

**THE INFLUENCE OF INSTAGRAM @xlaxiata_iot SOCIAL MEDIA
CONTENT MESSAGES ON PUBLIC KNOWLEDGE REGARDING
AI/IOT (CASE STUDY XL AXIATA – X CAMP)**

FINAL THESIS PROPOSAL

Submitted as One of The Requirements For
Obtaining a Bachelor Degree in Communication Science
Department of Communication Science



**Universitas
Telkom**

**DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2023**

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ABSTRACT

This research aims to determine the influence and magnitude of the influence Instagram Social Media Content Messages @xlaxiata_iot influence Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp). This research was carried out on Instagram social media @xlaxiata_iot. The research method used is quantitative and simple regression analysis. The population and sample for this research are 100 followers of Instagram social media @xlaxiata_iot. The results of this research show that the influence that the Instagram Social Media Content Message @xlaxiata_Iot has on Community Knowledge related Ai/Iot (XL Axiata Case Study – X Camp) is a positive influence. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata_Iot, it will directly have an impact on increasing public knowledge. Likewise, if Instagram @xlaxiata_Iot media content messages decrease, then public knowledge will decrease. The magnitude of the influence exerted by the Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (Case Study XL Axiata – 36%. So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by other factors.

Keywords: Social Media, Public Knowledge, AI/IoT

DECLARATION OF AUTHENTICITY

Jiddan Arsyad Lubis

Hereby affirm that the thesis proposal titled "THE INFLUENCE OF INSTAGRAM @xlaxiata_iot SOCIAL MEDIACONTENT MESSAGES ON PUBLIC KNOWLEDGE REGARDING AI/IOT (CASE STUDY XL AXIATA – X CAMP) and all its contents are entirely my work, and I have not engaged in any plagiarism. I acknowledge that, in the event of any future discovery contradicting the authenticity of my work, I am prepared to accept any risks or sanctions imposed on me following applicable regulations.

Bandung 27 Mei 2024



Nim : 1502202554
Name : Jiddan Arsyad Lubis

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PREFACE

I'd like to begin by acknowledging the support and guidance that I've received throughout the completion of my final thesis. Firstly, I am deeply grateful to Allah SWT for His assistance and permission, without which this endeavor would not have been possible. I extend my sincere appreciation to my dedicated lecturers, whose patience and guidance have been invaluable throughout my university journey. Special recognition goes to my supervisor, Mr. Dr. A. Hasan Al Husain, S.IP., M.I.Kom, for his consistent support during the final thesis phase.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Communication plays a very important role in the marketing strategy of a product or service. In today's digital era, where consumers have extensive access to information, effective communication can help build a strong brand image, inform product values, and build deeper relationships with consumers. Through appropriate marketing communications, companies can explore consumers' wants and needs, convey relevant messages, and invite consumers to interact further with the brand through various communication channels. This helps in building trust, minimizing uncertainty, and ultimately influencing consumer purchasing decisions (Shimp, 2020).

Among the areas that have experienced developments in communication conditions and advances in technology is the existence of artificial intelligence such as *artificial intelligence* (AI) and yes *Internet of Things* (IoT). The term artificial intelligence or artificial *intelligence*(AI) first appeared in 1956 at the Dartmouth Conference. However, the concept of artificial intelligence was implemented long before that. Experts from time to time have conducted research to continue developing this artificial intelligence. IoT is an abbreviation Internet *of Things* where IoT is a network that connects objects (*Things*) (Amrullah et al., 2022). IoT devices are also usually integrated with sensors, software, and other technology which functions to connect and exchange information between IoT devices and systems using the internet network. The types of IoT devices are many and varied, ranging from devices in households to special devices used in industry. In 2020, the number of IoT devices in the world connected to the Internet is around 10 billion. This number is expected to continue to grow and is predicted to reach around 100 billion by 2030 (Irianto, 2021).

The relationship between AI and IoT is a modern technological medium. In its working principle, IoT is a place that collects information. Meanwhile, AI acts as a machine that analyzes and decides something related to that information. This all means that IoT will not work well if AI does not accompany it. Because AI can solve problems intelligently (Hanifa, 2017).

The combination of Artificial Intelligence (AI) and the Internet of Things (IoT) allows AIoT to become an extraordinary tool. Some examples of AIoT can be found in smart *retail*, *drone traffic monitoring*, office building, *fleet management and autonomous vehicles*, and *autonomous delivery robots*. AIoT is also used in smart cities. One of them is used in traffic monitoring drones. If traffic can be monitored in real-time and adjustments to traffic flow can be made, then traffic congestion can be reduced.

Slowly but surely, AI/IOT has now become an inseparable part of human activities. 25% of world businesses said they had switched to using AI/IOT due to a lack of available workforce. In China, 58% of companies are already using AI/IOT and 30% are in the integration stage. This value will continue to increase in the coming years (Hua, 2023).

The factors that influence public knowledge of AI/IOT are thought to be the role of social media. Tegus Santoso stated in his book *Social Media Analysis Using AI/IOT* that the potential for sophisticated Artificial Intelligence technology can become a powerful tool for social media marketers (Santoso, 2020). AI/IOT can provide functions from helping in automating data processing to sending personalized messages to customers.

The conditions above confirm that social media users will first understand AI/IOT. This is because some social media content provides AI/IOT services. The more you use social media, the greater the opportunity to use AI/IoT. So indirectly, people's knowledge will increase.

Among the uses of AI/IOT is the XL Axiata – X Camp product. This product is a product that has innovative features and advantages. X-Camp will be a meeting place for all stakeholders to jointly develop the IoT ecosystem in Indonesia, from ideas to business implementation. X-Camp is an AIoT laboratory (*Artificial Intelligence and Internet of Things*) which is owned by PT XL Axiata Tbk and becomes The largest AIoT laboratory in Southeast Asia which is part of the GSMA (*Global System for Mobile Communications Association*). The main goal of X-Camp is to become a forum and home for business people operating in the field of *Internet of Things* and artificial *Intelligence* by providing programs such as

business incubation, *enterprise engagement*, and *IoTAcademy* as developing the capabilities of young AioT talents (Telkomuniversity.ac.id, 2023).

The Instagram social media account which has the function of having an impact on public knowledge related to AI/IOT is the X-Camp Rumah IOT Indonesia account (@xlaxiata_iot). This account plays a role in publicizing X-Camp's AI/IOT activities to the general public. Through this Instagram social media account, the products available at X-Camp will be published to the public, including the following products:

Table 1. 1
X Camp Products

No	Product	Description
1	X-Maggot	LoT based solution for environmental monitoring and temperature/humidity control on BSF farms. This product was chosen as the research topic
2	PoultreX	Smart chicken farming solution, equipped with various sensors and actuators to make it easier for chicken breeders and entrepreneurs in cage maintenance operations
3	Hello met	Helmet Detector is a solution to prevent accidents. Optimizing AloT helmets is integrated and automatically reduces the number of work accidents in various fields, workplaces, industries and educational institutions that require them.
4	E-Konsultani	Automatic monitoring system to monitor rice fields (soil moisture, rainfall and environmental temperature)
5	Digiyanu	Digital Posyanu in the form of weight & height scales for babies/toddlers with contactless IoT-based thermometers

Source: (Telkomuniversity.ac.id, 2023)

Apart from the products described above, there are still many AI/IoT products available at X-Camp that have benefits for society. So, it is hoped that through the use of Instagram social media, it will increase public knowledge related to AI/IoT.

Some of the data above shows a trend in the use of social media Instagram, with the hope that it will have an impact on increasing public knowledge of AI/IoT. However, this condition does not work properly (Salsabila & Wibawa, 2023). Data shows that even though it already has Instagram social media to introduce its products, X Camp is still unable to provide a comprehensive understanding to the public regarding AI/IoT. This is proven by the public trust index according to research by Goodstats.com (2023) which states that there is 14% of technology users expressed their distrust of artificial intelligence systems. There is still a lot that needs to be done so that everyone can get used to adopting AI/IOT in their daily activities (Yonathan, 2023).

Apart from that, according to the Nawawi Report (2020) regarding Map of Indonesian Society's Readiness to Face the Challenges of the Development of Artificial Intelligence (AI/IOT) shows that 11.87% of people do not know the importance of using AI/IOT. This percentage value indicates that there are still people who do not understand artificial intelligence despite its developments which are now widely used in various areas of social life (Nawawi et al., 2020).

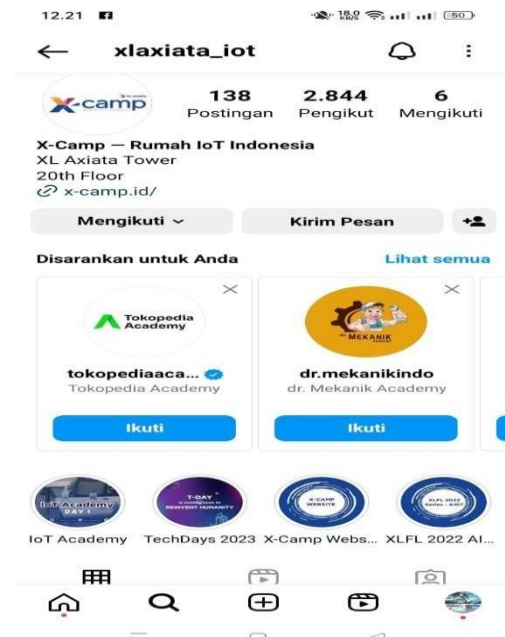


Figure 1. 1 X-Camp Instagram account

Based on the account above, it can be seen that X-Camp uses Instagram to introduce the public to its products. Starting from product advantages and how to use these products. However, not many people have responded to the X Camp Instagram content. This can be seen from the 2,844 followers, only very few responses or comments on the account. So, it is suspected that not all followers are aware of the use of AI/IoT via the X Camp Instagram account.

