The Effectiveness of the Instagram Account @visitmadina.com as a News Aggregator for Fulfilling Followers Information Needs

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Abstrak

Penelitian ini bertujuan untuk mengevaluasi seberapa efektif akun Instagram @visitmadinacom sebagai news aggregator dalam memenuhi kebutuhan informasi followers. Permasalahan dalam penelitian ini terletak pada pemanfaatan Instagram yang umumnya dikenal sebagai media sosial untuk berbagi aktivitas sehari-hari. Namun, pada akun @visitmadinacom, fungsi Instagram tidak hanya sebagai sarana berbagi kegiatan, tetapi juga berperan sebagai news aggregator. Akun ini memanfaatkan Instagram sebagai media penyebaran informasi dan berita dengan sumber yang kredibel dan dapat diverifikasi kebenarannya. Hal ini menunjukkan adanya pergeseran fungsi media sosial dari sekadar stage hiburan menjadi media informasi yang memiliki nilai jurnalistik. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Data dikumpulkan melalui kuesioner berbasis skala likert kepada 100 responden yang merupakan pengikut akun tersebut. Hasil penelitian menunjukkan bahwa akun Instagram @visitmadinacom memperoleh skor rata-rata 3,39 dari 7 indikator yang diukur, yaitu: kredibilitas, konten, konteks, kejelasan, kontinuitas dan konsistensi, saluran, serta kapabilitas audiens. Skor ini mengindikasikan bahwa akun Instagram @visitmadinacom berada dalam kategori "sangat efektif" dalam memenuhi kebutuhan informasi followersnya. Berdasarkan temuan ini dapat disimpulkan bahwa akun Instagram @visitmadinacom berhasil memenuhi kebutuhan followers akan informasi berita seputar Mandailing Natal. Tidak hanya itu akun Instagram @visitmadinacom juga efektif sebagai media promosi digital pariwisata, karena mampu menyampaikan pesan secara menarik, interaktif, dan sesuai dengan karakteristik audiens. Hal ini menjadikan akun tersebut sebagai salah satu contoh optimal penggunaan Instagram dalam mendukung promosi destinasi wisata religius.

Abstract

This research aims to evaluate how effective the Instagram account @visitmadinacom is as a news aggregator in fulfilling followers' information. The problem in this study lies in the utilization of Instagram, which is generally known as social media for sharing daily activities. However, on the @visitmadinacom account, the function of Instagram not only as a means of sharing activities, but also acts as a news aggregator. This account utilizes Instagram as a medium for

disseminating information and news with credible and verifiable sources. This shows a shift in the function of social media from just an entertainment stage to information media that has journalistic value. This research uses a quantitative method with a descriptive approach. Data was collected through a Likert scale-based questionnaire to 100 respondents who are followers of the account. The results showed that the @visitmadinacom Instagram account obtained an average score of 3.39 from 7 indicators measured, namely: credibility, content, context, clarity, continuity and consistency, channel, and audience capability. This score indicates that the @visitmadinacom Instagram account is in the "very effective" category in meeting the information needs of its followers.Based on these findings, it can be concluded that the @visitmadinacom Instagram account successfully fulfills followers' needs for news information about Mandailing Natal. Not only that, the @visitmadinacom Instagram account also effective as a digital tourism promotion media, because it is able to convey messages in an attractive, interactive manner, and in accordance with the characteristics of the audience. This makes the account one of the optimal examples of using Instagram in supporting the promotion of religious tourist destinations.

INTRODUCTION

In the development of communication technology, social media has undergone a significant transformation in function, including Instagram which has developed into an information media in disseminating news. Instagram is a social media platform used to share activities in visual form, such as photos, videos, and stories. Instagram is now not only used by individuals, but also by communities, companies, and even governments. (Sutrisno, 2021). As an information medium, Instagram has several characteristics, such as information presented in an attractive visual form and shared in real-time (Mahendra, Communications and Security, 2017).

A phenomenon that has emerged recently is the use of Instagram accounts as news aggregators. News aggregator is a site that collects news or information from other sources and does not report the news itself. (Deannova Ginting et al., 2019).Each individual has different information needs, not all individuals need the same information. Accessing information to fulfill lack of knowledge is used to fulfill curiosity (Ramadhani, 2016).Accessing information to fulfill lack of knowledge is used to fulfill curiosity (Kurnia Erza, 2020). News aggregators make it easy to access news from various sources so that it helps filter news without having to open the web one by one (Maulana, 2020).

