therefore, the results obtained are as follows:

Table 4: Reliability Test Results for Variable X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	9

Source: Researcher's data processing results, 2024.

Based on Table 4, it shows that the value of Cronbach's alpha for the influence of variable X1 (Media Effectiveness) is 0.790 – 0.799, so this value can be categorized as "Strong" reliability.

Table 5. Results of Reliability Test for Variable X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	9

Source: Researcher's data processing results, 2024.

Based on Table 5, it shows that the value of Cronbach's alpha for the influence of variable X2 (Account Credibility) is 0.769 - 0.799, so this value can be categorized as "Strong" reliability.

Table 6. Results of Reliability Test for Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.830	12

Source: Processed data from SPSS Version 27

Based on Table 6, the Cronbach's alpha value for variable Y (Account Credibility) is 0.830 – 1.00, which can be categorized as "very strong" reliability.

Normality Test The normality test aims to test whether the independent and dependent variables in the regression model have a normal distribution or not. A good regression is one whose values are normally distributed. Researchers used the Kolmogorov-Smirnov test. In the normality test for this study, the data was processed using SPSS version 27. The decision-making basis for the normality test is: 1) If the significance value > 0.5, then the data is considered normally distributed. 2) If the significance value < 0.5, then the data is considered not normally distributed.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			399
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.07614507
Most Extreme Differences	Absolute		.036
	Positive		.026
	Negative		-.036
Test Statistic			.036
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.245
	99% Confidence Interval	Lower Bound	.234
		Upper Bound	.256

Source: Processed data from SPSS Version 27

Based on Table 7, the results of the Kolmogorov-Smirnov normality test show that the Asymp. Sig. (2-tailed) is 0.200 > 0.05, so it can be concluded that both the independent and dependent variables used in this study have a normal distribution. Multicollinearity Test The purpose of the multicollinearity test is to determine whether the regression model exhibits correlation between independent variables, and whether this correlation is strong.

Table 8. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.275	1.846		7.191	<.001		
	Efektivitas Media	.284	.047	.280	6.053	<.001	.836	1.197
	Kredibilitas	.360	.046	.360	7.762	<.001	.836	1.197

a. Dependent Variable: Pemenuhan kebutuhan informasi

Source: Researcher's data processing results, 2024.

Based on Table 8, it shows that the tolerance value is 0.836 > 0.10 and the VIF value is 1.197 < 10.00, so it can be concluded that there is no multicollinearity in these results. Heteroscedasticity Test The heteroscedasticity test is conducted to determine whether there are differences in the variance of residuals from one observation to another in the regression

model. This test is conducted using the Glejser test, looking at the significance level. 1) If the significance level > 0.05, then there is no heteroscedasticity. 2) If the significance level < 0.05, then heteroscedasticity is present.

Table 9. Heteroscedasticity Test Results

	Coefficientsᵃ					
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	3.067	1.091		2.811	.005
	Effectivity	-.031	.028	-.062	-1.134	.257
	Credibility	.015	.027	.031	.559	.577
a. Dependent Variable: Abs_RES						

Source: Researcher's data processing results, 2024.

Based on Table 9, the results of the heteroscedasticity test using the Glejser method are shown. The significance level for the media effectiveness variable is 0.257, which is greater than 0.05, and the significance level for the account credibility variable is 0.577, which is also greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity issue with media effectiveness and account credibility in relation to information needs fulfillment.

Results of Multiple Linear Regression Analysis This test aims to determine the influence of independent variables on the dependent variable both partially (T-test) and simultaneously (F-test). In this study, the independent variables are media effectiveness and account credibility, and the dependent variable is information needs fulfillment. The results of the multiple linear regression analysis can be seen in the table below:

Table 10. Results of Multiple Linear Regression Test

	Coefficientsᵃ					
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	13.275	1.846		7.191	.000
	Effectivity	.284	.047	.280	6.053	.000
	Credibility	.360	.046	.360	7.762	.000
a. Dependent Variable: information needs fulfillment						

Source: Researcher's data processing results, 2024.

Based on Table 10, which shows the results of data analysis using SPSS version 27, the following results were obtained: $Y = 13.275 + 0.284X_1 + 0.360X_2 + e$ Explanation: 1) The constant value is 13.275, meaning that if there is no change in the media effectiveness and account credibility variables (X1 and X2 values are 0), then the information needs fulfillment value is 13.275. 2) The regression coefficient for effectiveness (X1) is 0.284, meaning that for every 1-unit increase in the effectiveness variable, the information needs fulfillment variable (Y) will increase by 0.284, or conversely, for every 1-unit decrease in the media effectiveness variable, information needs fulfillment decreases by 0.284. 3) The regression coefficient for account credibility (X2) is 0.360, meaning that for every 1-unit increase in the account credibility variable, the information needs fulfillment variable will increase by 0.360, or conversely, for every 1-unit decrease in the account credibility variable, information needs fulfillment decreases by 0.360. From the above explanation, it can be concluded that media effectiveness and account credibility have a positive influence on information needs fulfillment.