The X Camp Instagram social media account not only contains activities from X Camp as the AI/IoT center owned by XL Axiata. However, this account also contains information about the AI/IoT services available at X Camp. For example, one of Hello Met's posts educates workers about the importance of safety at work. Through the Helmet Detector, it will be a solution to prevent accidents. Optimizing the AIoT helmet is integrated and automatically reduces the number of work accidents in various fields, workplaces, industries and educational institutions that need it. This explanation was conveyed via this Instagram post from X Camp.

The conditions above prove that there is an alleged influence of Instagram social media accounts in increasing public knowledge regarding AI/IoT. However, in the case of X Camp, it still needs to be researched again because there is still low follower participation on this account. Apart from that, not all followers necessarily know about AI/IoT thoroughly. So, the low level of knowledge of followers regarding AI/IoT is a gap, making it important to carry out this research.

The reason the research was carried out at XL Axiata Apart from that, this location has quite complete AI/and IoT services so it should provide publications to the public. Lastly, this is because the X Camp research location has a fairly large number of Instagram account followers. So that it fulfills the requirements to carry out research on its followers.

Therefore, this research has the title, "The Influence of Instagram Social Media Content Messages @xlaxiata_Iot on Community Knowledge of Ai/Iota (Case Study of XL Axiata – X Camp)"

1.2 Research purposes

This research aims to find out the following:

1. To find out whether the Instagram Social Media Content Message @xlaxiata_iot has an effect on Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp)
2. To find out how much influence the Instagram Social Media Content Message @xlaxiata_Iot has on Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp)

1.3 Research question

Based on this background explanation, the research questions that can be taken from this research are as follows:

1. Does Instagram Social Media Content Message @xlaxiata_Iot influence Public Knowledge regarding Ai/IoT (XL Axiata Case Study – X Camp)?
2. How much influence does Instagram Social Media Content Message @xlaxiata_Iot have on Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp)?

1.4 Benefits of research

The expected benefits from the results of this research are as follows:

1. Theoretical Benefits

It is hoped that the results of this research will be able to have a positive impact on knowledge and communication development for the public in the use of AI/IOT and as a reference for future researchers.

2. Practical Benefits

a. For Researchers

Through this research, it is hoped that it will be able to enrich researchers' insight regarding marketing communications regarding products.

b. For Companies

By conducting this research, it is hoped that it can provide input, especially for PT XL Axiata, in good and effective communication strategies to increase customer satisfaction with the company.

1.5 Time and Location of Research

The time for this research is December 2023 to February 2024. The following are details of the research time:

Table 1. 2
Research time

No	Agenda	From 2023	Jan 2024	Feb 2024
1	Pre-Research			
2	Proposal Guidance			
3	Data collection			
4	Preparation of reports			
5	Guidance and revision			
6	Results Seminar			

Source: Researcher Processed Data, 2023

The location of this research is a company operating in the telecommunications industry, namely PT. XL Axiata. The specifications regarding the object under study are one of the companies that provide IoT (Internet of Things) products. PT XL Axiata is a cellular telecommunications operator company in Indonesia. XL has been operating since October 8 1996 until now. XL is one of the first private companies to provide cellular telephone services in Indonesia. Has two product lines, namely GSM (XL Prepaid and Postpaid). PT XL Axiata Tbk is domiciled at Graha XL, Jl. DR. Idea Anak Agung Gde Agung Lot E4-7 No. 1, Mega Kuningan area, South Jakarta.

1.6 Writing system

This research consists of the following systematics

CHAPTER I INTRODUCTION This chapter contains the basic things that underlie this research, such as the background of the problem, problem formulation, objectives, benefits and time for carrying out the research.

CHAPTER II LITERATURE REVIEW This chapter contains related theories used in research, previous research, research framework, and hypotheses.

CHAPTER III RESEARCH METHODS This chapter contains all the activities and methodology used in this research. This section consists of research methods, research location, population and sample, data collection techniques and data analysis.

CHAPTER IV RESEARCH RESULTS This section contains the results obtained from research activities and discussions so that conclusions can be drawn up

CHAPTER V CLOSING This section contains the results of research conclusions and suggestions.

BAB II

LITERATURE REVIEW

2.1 Individual Difference Theory (Individual Differences)

Humans are unique creatures, having differences between one another. Be it differences in race, ethnicity, personality, hair color, etc. No person in this world is exactly the same, each individual is different from one another. Differences in individuals are a gift from Allah SWT which because of these differences can produce extraordinary character and intelligence in each individual. In terms of learning and remembering, individuals also have different characteristics (Rais, 2015). The reality and depiction of human differences do occur and can be seen clearly. Every human being generally has differences in how they learn (Churnia & Neviyarni, 2021).

According to Ellis (1978: 144-145), in the twentieth century scientists have generally focused on one aspect of individuality at a time and attempted to develop relatively continuous scales for measuring this trait, rather than grouping people as a whole into one of several class. The focus is on human characteristics that are fairly consistent from one situation to the next, not on temporary characteristics of the individual (Ellis, 1978).

There are various traits such as values, attitudes, and interests with respect to which people differ. One example of differences in learning and memory can be seen in two children of the same age who perform a series of tasks that require them to learn to differentiate between several similar-looking shapes. One of the children can do the task easily and quickly, while the other one takes a little longer to do the task easily and quickly, while the other one takes a little longer to do the task. Likewise, the result is that the child who is the first to do it perfectly, while the second produces fewer good results. From this fact we can conclude that humans have differences in how they learn. One well-known approach to understanding individual differences is to group people by type.

Even though this grouping method is not based on scientific methods, this method has been widely known throughout the history of the development

of psychology. The second method is to develop a scale to measure traits (characteristics/qualities) and not group people based on these characteristics into several classes. The focus of these traits is human characteristics that are consistent from one situation to the next, and not temporary characteristics of the individual.

Several research methods used in the development of studies on individual differences are as follows:

- a. By using statistics and computer technology.

Psychologists are interested in discussing the combination of individual characteristics starting from mental measurements and tests. It is hoped that this test will be consistent and reliable, measure a trait, and be valid in the sense of approaching real life indicators. Validity can be seen by taking measurements twice or doing slightly different tests with a short interval between the first and second. If the score from the first test is the same as the score from the second test, then the test can be said to be reliable. If there is no correlation between the first test and the second test, it means something is wrong, and the test is not reliable

- b. By using "long on data short on theory" research (lots of data, little theory).

Researchers are more directed towards practical problems than theory in their investigations. The results are more in the nature of a proliferation of mental tests that have an unclear relationship to each other and theoretical ideas

- c. By using too much quantitative emphasis.

The focus of quantification is the result of mental testing technology that precisely reflects differences in individual performance in performing certain tasks. Some critics see that this quantification is premature, immature, and this approach does not yet see differences in intelligence.

2.2 Mass communication

2.1.1 Definition of Mass Communication

The word mass communication comes from the English term and is an abbreviation of the word mass media communication (Communication that uses mass media). The media in question is media produced by modern

technology, for example radio, television, films and newspapers. We need to understand that the word "mass" which is included in the word mass communication is different from mass in its general meaning (Baran, 2017).

The word "mass" in the general sense is more related sociologically, namely a collection of individuals who are in a certain location. Meanwhile, the word "mass" in the sense of mass communication is more related to the people who are the targets of mass media or the recipients of mass media messages. They are described as large groups of people who do not have to be in the same location, can be spread across various locations, at the same time or almost at the same time receiving the same mass communication message (KBBI, 2019).

Generally, the word "mass" can be called audience, audience. Apart from that, there are also special terms that describe the masses according to the media used, namely viewers for television and film media, readers for print media, listeners for radio media.

Below we will look at several definitions of mass communication expressed by mass communication experts:

George Gerbner (Rakhmat, 2012)

“Mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies”

(Mass communication is the technology- and agency-based production and distribution of a continuous stream of messages that is most widely shared in industrial society).

Janowitz (Mimas, 2018)

Mass communication consists of the institutions and techniques of certain groups that use technological tools (press, radio, film and so on) to disseminate symbolic content to large, heterogeneous and highly dispersed audiences.

Mass communication consists of the institutions and techniques of certain groups that use technological tools (press, radio, film and so on) to disseminate symbolic content to large, heterogeneous and highly dispersed audiences.

2.1.2 Functions of Mass Communication

The functions of mass communication are as follows (Hadi, 2021):

a. Supervision (*Surveillance*)

The media provides a continuous stream of news related messages that enable audiences to be aware of developments in their environment that may affect them. Surveillance can consist of a warning function, alerting audience members to danger – such as storms, water pollution, air pollution, or terrorist threats).

b. Correlation (*Correlation*)

The mass media shows the connection and interprets information about various events that occurred that day. This correlation function helps audiences determine the relevance of monitoring messages that are useful to them.

c. Socialization (*Socialization*)

Mass media communication socializes individuals so they can participate in society. Mass media provide shared experiences, fostering shared expectations about what behaviors are and are not appropriate to society. Mass media communication also plays a central role in transmitting cultural heritage from generation to generation.

d. Entertainment (*Entertainment*)

Mass media communication is a source of mass entertainment that permeates the audience, and provides a diversion or releases the audience from social responsibilities.

In carrying out its functions, mass media adapts to the main function of each media product. A media product may consist of several mass

communication functions. For example, various kinds of television programs, even though their content contains information and education, must be processed in such a way that they entertain the audience. In this way, the audience will find the program interesting and want to watch further.