The @visitmadinacom Instagram account is one of the news aggregators that focuses content on news about the Mandailing Natal region. The @visitmadinacom Instagram account became an active channel in March 2017 and has 71,100 followers and 6,165 posts. The novelty of this research is that the @visitmadinacom account provides its own appeal in meeting the information needs of its followers. Through historical posts and the traditions and culture displayed, this account's posting style is very unique because it uses the local language, namely Mandailing. In addition to utilizing the posting feature on the homepage, this account also provides information through the Instagram story feature by including the followers' Instagram accounts as news sources.

To understand how the @visitmadinacom Instagram account meets the information needs of its followers, the author uses the 7C information needs theory by Cutlip, Center, & Broom, which consists of Credibility, Content, Context, Clarity, Continuity and consistency, Channel and Capability (Cutlip, Center, & Broom, 2000: 424).

Some previous studies have shown interesting results related to the effectiveness of Instagram accounts in meeting the information needs of followers, one of which is research by Siti Nurbaiti Fauziyyah and Novharina with the title Effectiveness of the @infobandungraya Instagram Account towards Fulfilling Followers' Information Needs, which shows that the @infobandungraya Instagram account is 55.95% effective in fulfilling followers' information needs supported by news accuracy, news clarity. (Nofha Rina, 2020). Similar research was also conducted by Muhammat Roni with the title Effectiveness of the @bukittinggiku Instagram Account on Fulfilling Information Needs, the results are similar, namely the @bukittinggiku account is effective at 54.90% in meeting the information needs of its followers. (Roni, 2021). Other research was also conducted by Nisrina Fajari and Diana Khuntari with the title The Effect of Instagram Content on Fulfilling the Information Needs of Followers @wonosobozone has a significant effect of 68.3% on fulfilling the information needs of followers. (Nisrina Fajari and Diana Khuntari, 2023).

This research has significant differences compared to previous studies. The object of research on the @visitmadinacom Instagram account has never been studied, especially as a news aggregator. This research uses a quantitative approach with data collection techniques through a Likert scale-based questionnaire, and is analyzed using SPSS version 22 software. Thus, this study aims to analyze the role of Instagram social media in influencing the way

followers consume information on the @visitmadinacom account, because this account is used as a news aggregator.

METHOD

This research uses a quantitative approach, which is based on testing a theory consisting of variables, measured by numbers, analyzed by statistics to determine whether the predictive generalization of the theory is correct. (Ali *et al.*, 2022).The research instrument was a questionnaire submitted via google form. The number of research respondents was selected using purposive sampling technique and determining the number of samples using the slovin formula.(Putri, 2018). The research population of the @visitmadinacom account was 71.100 and calculated as many as 100 research samples with an error tolerance of 10%.

Slovin Formula $n = \frac{N}{1+N\ (e)^2}$

Description: n = Sample size/number of respondents

N = Population size

e= *(margin of error).* e= 0,1 or 10%.

Then $n = \frac{71.100}{1+71.100\ (0,1)^2}$ $n = \frac{71.100}{1+711}$ $n = \frac{71.100}{712}$ $\boldsymbol{n =\ \textbf{99,85}}$

The minimum sample size used in the study was 99.85 and rounded up to 100 respondents. The research population used is followers of the @visitmadinacom Instagram account. Researchers divided participants based on gender, and age. According to the data from the questionnaire results, the number of male respondents was 20% and 80% female. As for age, 51% are 17-21 years old, 22% are 22-25 years old and 27% are >25 years old. Based on this data, the respondents of this study were dominated by 17-21 years old.

In this study, the interest of followers in following the @visitmadinacom Instagram account is very high. Many of the followers feel that the information shared on this account suits their needs, and every news that happens is always published on this account, making it easier to find out the latest information around Mandailing Natal. This shows that the @visitmadinacom Instagram account is an important part for followers to fulfill information needs. This study uses a measuring tool questionnaire sheet distributed via a google form link to followers of the @visitmadinacom account, containing 20 questions and answer choices. Data collection using a Likert scale. According to Sugiono, the Likert scale is used to measure attitudes, opinions, and perceptions of people about social phenomena. (sugiono, 2019)*.*

The questionnaires distributed used a Likert scale with the provisions in Table 1.