Hypothesis Testing
T-test

The T-test is used to determine whether there is a significant influence between the independent variables and the dependent variable. To perform the T-test, the coefficients table is used, as shown in Table 11 below:

Table 11. T-test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.275	1.846		7.191	.000
	efektivitas	.284	.047	.280	6.053	.000
	kredibilitas	.360	.046	.360	7.762	.000

a. Dependent Variable: information needs fulfilment

Source: Researcher's data processing results, 2024.

Based on Table 11, the following T-test results were obtained:
1) Based on the significance value (sig) from the table above, the significance value obtained is 0.000 < 0.05. This indicates that the media effectiveness variable (X1) has an effect on information needs fulfillment (Y).
2) Based on the significance value (sig) from the table above, the significance value obtained is 0.000 < 0.05. This indicates that the account credibility variable (X2) has an effect on information needs fulfillment (Y).
3) The t-table value is 1.649, which can be seen thru the t-table distribution: T-table = t (a/2; n-k-1) = t (0.025: 399 – 3-1) = 1.649 Explanation: n = sample size k = number of variables
4) Based on the t-value for the media effectiveness variable, the calculated t-value is 6.053 and the t-table value is 1.649. This means that the calculated t-value > t-table (6.053 > 1.649), so it can be concluded that Ha1 is accepted and H01 is rejected.
5) F-test the F-test is used to determine whether the independent variables collectively (simultaneously) influence the dependent variable. The results of the F-test can be seen in the following table:

Table 12. F-test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1536.555	2	768.277	80.782	.000[b]
	Residual	3766.142	396	9.510		
	Total	5302.697	398			

a. Dependent Variable: information needs fulfillment
b. Predictors: (Constant), credibility, effectivity

Source: Researcher's data processing results, 2024.

Based on Table 12, it is known that the calculated f-value is greater than the table f-value, which is 80.782 > 3.02, with a significance value (sig) of 0.000 < 0.05. Therefore, it can be concluded that Ha3 is accepted and H03 is rejected. Testing the Coefficient of Determination, the coefficient of determination is used to measure the extent to which the model can explain the variance of the dependent variable, or to determine how much influence the independent variables have on the dependent variable. The value of the coefficient of determination is determined by the R-squared value. The results of the coefficient of determination can be seen in Table 13 below:

Table 13. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787ᵃ	.620	.618	1.54195

a.   Predictors: (Constant), X2, X1

Source: Researcher's data processing results, 2024

Based on Table 13, the R-squared value is 0.620, which means that variables X1 and X2 significantly influence variable Y by 62%. This indicates that 62% of information needs are influenced by media effectiveness and account credibility. The remaining 38% is influenced by other variables not included in this study.

Correlation Coefficient Test

Correlation analysis aims to measure the strength of the relationship between two variables, whether a relationship exists or not, and if so, how strong that relationship is.

Table 14. Correlation Coefficient Table

Correlation Coefficient Interval	Interpretation
0,00-0,199	Very Weak
0,20-0,399	Weak
0,40-0,599	Average
0,60-0,799	Strong
0,80-1,000	Very Strong

Source: Ghozali(2018)

DISCUSSION
Analysis Based on Research Results

In this study, the Instagram account @girlsbeyond.id posts contained information about self-development. Using the uses and gratifications theory, which states that audiences actively choose the information media they desire.

This study has 3 variables: the first is media effectiveness as X1, the second is account credibility as X2, and the third is information needs fulfillment as variable Y. The subjects of this study are the Instagram followers of @girlsbeyond.id, which numbered 131,000 in March 2024. The sample size for this study is 389.78, rounded up to 399 respondents. In the data collection process, the researcher used a questionnaire method distributed online to all respondents who follow the Instagram account @girlsbeyond.id using Google Forms.

The results of the analysis conducted on the statements from variables X1, X2, and Y. For variable X1, which is media effectiveness, after analyzing the results for variable X1, the dimension with the indicator of self-identification received a high score, specifically for statement number 4: "Instagram content can make me feel like I understand my interests." For variable X2, which is account credibility, the attractiveness indicator received a high score, specifically for statement number 17: "The appearance of the feeds or profile on the Instagram account appeals to me regarding self-development." For variable Y, information needs fulfillment, the catching-up need approach indicator received the highest score, specifically for statement number 29: "The information shared on the Instagram account @girlsbeyond.id is concise but clear."