2.1.3 Characteristics of Mass Communication

Different from other communications, such as interpersonal communication and group communication, mass communication has the following characteristics of mass communication (Nurudin, 2015):

a. Message opens.

This means that, due to its mass nature, the message in this type of communication is always open and can be known by anyone who is interested or who is not interested in the message⁶. The positive side of the open nature of messages in mass communication is at least an important initial contributor.

b. Impersonal relationships.

In mass communication, communication is anonymous. Quantitatively, it is also difficult or even impossible for anyone to count the number of communicants.

b. Heterogeneous communication.

Because of its mass nature, this type of communication ultimately reaches communicants who can no longer be limited. The specificity of communication from mass communication practices is its heterogeneous nature.

c. Simultaneously.

Looking at the aspect of time, mass communication has the advantage that the message will reach the communicant at the same time. This simultaneity allows for uniformity in the meaning of the message. Uniformity of meaning tends to be the desire to be achieved by the majority of communicators in mass communication

2.2 Social Media Content (*Social Networking*)

2.2.1 Content Definition

The creation of relevant, entertaining or interesting content, with non-advertising aspects, produced by a brand to create an audience and connect with it. The content implicitly communicates the values associated with the brand, even if the brand takes a backseat (Benito, 2023).

From a managerial perspective, branded content is any output that is fully/partially funded or at least supported by the legal owner of the brand that promotes the owner's brand values, and causes viewers to choose to engage with the brand based on the logic of attraction because of its entertainment, informational and/or educational value.

Experts (Benito, 2023) classify branded content as informative, educational and entertainment, 'although this typology is the result of original realization, or product integration in its delivery'. This action offers a strong connection and integration with the brand values. Several authors offer definitions in current thinking; below is a table showing the various definitions.

In the process of planning a branded content strategy, the company itself must consider both external and internal factors when approaching the campaign. Internally, Nelli (2012) states that organizations must determine the goals they want to achieve in the medium and long term, the audiences they want to influence, and the thematic areas that best suit the entity. These and other factors, such as brand storytelling, the values the organization stands for, and consistency with other campaigns, are elements that influence decision making. Branded content experts must also consider external elements such as the direction of competition and sociocultural context. These factors influence the choice of informative, editorial, fun, or goal-oriented typologies.

The academic literature mainly refers to three categories of branded content. Authors such as Nelli (2012), Pereira (2018), and Hardy (2021) mention three categories of branded content: informational/editorial, educational, and entertainment. Today, brand utility is starting to become prominent as a primary objective in the ideation and execution of a campaign. Authors Toledano, Selva Ruiz, and Díaz Masa (2021) point out the utility of brands as a new typology of branded content due to their relevance in society.

Apart from this typology, campaign implementation can be carried out in various formats. The first compilation of formats whose content can be provided, among others, in the form of articles, TV shows, podcasts, or posts on social networks (Benito, 2023).

Regarding this content, it can be divided into several types as follows (Edib, 2021):

a. Informative Content

Informative content aims to provide important information related to the topic of the content. This content can be in the form of writing, photos or videos.

b. Educational Content

This content contains various knowledge about the content created and is useful for the audience. There are also various kinds of educational content, such as health education, learning education, education about a product and many others.

c. Review Content

Content in the form of reviews or comments on a product or service. This type of content contains someone's testimony about the product or service they use which can then be used as consideration for potential consumers who want to use the product or service.

d. Interaction Content

Content in the form of QnA or questions and answers, quizzes or other interaction media aimed at interacting with social media users, this interaction content is also very important for increasing social media engagement.

2.2.2 Social media

Social networking is part of social media. In its definition, social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Nasrullah, 2015: 11).

Social networking is a means that can be used to carry out interactions, including the effects resulting from these interactions in the virtual world. The main characteristic of social networking sites is that users

form new friendship networks (Alberico & Loisa, 2019). In many cases, the formation of new friendship networks is based on interests in the same things, such as similar hobbies. An example of a social network is *Facebook* and *Instagram* (Chaffey & Smith, 2017):

Social networking sites are sites that can help someone create a profile and then connect with other users. Social networking sites are applications that allow users to connect using their personal profiles or personal accounts. There are examples of various social networking sites such as Friendster, Facebook, Foursquare, Myspace, Twitter, also including Blackberry Messenger.

According to Sadiku (2019), several forms of social networking are as follows:

1. Facebook

Facebook was first introduced in 2004 as Harvard's social networking site, expanding to other universities and eventually to everyone. It became the largest social networking site in 2009. It remains the largest photo sharing site. Marketing strategists find Facebook useful because it covers a wide range of personal and organizational interests.

2. Twitter

Twitter was founded in 2006 by Odeo, Inc and was initially only for Odeo Inc employees and family members. It became a public network in 2006. Twitter provides a real-time Web-based service that allows users to send short messages to other users and to comment on other users' posts. Tweets extracted from Twitter. Tweets are small messages of no more than 140 characters that users create to communicate thoughts. Microblogging is a new blogging option popularized by Twitter.

3. YouTube

It is a video sharing platform where many people can discover, watch and share user-generated videos. This is a participatory culture site. It has become the most successful Internet site providing short video sharing services since its founding in early 2005. Since YouTube is a Google property, registering for a YouTube account requires a Google account.

4. *Instagram*

Instagram is a photo and video sharing social networking service owned by the American company, Meta Platforms. The app allows users to upload media that can be edited with filters and organized with hashtags and geotagging.

The indicators for Instagram social media are as follows Sadiku (2019):

a. ***Context:*** “*How we frame our stories.*”

It is how we form a story or message (information) such as the form of the message itself, the use of language and the content of the message. In this research, it can be seen from the attractiveness, clarity and informativeness of the product.

b. ***Communication:*** “*The practice of sharing our sharing story as well as listening, responding, and growing.*”

It is how to share stories or messages (information) as well as we hear, respond and grow in various ways that make users feel comfortable and the message is conveyed well.

c. ***Collaboration:*** “*Working together to make things better and more efficient and effective.*”

It's how to work together to make things better. Namely by collaborating between an account or company and its users on social media to make good things more effective and more efficient.

d. ***Connection:*** “*The relationships we forge and maintain.*”

This is how to maintain the relationships that have been built. You can do something sustainable so that users feel closer to the company that uses social media.

2.3 Community Knowledge

Knowledge is a result of curiosity through sensory processes, especially the eyes and ears regarding certain objects. Knowledge is an important domain in the formation of open behavior (Donsu, 2017). Knowledge is the result of human sensing or the result of a person's knowledge of an object through his or her five senses.

Knowledge is influenced by formal education factors and is very closely related. It is hoped that with higher education, knowledge will become wider. But people with low education do not have absolute low knowledge either. Increased knowledge is not absolutely obtained from formal education alone, but can also be obtained from non-formal education.

Community knowledge in the context of communication cannot be separated from each other. This is because communication will not be established between members of the community if the community does not understand the topic being communicated. Therefore, this aspect of public knowledge is very important in communication activities. Through good knowledge, it will be easy for the community to convey messages that can be understood by other communities.

Community knowledge and attitudes are benchmarks for community awareness. If there is good knowledge from the community, it will have an easier impact on the use of socialization. In the AI/IOT context, public knowledge is really needed. This is because AI/IOT is not something that is widely known. So low knowledge will cause community participation to also be low (Prihati et al., 2020).

In a dynamic society, attitudes and views are more important than the process of receiving information. Individuals in a community will behave or react to a social situation and condition depending on the quality of the information material, so that communication strategies have a wider scope and include aspects of interaction between communities. Studies regarding approaches and indicators of public understanding of AI/IOT generally consist of three main elements that are interconnected with each other: interest, knowledge, and behavior (Yuanda, 2008)

According to Nursalam (2016) a person's knowledge can be interpreted on a qualitative scale, namely:

- 1) Know (*know*)

The knowledge a person obtains is limited to just remembering what has been learned previously, so it can be interpreted that knowledge at this stage is the lowest level.

2) Understand (*comprehension*)

Explanatory knowledge is the ability to explain an object or something correctly.

3) Application (*application*)

The knowledge possessed at this stage is being able to apply or apply the material that has been studied.

4) Analysis (*analysis*)

The ability to describe a material or object into components that are related to each other.

5) Synthesis (*synthesis*)

A knowledge that is possessed by a person's ability to link various functions of existing elements or elements of knowledge into a new, more comprehensive pattern.

6) Evaluation (*evaluation*)

This knowledge is possessed at the stage in the form of the ability to justify or assess a material or object.