Table 1. Application of Likert Scale in Research

No	Answer	Code	Score
1	Strongly Agree	SS	4
2	Agree	S	3
3	Disagree	TS	2
4	Stringly Disagree	STS	1

Table 2. Validity Test Results

Grain	r(count)	r(table) 1%	Criteria
P1	.742	0.256	Valid
P2	.763	0.256	Valid
P3	.758	0.256	Valid
P4	.845	0.256	Valid
P5	.828	0.256	Valid
P6	.805	0.256	Valid
P7	.812	0.256	Valid
P8	.786	0.256	Valid
P9	.671	0.256	Valid
P10	.728	0.256	Valid
P11	.853	0.256	Valid
P12	.812	0.256	Valid
P13	.766	0.256	Valid
P14	.793	0.256	Valid
P15	.786	0.256	Valid
P16	.793	0.256	Valid
P17	.738	0.256	Valid
P18	.795	0.256	Valid
P19	.803	0.256	Valid
P20	.818	0.256	Valid

After conducting a validity test on (Table 2) involving 100 respondents from Instagram followers @visitmadinacom using the Product Moment formula at a significance rate of 1%, the results obtained by r calculated > r table or r value greater than 0.256 showed that all questions on the questionnaire were valid.

Table 3. Reliability Test Result

Cronbach's Alpha (r count)	N of Item	r kritis	Criteria
0,972	20	0,700	Reliabel

In the reliability test, researchers used the reliability formula with the Cronboach' Alpha (α) method, which is a general method for measuring the internal reliability of a

measurement instrument. The value is between 0 or 1, the higher the value, the higher the reliability. The Cronboach 'alpha coefficient value ranges from 0.00 to 1.00 with a benchmark of ≥ 0.700 which is used as a reference so that a measuring instrument is declared reliable.(Samudra sugiarto, 2024). Based on the reliability test, questionnaire measuring instrument is reliable with a Cronboach' alpha value of 0.972 greater than 0.700 for a question of 20 items.

RESULT AND DISCUSSION

In a study entitled the effectiveness of the @visitmadinacom Instagram account as a news aggregator on fulfilling the information needs of followers, a survey was conducted with a google form questionnaire to 100 respondents who followed the @visitmadinacom account with 71,100 followers (as of January 18, 2025) with 20 questions and answers in the form of a Likert scale, and then processed the data through the SPSS (Statistical Product and Service Solutions) version 22 application which showed a questionnaire percentage of 100%.

This research was assessed using the 7C communication theory taken from Cutlip, Center, and Broom, which consists of Credibility, Content, Context, Clarity, Continuity and consistency, Channel, Capability. (Jihan Afizha, 2021). The calculation results in (Table 4-10).

Credibility

Communication built on trust between communicator and audience.(Sakhira Rafa Aliyah , 2024).

Table 4. Respondents' opinions on credibility indicators

No	Question	STS	TS	S	SS	Sum	Average Score
1	Trust the information shared by @visitmadinacom account	0	1	46	53	100	3,52
		0%	1%	46%	53%	100%	
		0	2	138	212	352	
2	News information is supported by data that can be validated	0	4	50	46	100	3,42
		0%	4%	50%	46%	100%	
		0	8	150	184	342	
3	The effectiveness of @visitmadina in meeting local information needs	0	2	44	54	100	3,52
		0%	2%	44%	54%	100%	
		0	4	132	216	352	
					Sum	300 1.046	3,48

The average credibility score is 3.48, indicates the information presented is reliable.

Content

The message must have same understand betweencommunicator andcommunicant

Table 5. Respondents' opinions on Content indicators

No	Question	STS	TS	S	SS	Sum	Average Score
1	The information presented by the account @visitmadinacom clear and detailed	0 0% 0	11 11% 22	46 46% 138	43 43% 172	100 100% 332	3,32
2	The information presented is in accordance with the viewpoint of relevant news issues	0 0% 0	1 1% 2	57 57% 171	42 42% 168	100 100% 341	3,41
3	Can increase information insight through news content	0 0% 0	3 3% 6	51 51% 153	46 46% 184	100 100% 343	3,43
					Sum	300 1.016	3,38

The content indicator has an average score of 3.38 which shows that respondents agree that Instagram accounts @visitmadinacom be created in detail and can add insights into news

Context

A supportive social environment and no interference between communicators and communicators as well as means of communication provide feedback to each other.