Based on the validity test results with a significance level of 5% and a sample of 30 respondents, the r-table value is 0.361. The results show that all statements are considered valid because the Pearson correlation coefficient is > 0.361. Meanwhile, the reliability test results for variables X1, X2, and Y can be considered reliable with Cronbach's alpha values

of 0.790 > 0.60 for variable X1, 0.769 > 0.60 for variable X2, and 0.830 > 0.60 for variable Y. The results of the classical assumption test, namely the normality test using the Kolmogorov-Smirnov test, showed a value of 0.200 > 0.05, so it can be concluded that the independent and dependent variables used in this study have a normal distribution. After that, a multicollinearity test showed that the tolerance value was 0.836 > 0.10 and the VIF value was 1.197 < 10.00, so it can be concluded that these results did not indicate multicollinearity. Then, the heteroscedasticity test for the media effectiveness variable showed a result of 0.257, which is greater than 0.05, and for the account credibility variable, it showed a value of 0.577, which is also greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the effect of media effectiveness and account credibility on meeting follower needs.

It is known that the R-squared value in the coefficient of determination test is 0.620, which means that variables X1 and X2 significantly influence variable Y by 62%. This means that 62% of information needs are influenced by media effectiveness and account credibility. The remaining 38% is influenced by other variables not included in this study.

The constant value is 13.275, meaning that if there are no changes in the effectiveness of media and account credibility variables (X1 and X2 values are 0), then the information needs fulfillment value is 13.275. The regression coefficient for effectiveness (X1) is 0.284, meaning that for every 1-unit increase in the effectiveness variable, the information needs fulfillment variable (Y) will increase by 0.284, or conversely, for every 1-unit decrease in the media effectiveness variable, information needs fulfillment will decrease by 0.284. The regression coefficient for account credibility (X2) is 0.360, which means that for every 1-unit increase in the account credibility variable, the information needs fulfillment variable will increase by 0.360, or conversely, for every 1-unit decrease in the account credibility variable, information needs fulfillment will decrease by 0.360.

The results of the hypothesis test show a significance value (sig) of 0.000 < 0.05, and for the media effectiveness variable (X1) on information needs fulfillment (Y), the calculated t-value is 6.053 > t-table 1.649. For the account credibility variable (X2) on information needs fulfillment (Y), the calculated t-value is 7.762 > 1.649. Therefore, it can be concluded that H03 is rejected and Ha3 is accepted, as there is a relationship between media effectiveness and account credibility on the fulfillment of followers' information needs. Furthermore, it is known that the calculated f-value is greater than the f-table value, which is 80.782 > 3.02 with a significance value (sig) of 0.000 < 0.05. Therefore, it can be concluded that Ha3 is accepted and H03 is rejected.

In previous research titled "The Effectiveness of Instagram Accounts on Meeting the Needs of Followers" by Roni and Reni, the results showed a significant influence between the effectiveness of Instagram accounts and meeting the information needs of followers. Based on the results of the coefficient of determination analysis, an R-squared value of 0.741 was obtained. This indicates that the magnitude of the influence of the Instagram account effectiveness variable (X) on information needs (Y) is 54.90%. The remaining 45.10% is influenced by other factors not included in this study.

Analysis of the Uses and Gratification Theory

In this study, the researcher used the Uses and Gratification theory, which assumes that the audience actively chooses the information media they need for themselves. The Uses and Gratification theory has 5 basic assumptions:

1) The audience is considered active, meaning the followers of the Instagram account @girlsbeyond.id in this study. The survey results show that followers are active in following, commenting, and liking posts on the Instagram account @girlsbeyond.id.

Followers also frequently view and read the information provided by the Instagram account @girlsbeyond.id.

2) The initiative in connecting need satisfaction with media selection lies with the audience members, meaning followers choose the Instagram account as a means of satisfying their needs regarding self-development. The survey results processed by the researcher show that respondents or followers agree that the information presented by Instagram @girlsbeyond.id aligns with their desires regarding self-development. Followers feel they gain broad insights and can understand their interests regarding the self-development information presented on the Instagram account @girlsbeyond.id.

3) Media must compete with other sources to satisfy their needs. In this study, the Instagram account @girlsbeyond.id presents information along with its sources. Followers also agree that the Instagram media girlsbeyond.id uses reliable sources for every post, making followers trust the information presented.

4) Many media goals are chosen by audiences or followers, but in this study, followers of Instagram girlsbeyond.id agreed to follow Instagram @girlsbeyond.id to meet their information needs regarding self-development.

5) Content evaluation can only be assessed by the public. In this study, respondents agreed that the information provided by Instagram @girlsbeyond.id gave them broad insights into self-development, and the audience or followers agreed that the Instagram account @girlsbeyond.id could be relied upon for delivering information about self-development.

CONCLUSION

This research shows that:

1) In the media effectiveness variable, there is an influence on meeting the needs of Instagram followers of @girlsbeyond.id. The media effectiveness variable proves that respondents have received information about self-development from the @girlsbeyond.id Instagram account.

2) In the credibility variable of the @@girlsbeyond.id Instagram account, respondents prove that the girlsbeyond.id Instagram account is credible in conveying information about self-development.

3) The magnitude of the influence of the two independent variables on the dependent variable can bring a positive impact, as seen from the information posts shared by the @girlsbeyond.id Instagram account.

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