2.3 Previous Research

The previous research of this research is as follows:

Table 2. 1
Previous Research

No	Researcher Name	Title	Results	Equality	Difference
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National Journal					
1	(Sutrisno & Mayangsari, 2021)	The Influence of Using Instagram @Humasbdg social media on Fulfilling Followers' Information Needs	The research results based on the t hypothesis test, simple linear regression analysis, coefficient of determination, provide results that the social media use variable (X) has a significant positive effect on the information needs variable (Y).	Have similarities in discussing social media and IoT	Differences in research location and time
2	(Nurdin et al., 2021)	The Influence of social media on Knowledge of the Quick Response Code Indonesian Standard (Qris)	The results of this research show that social media has a significant influence on the acquisition of knowledge about QRIS. This is stated based on the results of the SPSS 21 test with an Fcount value of $109,066 > F_{table} 3,95$, and a significance value (Sig) of $.000 < 0,05$ with a value that can be concluded that simultaneously the social media variable (X) has a significant effect on Knowledge about QRIS (Y). Thus, social media has become an effective means of acquiring new knowledge such as QRIS.	Have similar discussions about social media and AI/IOT	Differences in research location and time
3	(Nawawi et al., 2020)	Map of Indonesian Society's Readiness to Face the Challenges of the Development of Artificial Intelligence	There are at least two influencing factors, namely the level of public knowledge and interest regarding the issue of artificial intelligence, ownership of a computer or smartphone and ease of internet access to participate in online	Have similar discussions about AI/and IoT	Differences in research location and time

			surveys. Public boredom due to the large number of online survey activities during the Covid 19 pandemic is also thought to have influenced the level of respondent participation in this survey.		
4	Dian (2020)	Artificial Intelligence (AI) And Value Co-Creation in Artificial Intelligence (AI) And Value Co-Creation in B2B	The analysis shows that the value co-creation process enabled by AI is a complex interaction between human and non-human actors performing one of six different roles either jointly or independently. This article contributes to SD-L and provides a deeper understanding of the activities ('how'), actors ('who'), and resources ('what') in AI-enabled value co-creation, thereby helping to close existing gaps. identified in the literature.	Have similar discussions about social media and AI/IOT	Differences in research location and time
5	Mila (2015)	The Influence of Social Media on Consumer Purchase Interest. Case Study of Management Students at Pasir Pengaraian University	Social media has a big influence on consumer buying interest among Pasir Pengaraian University Management study program students, as proven by the large number of consumers who have shopped on social media, namely more than once.	Have a common discussion of social media	Differences in research location and time
International Journal					
	(Mohammad, 2020)	Artificial Intelligence in Information Technology	AI also has various advantages that make it increasingly popular in many fields. These AI-powered machines can do multiple jobs at once; they are	Have the same discussion regarding AI	Differences in research location and time

			<p>inexpensive compared to humans and are accurate and efficient. AI also faces many problems that undermine its applicability. AI is susceptible to technical difficulties, security obstacles, data difficulties, and can cause accidents if users fail to understand the AI system. The increasing use of AI has transformed various sectors by improving organizational performance and facilitating data security.</p>		
	(Surya, 2022)	Artificial Intelligence in Public Transport	<p>The review in this paper focuses on specific areas where AI is being applied in the public sector. This paper will focus on application areas by describing the functionality and value created as well as specific AI use cases. Additionally, this paper investigates the significant dimensions of challenges associated with AI. Finally, the paper discusses the findings of the literature review, their implications for practice and theory, and suggestions regarding future research on AI in the public sector.</p>	Have the same discussion regarding AI	Differences in research location and time
	(Rathi D.S., 2019)	Knowledge on Artificial Intelligence and Related Fields Among	<p>This research used data from 78 participants to come to the conclusion that students have</p>	Have the same discussion regarding AI	Differences in research location and time

		Engineering Students	insufficient or inappropriate knowledge regarding these technological updates. The results showed that only 6 (7.69%) of the students who responded (78) met the standards, obtaining information based on current trends in the field. The implication is a lack of knowledge among students or resources for students.		
		Artificial Intelligence and the Future of Teaching and Learning	Additionally, this paper investigates the significant dimensions of challenges associated with AI. Finally, the paper discusses the findings of the literature review, their implications for practice and theory	Have the same discussion regarding AI	Differences in research location and time
	(Subaveerapandiyan et al., 2023)	A study on the knowledge and perception of artificial intelligence	The article suggests that libraries should consider research findings before implementing artificial intelligence, particularly regarding technology and facilities, librarian proficiency in artificial intelligence, and leadership positions in artificial intelligence initiatives. This research can be used as a resource by library boards and associations to develop policies for the application of artificial intelligence in academic libraries, and fill the research gap in developing countries such as	Have the same discussion regarding AI	Differences in research location and time

			Zambia regarding the knowledge of university and college libraries, and their willingness to use artificial intelligence.		
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2.4 Thinking Framework

The research framework aims to explain the relationship between research and the theory used. The framework of this research uses the theory presented by Tegus Santoso (2020) in his book Social Media Analysis using AI/IOT that the potential for sophisticated Artificial Intelligence technology can become a powerful tool for social media marketers. AI/IOT can provide functions from helping in automating data processing to sending personalized messages to customers. So, in this phenomenon the independent variable taken is the Instagram social media account and the dependent variable is public knowledge. The framework for this research is as follows:

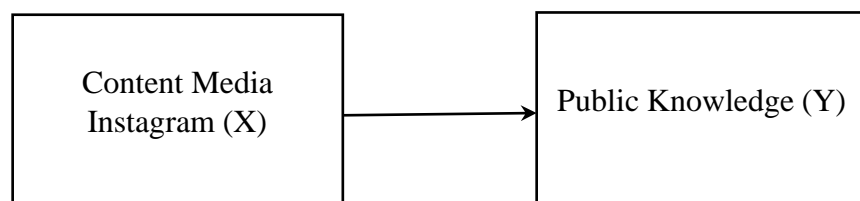


Figure 2. 1
Thinking Framework

2.5 Research hypothesis

The following is the hypothesis of this research:

Ha: there is the influence of Instagram @xlaxiata_Iot Social Media Content Messages on Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp)

Ho: there is no influence of Instagram @xlaxiata_Iot Social Media Content Messages on Public Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp)

CHAPTER III

RESEARCH METHODS

3.1 Research methods

This research has a quantitative case study type of research. The type of method used in this research is quantitative. So that the research is more focused and in accordance with the desired objectives, the author uses a quantitative approach to manage the data obtained from the research location, namely data in the form of numbers or quantitative data that is collected. The theory used by researchers, Quantitative Method is a concrete, objective, measurable, rational and systematic scientific method where research data is in the form of numbers and analysis uses statistics (Sugiyono, 2013).

Based on the objectives, this research is part of case study research which seeks to explain why an event occurred and to build, expand, elaborate or test a theory (Sugiyono, 2013). A quantitative approach is an approach that emphasizes testing theories or hypotheses through measuring research variables in numbers and analyzing data using static procedures and systematic modeling (Sugiyono, 2013). This research emphasizes testing theory through measuring research variables with numbers and analyzing data using statistical procedures.

The choice of the quantitative case study research method is because this research aims to reveal a phenomenon in a particular case, which in this research is the alleged influence exerted by social media accounts in increasing public knowledge of AI/IoT. Based on the research above, it can be seen that this research is research aimed at the influence of Social Media Accounts on Public Knowledge regarding AI/IOT (XL Axiata – X Camp Case Study) so that it can provide information to readers regarding the results of this research.

3.2 Research sites

The research location is the area where the researcher will deploy instruments in order to collect research data. This research is field research (*field research*). The location of this research is XL-Axiata X Camp.

3.3 Research Subjects and objects

a. Subject

Research subjects are parties who have the capacity to provide information related to research. As subjects in this research are the followers of the Instagram account @xlaxiata_iot XL Axiata – X Camp.

b. Object

The research object is the part of the research that is the focus and is generally the topic of discussion in a study. The objects of this research are the Instagram account @xlaxiata_iot and public knowledge related to AI and IoT XL Axiata – X Camp.

3.4 Research Stages

A study has several stages. This stage becomes a reference so that research can be completed in accordance with scientific standards and principles. In this research, the stages consist of several stages which are adapted to the previously established method. The stages of this research consist of the following:

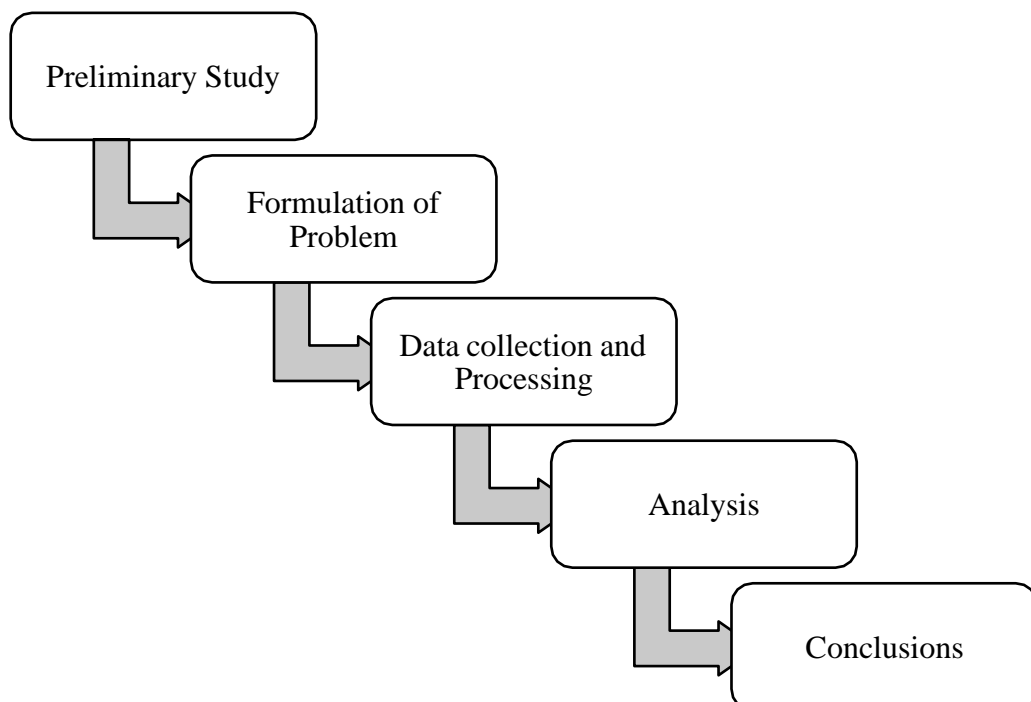


Figure 3. 1

Research Stages

The following are details of the stages of this research:

1. Preliminary studies

At this stage, literature studies and field studies are carried out. A literature study was carried out to examine and understand theoretically the methods used in problem solving methods as well as conjectures and arguments related to the discussion of the research to be carried out. .