Table 6. Respondents' opinions on context indicators

No	Question	STS	TS	S	SS	Sum	Average Score
1	The information conveyed is in accordance with the developments in Mandailing Natal	0 0% 0	3 3% 6	46 46% 138	51 51% 204	100 100% 348	3,48
2	Using a unique regional language so that it is easy to understand	1 1% 1	10 10% 20	49 49% 147	40 40% 160	100 100% 328	3,28

3	Very useful news content	0	4	54	42	100	3,38
		0%	4%	54%	42%	100%	
		0	8	162	168	338	
					Sum	300	3,38
						1014	

The context indicator had an average score of 3.38, which indicates respondents agreed accounts @visitmadinacom convey news information according to the needs of followers.

Clarity

The message should have the same purpose, theme and purpose between the communicator and the communicator, The message should also use clear and simple language so that it is easy to understand,

Table 7. Respondents' opinions regarding the clarity indicator

No	Question	STS	TS	S	SS	Sum	Average Score
1	The news content of @visitmadinacom account is easy to understand	0	4	51	45	100	3.41
		0%	4%	51%	45 %	100%	
		0	8	153	180	341	
2	The information conveyed is clear and unambiguous	0	4	60	36	100	3,32
		0%	4%	60%	36%	100%	
		0	8	180	144	332	
3	Help provide adequate information so that misunderstandings do not occur	0	5	55	40	100	3,35
		0%	5%	55%	40%	100%	
		0	10	165	160	335	
					Sum	100%	3,36
						1008	

The clarity indicator had an average score of 3.36, which indicates respondents agreed that Instagram accounts @visitmadinacom provide clear, easy-to-understand and unambiguous information.

continuity and consistency

Communication is carried out repeatedly with various variations of messages and these messages must be consistent, which means that the messages do not contradict each other, making it easier to carry out the communication process.

Table 8. Respondents' opinions on indicators of continuity and consistency

No	Question	STS	TS	S	SS	Sum	Averago Score
1	News delivery is always consistent in content and style of information delivery	0	4	52	44	100	3,40
		0%	4%	52%	44%	100%	
		0	8	156	176	340	
2	The news presented is updated regularly and is available on other social media	0	2	54	44	100	3,42
		0%	2%	54%	44%	100%	
		0	4	162	176	342	
					Sum	100	3,41
						536	

The continuity and consistency indicator has an average score of 3.41 which shows respondents accounts @visitmadinacom consistent in conveying information.

Chanel

Proper channel selection is the key to good information needl.

Table 9. Pendapat responden terkait indikator saluran

No	Question	STS	TS	S	SS	Sum	Averag e Score
1	Actively share news content through Instagram	0	4	50	46	100	3,42
		0%	4%	50%	46%	100%	
		0	8	150	184	342	
2	Using a structured, communicative, and engaging percentage media	1	5	55	39	100	3,32
		1%	5%	55%	39%	100%	
		1	10	165	156	332	
3	The chosen communication channel (Instagram) is effective as a means of news about Mandailing Natal.	0	2	48	50	100	3,48
		0%	2%	48%	50%	100%	
		0	4	144	200	348	

	Sum	100	3,40
		1022	

The channel indicator average score of 3.40, that respondents agree the channel for delivering information on Instagram @visitmadinacom is effective.

Capability

Communication should be tailored to the capacity and ability of the audience.

Table 10. Respondents' opinions on cability indicators

No	Question	STS	TS	S	SS	Sum	Average Score
1	News information on @visitmadinacom account is easy to understand and interpret	1	3	54	42	100	3,37
		100%	3%	54%	42%	100%	
		1	6	162	168	337	
2	News information is packed with interesting concepts	1	6	50	43	100	3,35
		1%	6%	50%	43%	100%	
		1	12	150	172	335	
3	The information presented supports decision-making on news.	1	2	57	40	100	3,36
		1%	2%	57%	40%	100%	
		1	4	171	160	336	
					Sum	100	3,36
						1008	

The average score of 3.36 shows respondents easily understand news that is shared A summary of responses for each indicator can be seen in table 11.