2. Formulation of the problem

In the next stage, the problem that occurs in the research object is formulated and the research objectives are formulated. The problem formulation was obtained from the results of research analysis during the field study and data taken from the results of initial interviews.

3. Data Collection and Data Processing

In the third stage, data is collected as material for solving the problem that was formulated in the second stage. After the data is collected, data processing is carried out which will be used in the analysis stage. In the analysis process, the existing data is studied using the methods that the researchers studied at the initial stage.

4. Analysis

At this stage, analysis and ranking of the results of the problem discussion are carried out. In general, the discussion of problems contains stages of calculating existing data using formulas and the results obtained will be tested to determine the hypothesis used in the research conclusion. .

5. Conclusion

At this stage, the researcher draws conclusions from the results of the research that has been carried out based on the results of data processing. Conclusions are results that can answer questions in the problem formulation.

3.5 Population and Sample

1. Population

Population is the part of research that states the number of research subjects that will be carried out. Population is the initial number of respondents. so that the population size states the number of respondents who can be classified as a sample. The population used in this research is the number of people who are X Camp Instagram followers, which shows data of 2,844 accounts.

2. Sample

If the population is large, it is impossible for researchers to take all of them for research, for example due to limited funds, energy and time, then researchers can use samples taken from that population. Based on the understanding above, the researcher took samples related to the research. The sampling technique is a sampling technique. The sampling technique used is engineering *simple random sampling* that is, samples are taken from the population and carried out randomly without paying attention to the strata in that population. Because the population size is known, the sample calculation can use the Slovin formula as follows (Sugiyono, 2020):

Slovin's Formula:

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

Information

n = Number of samples required

N = Number of populations

e = Sampling error rate (10%)

By using the Slovin formula above, the following calculations are obtained:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{2.844}{1 + 2.844 \times (0,1)^2} = 98,06$$

n= 98,06 (rounded to 100)

So, the number of samples used in this research was 100 followers of the X-Camp Instagram account who were searched randomly.

3.6 Operational Definition

The operational variables in this research are as follows:

Table 3. 1
Operational Definition

Variable	Description	Indicator	Question Items	Scale
Instagram Social Media (X) (Sadiku, 2019)	<i>Social networking</i> is part of social media. In its definition, social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Nasrullah, 2015: 11).	• <i>Context</i>	Instagram account Camp @xlaxiata_iot has an attractive appearance	Likert
			Account Camp @xlaxiata_iot provides quite clear information	
		• <i>Communication</i>	Instagram account Camp @xlaxiata_iot made me comfortable reading it	
			I am able to understand the message conveyed by the account Camp @xlaxiata_iot	
• <i>Collaboration</i>	Instagram account Camp @xlaxiata_iot			

			provides information effectively and efficiently	
			X Camp @xlaxiata_iot gives followers the opportunity to collaborate	
		<ul style="list-style-type: none"> • <i>Connection</i> 	Instagram account Camp @xlaxiata_iot builds relationships with followers	
			Instagram account Camp @xlaxiata_iot provides responsive responses to followers	
Public Knowledge (Y) (Nursalam, 2016)	Knowledge is a result of curiosity through sensory processes, especially the eyes and ears regarding certain objects. Knowledge is an important domain in the formation of open behavior (Donsu, 2017).	<ul style="list-style-type: none"> • Know (<i>know</i>) •) • 	I have knowledge about AI and IoT XL Axiata – X Camp	Likert
		<ul style="list-style-type: none"> • Understand (<i>comprehension</i>) 	I can explain what AI and IoT is XL Axiata – X Camp	
		<ul style="list-style-type: none"> • Application (<i>application</i>) 	I can use and apply AI and IoT XL Axiata – X Camp	
		<ul style="list-style-type: none"> • Analysis (<i>analysis</i>) 	I was able to analyze the use of AI and IoT XL Axiata – X Camp	
		<ul style="list-style-type: none"> • Synthesis (<i>synthesis</i>) 	I have knowledge regarding the relationship between AI and IoT XL Axiata – X Camp	
			I have good confidence in AI and IoT XL Axiata – X Camp	
		<ul style="list-style-type: none"> • Evaluation (<i>evaluation</i>) 	I was able to evaluate the advantages and	

			disadvantages of AI and IoT XL Axiata – X Camp	
			I have comprehensive knowledge related to AI and IoT XL Axiata – X Camp	

3.7 Data source

The data required in this research are:

1. Data Primer

Primary data is research data obtained directly from data sources or research objects (Sugiyono, 2013). The primary data source in this research is the results of questionnaires from respondents regarding the influence of social media on public knowledge related to AI/IOT.

2. Data seconds

Secondary data is data contained in research activities. Different from primary data, secondary data has the nature of data that can be obtained from other sources and not directly from the data source (Sugiyono, 2020). Among secondary data such as results from previous research, related articles, publication data, and so on. This research includes data from related articles and other supporting data related to social media and public knowledge related to AI and IoT.

3.8 Method of collecting data

Data collection consists of several techniques that are considered appropriate for the research (Sugiyono, 2020). The methods used in this research are as follows:

1. **Questionnaire:** A questionnaire is a structured list of questions generally having a certain scale. In this research, a questionnaire was created based on the indicators of each variable. Apart from that, the scale used is a Likert scale.

2. **Observation:** observation is carrying out data collection activities by directly observing the object being studied. Therefore, in this research, observations were carried out by observing the implementation of AI and IoT at X CAMP.
3. **Documentation :** documentation is the collection of research data by documenting supporting data and included as reinforcement of the research results. Documentation can also be carried out by collecting important research documents such as reports, company profiles, data, and so on.

3.9 Data analysis

1. Validity and Reliability Test

a. Validity test

Validity comes from the word *validity* which means the extent to which a measuring instrument is accurate in carrying out its measuring function. A test or measurement instrument can have high validity if the instrument carries out its measuring function or provides measuring results according to the purpose of the measurement. Tests that produce data that are not relevant to the purpose of measurement are said to be tests that have low validity.

This research uses content validity, namely the accuracy of a measuring instrument in terms of the contents of the measuring instrument. Something item is said to be valid if it has a correlation coefficient $(r) \geq 0.30$. Validity calculations are calculated using the help of a computer program *Statistical Package for Social Science (SPSS) 17.00 for windows*.

Validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. Valid means that the instrument can be used to measure what it should measure (Sugiyono, 2020). To find the validity of an item, we

correlate the item score with the total of these items. Validity testing can be determined by the following criteria:

1. If r calculated is greater than r table then the statement is declared valid.
2. If r calculated is smaller than r table then the statement is declared invalid.

How to determine the R value of the table:

R table = df ($N-2$), two-tailed test significance level.

For example, R table = df ($13-2$, 0.05). To get the R table value you have to look at the R table.

The following are the results of the validity of the Instagram Social Media Account variable (X):

Table 3. 2
Instagram Social Media Account Validity Results (X)

Variable	Item	r count	r table	Condition	Validity
Instagram Social Media Accounts (X)	1	0.799	0,1946	r count > r table	Valid
	2	0.744	0,1946	r count > r table	Valid
	3	0.665	0,1946	r count > r table	Valid
	4	0.685	0,1946	r count > r table	Valid
	5	0.706	0,1946	r count > r table	Valid
	6	0.506	0,1946	r count > r table	Valid
	7	0.707	0,1946	r count > r table	Valid
	8	0.605	0,1946	r count > r table	Valid

Based on the table above, the author has distributed the questionnaire to test it first to 100 respondents to find out whether the statements in the questionnaire are valid or not and are significant at 0.05% which shows the r table number; 0.1946 (r count > r table: 0.1946). From the results above, all items in all variables can be seen Instagram Social Media Account (X) meets the validity requirements, namely the calculated r value is greater than the table r value of 0.1946. So, it can be concluded that all statements from each variable X are declared valid and can be used in research.

The following are the results of the validity of the Public Knowledge variable (Y):

Table 3. 3
Community Knowledge Validity Results (Y)

Variable	Item	r count	r table	Condition	Validity
Community Knowledge (Y)	1	0.483	0,1946	r count > r table	Valid
	2	0.483	0,1946	r count > r table	Valid
	3	0.375	0,1946	r count > r table	Valid
	4	0.402	0,1946	r count > r table	Valid
	5	0.334	0,1946	r count > r table	Valid
	6	0.684	0,1946	r count > r table	Valid
	7	0.419	0,1946	r count > r table	Valid
	8	0.512	0,1946	r count > r table	Valid

Based on the table above, the author has distributed the questionnaire to test it first to 100 respondents to find out whether the statements in the questionnaire are valid or not and are significant at 0.05% which shows the r table number; 0.1946 (r count > r table: 0.1946). From the results above, all items in all variables can be seen Community Knowledge(Y) meets the validity requirements, namely the calculated r value is greater than the table r value of 0.1946. So, it can

be concluded that all statements from each variable Y are declared valid and can be used in research.

b. Reliability Test

Reliability is a translation of the word *reliability* which has various other names such as trustworthiness, reliability, constancy, stability or consistency. The main idea contained in the concept of reliability is the extent to which the results of a measurement can be trusted. The reliability of the measuring instruments in this research was seen using technical analysis *Alpha Cronbach*, with a correlation coefficient ranging from 0 to 1. The closer the reliability coefficient is to 1, the higher the reliability, meaning the smaller the measurement error or the more reliable the measuring instrument used. However, the smaller the reliability coefficient or closer to 0, the greater the measurement error or the measuring instrument used is unreliable. In this research, the standard of reliability is value *alpha cronbachs* < 0.60 Reliability calculations are carried out with the help of a computer program *Statistical Package for Social Science (SPSS) 17,00 for windows*.

The reliability results are as follows:

Table 3. 4
Reliability Results

Variable	Alpha	Criteria	Results
Instagram Social Media Accounts (X)	0,895	>0,60	Reliable
Community Knowledge (Y)	0,758	>0,60	Reliable

c. Normality test

Basically, the data normality test can be detected by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. The basis for decision making is as follows (Ghazali, 2021):

- 1) If the data spreads around the diagonal line and follows the diagonal line or histogram graph, it shows a normal distribution pattern. The regression meets the normality assumption.
- 2) If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality. Apart from that, the normality test can also be seen using the Kolmogorov-Smirnow (K-S) nonparametric statistic. that is, if the significant value of the Kolmogorov-Smirnow (K-S) test results is > 0.05 then the normality assumption is met.

2. Descriptive Analysis

Descriptive Testing is a test that analyzes the quantitative data obtained to then describe or describe the data that has been collected as it is without the intention of making general conclusions or generalizations (Azwar, 2015).

To make it easier to interpret the variables being studied, categorization of respondent responses is carried out based on the respondent's response score. Categorization of respondent response scores is carried out based on the maximum score range and minimum score divided by the number of desired categories using the following formula.

Respondents' responses to each statement item were categorized into 5 categories: very good, good, fair, not good and not good with the following calculations:

- a. Maximum Index Value: Highest scale = 5
- b. Minimum Index Value: Lowest scale = 1
- c. Interval Distance = [maximum value - minimum value] : 5 = $(5 - 1) : 5 = 0.8$

Table 3. 5
Guidelines for Categorization of Respondent Response Scores

index rate	Category
4,21 – 5,00	Very good
3,41 – 4,20	Good
2,61 – 3,40	Currently
1,81 – 2,60	Bad
1 – 1,80	Very bad

Source: (Sugiyono, 2020)

Descriptive analysis of this research uses a tool to measure respondents' responses contained in the questionnaire which is then processed using the SPSS 22 application with Onse Sample T-Test.

3. Simple Linear Regression Analysis

Regression analysis is used to measure the strength of a linear association (relationship) between two or more variables. The simple regression test design is intended to test how variables influence variable Y. This analysis determines the direction of the relationship between the independent and dependent variables which are positive or negative and predicts whether the independent variable influences the dependent variable to increase or decrease. The formula for simple regression is as follows:

$$Y = a + bX + It \text{ is}$$

Information:

AND = Community Knowledge (Y)

X = social media (X)

a = constant

b = regression coefficient (value of increase or decrease)

It is = *error term* (bullying error)

4. Hypothesis testing

A hypothesis is a temporary statement or conjecture regarding a research problem whose truth is still weak and must be tested empirically. Hypothesis testing is a procedure that will produce a decision, namely

rejecting or accepting the hypothesis. Statistical hypothesis testing is carried out by:

a. Oji F

This F test can be explained using analysis of variance (*analysis of variance* = ANOVA). In this variant, the significance $\alpha = 0.05$ is used.

Ho = Independent variables simultaneously have no significant effect towards the dependent variable.

Ha = Independent variables simultaneously have a significant effect on dependent variable.

If the significance level is less than 0.05 then Ho is rejected, this means that the independent variable is able to explain the dependent variable simultaneously or together. On the other hand, if the significance level is more than 0.05 then Ho is accepted, this means that the independent variables together are unable to explain the dependent variables.

This test aims to answer problem formulation number 3.

b. Coefficient of Determination (R²)

In the simple linear regression test, the overall regression coefficient (R²) is also analyzed. (R²) essentially measures how far the regression model is able to explain variations in the dependent variable or dependent variable. (R²) is used to measure the best accuracy of simple regression analysis. (R²) is close to 1, so it can be said that the stronger the ability of the independent variable in the regression model to explain the dependent variable. Conversely, if (R²) approaches 0, the weaker the independent variable explains the dependent variable.

The influence of the high or low coefficient of determination used by the guidelines put forward by Guilford quoted by (Supranto, 2016) is as follows:

Table 3. 6
Guidelines for Interpreting Coefficients of Determination

Statement	Information
>4%	Very Low Influence
5% - 16%	Low But Sure Influence
17% - 49%	Quite significant influence
50% - 81%	High or strong influence
>80%	Very high influence

Source: (Supranto, 2016)

CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

4.1 Research result

The research results are part of this research which contains data obtained from research data collection activities. The research results explain the data in general and become the basis for discussions to determine research conclusions. Because this research is quantitative research, therefore, the preparation of research results is based on the results of processed data.

The research results are part of this research containing a detailed description of the data resulting from research data processing. The research results were compiled from a general description of respondents, variable descriptions, data analysis, classical assumption tests, multiple regression analysis, and hypothesis testing.

4.1.1 Respondent Characteristics

Respondent characteristics are the stage of identifying the respondent's personal data collected from the questionnaire distributed. The purpose of analyzing respondent data is to determine the conditions related to research variables that exist in research respondents. Analysis of respondent data consists of several research questions that reveal the personal conditions of each research respondent. The results of the respondent data analysis are as follows:

1. Gender

The gender characteristics of the respondents in this study are as follows:

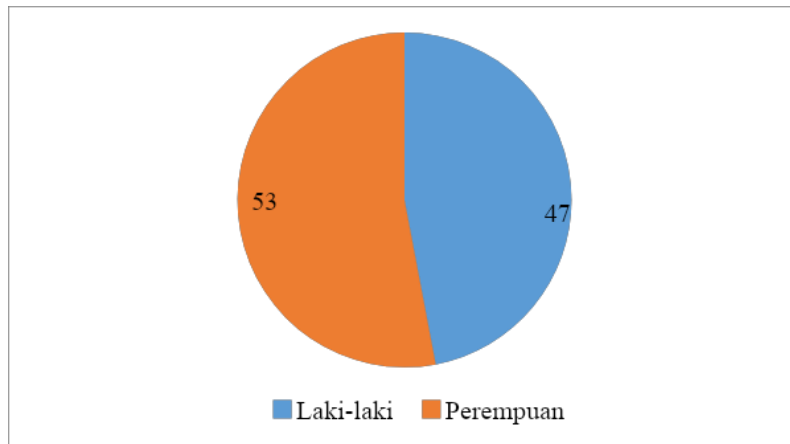


Figure 4. 1
Respondent's Gender
 Source: Research Questionnaire, 2024

Based on the data above, it can be seen that the majority of respondents' gender was female with a total of 53 people. Meanwhile, the remaining 47 people are male. It is suspected that this also happens when the followers on the AI/IOT product Instagram account from XL-Axiata X Camp are female consumers.

Based on the data above, it can be seen that the majority of consumers of AI/IOT products from XL-Axiata X Camp are female users. Even though a large number of followers of the XL-Axiata Because it can be seen that the number of male users of this application is also quite large.

2. Age

Identifying the age of respondents aims to determine demographic conditions in terms of age. Based on this, the respondents' age data is as follows:

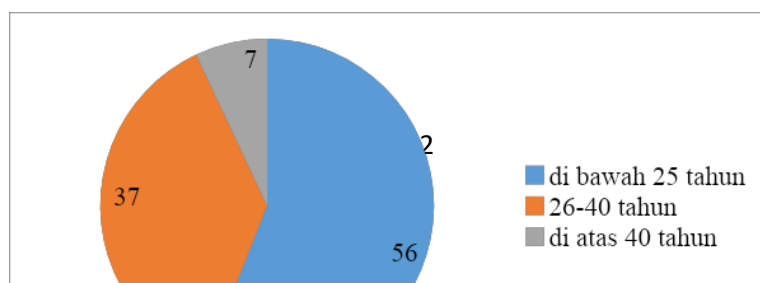


Figure 4. 2
Respondent's Age

Source: Research Questionnaire, 2024

Based on the figure above, it can be seen that the majority of respondents are under 25 years of age with a total of 56 people. Meanwhile, next are those aged 26-40 years with a total of 37 people. The remaining 7 respondents were over 40 years old.

The researcher's analysis states that the AI/IOT products available at XL-Axiata X Camp have consumers of all ages. So, it can be concluded that the AI/IOT products from XL-Axiata This is proven by the number of users from the lowest age, namely under 25 years, which is quite large. Apart from that, there were also people aged over 40 years with a total of 7 people.

3. Work

The results of the analysis of respondents based on their work are as follows:

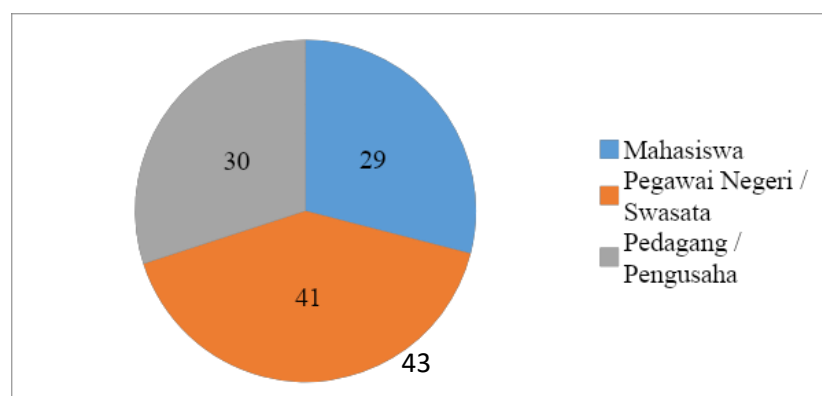


Figure 4. 3

Respondent's Occupation

Source: Research Questionnaire, 2024

Based on the data above, it shows that the majority of XL-Axiata This is shown by the number of respondents being 41 people. Furthermore, it can be seen that the followers are traders/entrepreneurs with a total of 30 people. The remaining 29 people came from students.