Table 11. Ringkasan tanggapan setiap indikator

No	Variabel	Indicator	Average Score	Skala Efektivitas
1.		*Credibility*	3,48	Highly Effective
2.		*Content*	3,38	Highly Effective
3.		*Context)*	3,38	Highly Effective
4.		*Clarity*	3,36	Effective
5.		*Kontinuity and Consistency*	3,41	Highly Effective
6.		*Chanel*	3,40	Highly Effective
7.		*Capability*	3,36	Effective
		Average	**3,39**	**Highly Effective**

The results of the level of effectiveness of the @visitmadinacom Instagram account in meeting the information needs of followers on the credibility indicator, the average value is 3.48, indicating an effective scale. The content indicator has an average of 3.38 on a very effective scale. Context indicator (context) average value of 3.38 shows a very effective scale. The clarity indicator has an average value of 3.36 indicating an effective scale. The continuity and consistency indicator has an average value of 3.41 on a very effective scale. The channel indicator (chanel) has an average value of 3.40 on a very effective scale. The capability value shows an average of 3.36 on an effective scale.

There are 4 categories for measuring effectiveness, namely ineffective for values between 1.00 to 1.75, less effective for values between 1.76 to 2.50, effective categories for the value range between 2.51 to 3.25, and very effective categories with values between 3.37 to 4.00.(Yozani, 2023). Based on the calculation of the Effectiveness of the @Visitmadinacom Instagram Account as a News Aggregator towards Fulfilling Followers' Information Needs, the value is 3.39. This value is included in the very effective category. These results indicate that the @visitmadinacom Instagram account can be considered "very effective" as a news aggregator in meeting the information needs of its followers.

This effectiveness is determined based on an assessment of 7 indicators of meeting information needs, namely credibility, content, context, clarity, continuity and consistency, channels, and audience capabilities. The following are the results of the assessment of 7 indicators of meeting information needs:

1) Credibility. The @visitmadinacom account is rated as having good credibility with an average score of 3.48. This shows that the information presented can be trusted by its folowers.

2) Content. With an average score of 3.38, this account is able to provide detailed information and can add insights into news information to meet the needs. of its followers.

3) Context. With a total average score of 3.38, this account is able to convey news information with context relevant to the latest issues surrounding Mandailing Christmas.

4) Clarity. With an average score of 3.36, the news information shared on this account is considered clear and easy for followers to understand so that it does not cause ambiguity (misunderstanding).

5) Continuity and Consistency. With a total score of 3.41, this account has managed to consistently provide continuous news information without long breaks, so that followers continue to receive the latest information updates about Mandailing Christmas.

6) Channels. With a total score of 3.40 Instagram accounts @visitmadinacom managed to become a good information channel to convey news to its followers. (Lestari, 2016).

7) Capabilities. With an average score of 3.36, it proves that followers of @visitmadinacom account have the ability to understand and utilize the information presented well.

The results of these findings prove that the Instagram account @visitmadinacom succeeded in becoming an effective and credible news aggregator for its followers. This is important to increase the use of social media as the main source of information, especially for followers who live in Mandailing Natal or who are traveling, so that they do not miss information. These findings are in line with research (Samudra Sugiarto, Andini Nur Bahri, 2024), who found that the TikTok account @Kompas.tv was effective in meeting the information needs of its followers. These two studies used a quantitative approach with a survey method to measure the effectiveness of Instagram social media in meeting the information needs of its followers, and used porvosive sampling techniques and likert scale in data collection.

However, this study has several differences, namely focusing on followers of Instagram accounts @visitmadinacom so that the data obtained is in accordance with the needs, namely news information about Mandailing Christmas, while the research of Samudra Sugiarto and Andini Nur Bahri focuses on followers of the TikTok account @kompas.tv. In addition, this study examined Instagram social media accounts while Samudra Sugiarto and Andini Nur Bahri's research focused on TikTok social media. The context of the study is also different, where this research focuses on the effectiveness of social media in disseminating local news, while Samudra Sugiarto focuses on spreading

general news. This shows significant differences in the subject, media flatform, and research context taken to meet the information needs of diverse audiences.

CONCLUSSION

Based on the results of the study, @visitmadinacom Instagram account is considered effective in meeting the news information needs of its followers. With an overall average score of 3.39, being on a "very effective" scale, Instagram accounts @visistmadinacom become a news media that meets the information needs about Manadailing Christmas. Advice for @visitmadinacom Instagram account admins, continue to improve the existence of providing news information about Mandailing Natal considering that the Mandailing Natal news media is not only on this account, but also on other websites and news media accounts. Therefore, higher creativity is needed in sharing interesting and relevant news content so as to encourage followers to be more active in searching for and adding news insights through @visitmadinacom Instagram account. In addition, researchers can then consider the use of more complex theories or indicators to enrich research results.

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