The researchers' analysis shows that users of AI/IOT products from XL-Axiata X Camp are in accordance with various segments of society. There are those who have jobs as employees, there are also those who are students. This is because AI/IOT products can be used by all segments of society.

4.1.2 Descriptive Analysis

Descriptive Test is a test that analyzes the quantitative data obtained to then describe or describe the data that has been collected as it is without the intention of making conclusions that apply to the general public or generalizations (Azwar, 2019). The purpose of this descriptive analysis is to provide an overview of the variables of Instagram Social Media Messages on Public Knowledge.

1. Description of Instagram Media Content Variables

The creation of relevant, entertaining or interesting content, with non-advertising aspects, produced by a brand to create an audience and connect with it. The content implicitly communicates the values associated with the brand, even if the brand takes a backseat (Benito, 2023).

Experts (Benito, 2023) classify branded content as informative, educational and entertainment content, 'although this typology is the

result of original realization, or product integration in its delivery'. This action offers a strong connection and integration with the brand values. Several authors offer definitions in current thinking; below is a table showing the various definitions. Instagram media content is a communication medium used by an account on Instagram social media to inform the general public about something.

The following is the frequency distribution of the Instagram content variable:

Table 4. 1
Frequency Distribution of Instagram Media Content Variables (X)

No	Indicator	Office					Score	Index Rate-Rata	Is	
		1	2	3	4	5				
1	The X Camp Instagram account @xlaxiata_iot has an attractive appearance	F	5	11	39	33	9	321	3,21	Currently
		Score	5	22	117	132	45			
2	The X Camp account @xlaxiata_iot provides quite clear information	F	4	10	25	43	15	346	3,46	Good
		Score	4	20	75	172	75			
3	The X Camp Instagram account @xlaxiata_iot makes me comfortable reading it	F	5	9	29	41	13	339	3,39	Currently
		Score	5	18	87	164	65			
4	I was able to understand the post message conveyed by the X Camp account @xlaxiata_iot	F	3	9	29	42	14	346	3,46	Good
		Score	3	18	87	168	70			
5	The X Camp Instagram account @xlaxiata_iot provides information effectively and efficiently	F	2	9	26	39	21	359	3,59	Good
		Score	2	18	78	156	105			
6	X Camp @xlaxiata_iot	F	4	9	30	42	12	340	3.4	Current

	gives followers the opportunity to collaborate	Score	4	18	90	168	60			tly
7	The X Camp Instagram account @xlaxiata_iot builds relationships with followers	F	10	9	16	51	11	335	3,35	Curren tly
		Score	10	18	48	204	55			
8	The X Camp Instagram account @xlaxiata_iot provides responsive responses to its followers	F	5	4	27	41	20	358	3,58	Good
		Score	5	8	81	164	100			
Toal Skor Rata-rata								343		
Index Rate-Rata								3,43		
Information								Good		

Source: Research Data, 2024

Based on the data above, it can be seen that the average index is 3.43 with the predicate Good. This shows that the Instagram media content messages @xlaxiata_iot is good. So, it can be seen that according to the respondents' responses, the messages provided by the XL Axiata -

The most dominant indicators are: *Collaboration* addressed by the item "The X Camp Instagram account @xlaxiata_iot provides information effectively and efficiently." This item received an index of 3.59 and a good predicate. So, it can be seen that among the messages of X Camp @xlaxiata_iot's Instagram media content is its ability to provide information effectively and efficiently.

The lowest indicator is Context which is addressed by "X Camp Instagram account @xlaxiata_iot has an attractive appearance". This item received an average index of 3.21 and a medium predicate. So, it can be seen that the weakness of the X Camp @xlaxiata_iot Instagram media message is that its appearance is considered less attractive.

2. Description of Community Knowledge Variables

Knowledge is a result of curiosity through sensory processes, especially the eyes and ears regarding certain objects. Knowledge is an important domain in the formation of open behavior (Donsu, 2017). Knowledge is the result of human sensing or the result of a person's knowledge of an object through his or her five senses.

Knowledge is influenced by formal education factors and is very closely related. It is hoped that with higher education, knowledge will become wider. But people with low education do not have absolute low knowledge either. Increased knowledge is not absolutely obtained from formal education alone, but can also be obtained from non-formal education.

Community knowledge in the context of communication cannot be separated from each other. This is because communication will not be established between members of the community if the community does not understand the topic being communicated. Therefore, this aspect of public knowledge is very important in communication activities. Through good knowledge, it will be easy for the community to convey messages that can be understood by other communities.

The following is the frequency distribution of the community knowledge variable:

Table 4. 2
Frequency Distribution of Community Knowledge Variables (Y)

No	Indicator	Office					Score	Index Rate-Rata	Is	
			1	2	3	4				5
1	I have prior knowledge of AI and IoT	F	3	6	41	33	13	335	3,35	Currently
		Score	3	12	123	132	65			
2	I can explain what AI and IoT are after seeing content posts from the Instagram account @xlaxiata_iot	F	5	7	30	40	15	344	3,44	Good
		Score	5	14	90	160	75			
3	I can better understand how	F	4	7	31	40	15	346	3,46	Good

	to use and apply if I have one of the AI and IoT tools from XL Axiata – X Camp	Score	4	14	93	160	75			
4	I am able to analyze the use of AI and IoT	F	3	9	30	39	16	347	3,47	Good
		Score	3	18	90	156	80			
5	I have knowledge regarding the relationship between AI and IoT	F	3	12	27	35	20	348	3,48	Good
		Score	3	24	81	140	100			
6	I was able to evaluate the advantages and disadvantages of AI and IoT after seeing the content of the @xlaxiata_iot XL Axiata – X Camp account post	F	5	12	25	39	16	340	3,40	Currently
		Score	5	24	75	156	80			
7	I have good confidence in the message conveyed by the post from the Instagram account @xlaxiata regarding AI and IoT	F	5	12	30	35	15	334	3,34	Currently
		Score	5	24	90	140	75			
8	I have thorough knowledge related to AI and IoT	F	7	10	22	44	14	339	3,39	Currently
		Score	7	20	66	176	70			
Total Average Score								3416		
Index Rate-Rata								3,41		
Information								Good		

Source: Research Data, 2024

Based on the data above, it can be seen that public knowledge of AI/IoT is in good condition. This is proven by the average index which is 3.41 and has the predicate Good. So, it can be concluded that public knowledge of AI/IoT through respondent responses is good.

The most dominant indicators are: *Synthesis* indicated by the item, “I have knowledge regarding the relationship between AI and IoT”. This item received an average index of 3.48 with a good predicate. So, it can be seen that among the public's knowledge related to AI/IoT is synthetic knowledge.

The lowest indicator is Know (*Know*) indicated by the item. “I have prior knowledge of AI and IoT.” This item has an average index of 3.35 and a moderate rating. So, it can be concluded that the weakness of public knowledge related to AI/IoT is that this knowledge is new knowledge.

4.1.3 Data Quality Test

1. Validity test

Data quality testing consists of validity and reliability tests. Validity and reliability tests are tests of data results which aim to determine the level of validity and reliability. If the test results show that there are instrument items that are invalid, it is recommended that these items be replaced or discarded. This is because the question items have a high level of bias. So, respondents answered guessingly.

The following are the results of the validity test of the Instagram Media Content variable (X):

Table 4. 3
Instagram Social Media Account Validity Results (X)

Variable	Item	r count	r table	Condition	Validity
Instagram Social Media Accounts (X)	1	0.799	0,1946	$r \text{ count} > r \text{ table}$	Valid
	2	0.744	0,1946	$r \text{ count} > r \text{ table}$	Valid
	3	0.665	0,1946	$r \text{ count} > r \text{ table}$	Valid
	4	0.685	0,1946	$r \text{ count} > r \text{ table}$	Valid
	5	0.706	0,1946	$r \text{ count} > r \text{ table}$	Valid
	6	0.506	0,1946	$r \text{ count} > r \text{ table}$	Valid
	7	0.707	0,1946	$r \text{ count} > r \text{ table}$	Valid
	8	0.605	0,1946	$r \text{ count} > r \text{ table}$	Valid

Source: Research Data, 2024

Based on the table above, the author has distributed the questionnaire to test it first to 100 respondents to find out whether the

statements in the questionnaire are valid or not and are significant at 0.05% which shows the r table number; 0.1946 (r count > r table: 0.1946). From the results above, all items in all variables can be seen Instagram Social Media Account (X) meets the validity requirements, namely the calculated r value is greater than the table r value of 0.1946. So, it can be concluded that all statements from each variable X are declared valid and can be used in research.

The following are the results of the validity of the Public Knowledge variable (Y):

Table 4. 4
Community Knowledge Validity Results (Y)

Variable	Item	r count	r table	Condition	Validity
Community Knowledge (Y)	1	0.483	0,1946	r count > r table	Valid
	2	0.483	0,1946	r count > r table	Valid
	3	0.375	0,1946	r count > r table	Valid
	4	0.402	0,1946	r count > r table	Valid
	5	0.334	0,1946	r count > r table	Valid
	6	0.684	0,1946	r count > r table	Valid
	7	0.419	0,1946	r count > r table	Valid
	8	0.512	0,1946	r count > r table	Valid

Source: Research Data, 2024

Based on the table above, the author has distributed the questionnaire to test it first to 100 respondents to find out whether the statements in the questionnaire are valid or not and are significant at 0.05% which shows the r table number; 0.1946 (r count > r table: 0.1946). From the results above, all items in all variables can be seen Community Knowledge(Y) meets the validity requirements, namely the calculated r

value is greater than the table r value of 0.1946. So, it can be concluded that all statements from each variable Y are declared valid and can be used in research.

2. Reliability Test

The reliability test can be seen from the SPSS output in the Cronbach Alpha column of the Reliability Analysis Table. The variable value can be said to be reliable if it has a value > 0.60 . The results of the Reliability Test for the Instagram Media Content variable (X) are as follows:

Table 4. 5
Instagram Media Content Variable Reliability Test Results (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	8

Source :*Output SPSS,2024*

Based on the table above, it can be seen that the reliability value for the Instagram media content variable (X) is 0.826 and this value is said to be reliable if the variable has a value *Cronbach Alpha* > 0.60 . Thus, the Instagram media content variable in this research is reliable.

The results of the Reliability Test for the Public Knowledge variable (Y) are as follows:

Table 4. 6
Community Knowledge Variable Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.695	8

Source :*Output SPSS,2024*

Based on the table above, it can be seen that the reliability value for the Community Knowledge (Y) variable is 0.695 and this value is said to be reliable if the variable has a value *Cronbach Alpha* > 0.60 . Thus, it is variable *Customer Experience* in this research is reliable.

3. Normality test

This test is carried out to find out whether the data being tested has a normal distribution or not. Good data must have a normal distribution so that the results from the data have a good level of confidence. Carrying out data normality testing consists of 2 methods as follows:

a. Using Histograms

Data that can be accepted as normal data as a result of application testing *Statistical Package for Social Science* (SPSS) 17,00 *for windows* shows a histogram graph that forms diagonal points. If the data forms a diagonal then the data is normal. Conversely, if the data has a random distribution, then the data is not normal.

b. Using the Kolmogorov-Smirnow (K-S) test

Apart from using a histogram, normality testing can also use Kolmogorov-Smirnow (K-S). Criteria for accepting this test through the application *Statistical Package for Social Science* (SPSS) 17,00 *for windows* namely the Test of Normality table shows significant results that are greater than 0.05 ($p > 0.05$)

The results of the Normality test are as follows:

Table 4. 7
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.01831359
	Most Extreme Differences	
	Absolute	.054
	Positive	.054
	Negative	-.052
Test Statistic		.054
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.

Sources: Output SPSS, 2024

From the data above it can be seen that the Significant value shows the number 0.200. In accordance with normality guidelines, this

value is greater than 0.05, so it can be concluded that this data has a normal data distribution.

Apart from the Kolmogorof Smirnov table data, to determine the normality test you can also look at the following Histogram data:

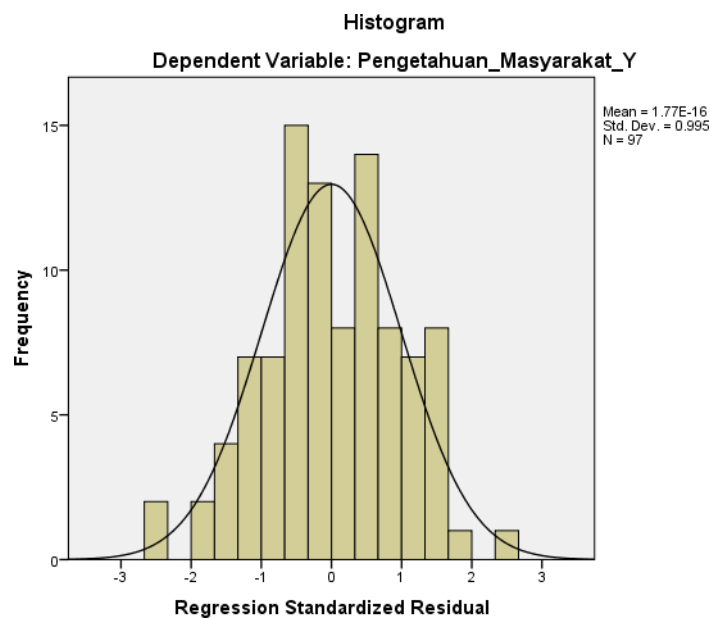


Figure 4. 4 Histogram of Normality
Source: *Output SPSS, 2023*

The graph shows the distribution of data that forms regular waves. This shows that the data has a normal distribution. Furthermore, the results of the normal P-Plot graph are as follows:

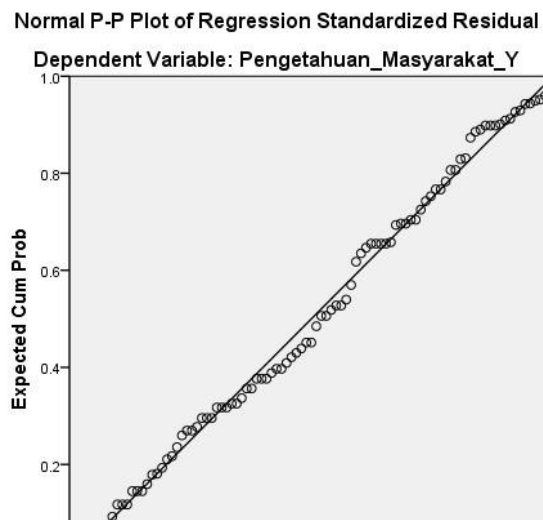


Figure 4. 5 Normal P-Plot Graph

Source: *Output SPSS, 2023*

The results of the histogram show a wave in Normality. Meanwhile, the P-P Plot diagram shows that the points in the diagram focus on 1 diagonal line. This proves that the data in this study has a normal distribution.

4.1.4 Simple Regression Analysis

Regression analysis is used to measure the cause-and-effect relationship of the dependent and independent variables. This cause-and-effect relationship can be positive or negative depending on the actual conditions. Multiple regression model analysis uses the following formula:

$$Y = a + \beta X + e$$

Information:

AND = Community Knowledge (Y)

b0 = Aggression constant

βX = Regression coefficient for the variable Instagram Media Content (X)

It is = Nuisance variable

The results of the regression test are as follows:

**Table 4. 8
Simple Regression Analysis**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	9.393	1.648		5.700	.000
	Instagram_Media_Content_X	.419	.057	.600	7.318	.000

a. Dependent Variable: Community_Knowledge_Y

Source: Research Data, 2024

From the output results above, it can be seen that the Regression Equation resulting from this research is:

$$Y = 9.393 + 0,419X$$

Based on the equation above, it can be seen as follows:

- a. The Constant coefficient value is 9.393 and is positive. This value means that if the Instagram Media Content variable (X) has a value of 0, then the Community Knowledge (Y) value will be in a positive condition of 9.393%.
- b. The coefficient value for Instagram media content (X) is 0.419, meaning that if there is an increase in Instagram media content by 1% it will affect public knowledge (Y) to 0.419%.

The results above show that the influence that the Instagram Social Media Content Message @xlaxiata_Iot has on Community Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp) is a positive influence. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata_Iot, it will directly have an impact on increasing public knowledge. Likewise, if Instagram @xlaxiata_Iot media content messages decrease, then public knowledge will decrease.

The results of this research are supported by the results of research (Sutrisno & Mayangsari, 2021) entitled The Influence of Using Instagram @Humasbdg social media on Fulfilling Followers' Information Needs. This research stated that the research results were based on the t hypothesis test, simple linear regression analysis, coefficient of determination, giving results that the social media use variable (X) had a significant positive effect on the information need variable (Y).

4.1.5 Hypothesis testing

A hypothesis is a temporary assumption regarding research conclusions which generally measures the condition of the influence of each variable. Because the hypothesis is a temporary conjecture, it must first be tested empirically. Hypothesis testing aims to find out whether the hypothesis

that has been formulated can be accepted or rejected. In this research, the hypothesis consists of the following tests:

1. Partial Test (T)

The t test or also known as the partial test is a test to determine the effect of the independent variable on the dependent variable individually or individually. Testing of the regression results was carried out using the t test at a confidence level of 95% or at the 5% level (0.05).

The results of the partial test are as follows:

Table 4. 9
Partial Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9.393	1.648		5.700	.000
	Instagram_Media_Content_X	.419	.057	.600	7.318	.000

a. Dependent Variable: Community_Knowledge_Y

Sources: Output SPSS, 2024

From the results above, it can be seen that the significant value for each variable has a different value. The results show that the partial test value for the Instagram media content variable (X) has a significant value of 0.000 ($p < 0.05$). This value states that H_a is accepted and H_o is rejected. So, it can be concluded that There is a significant influence from Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp).

The results show that there is a significant influence of Instagram media content factors on public knowledge. If Instagram media content experiences changes, then these changes will have an impact on public knowledge.

2. Simultaneous Test (F)

The F test basically shows whether all the independent variables in the model have a joint effect on the dependent variable. According to Gujarati, the basis for decision making is to use a confidence level of 95% or a significance level of 5% (0.05) with the following criteria:

The results of the F test are as follows:

Table 4. 10
Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	492.966	1	492.966	53.548	.000 ^b
	Residual	874.581	95	9.206		
	Total	1367.546	96			

a. Dependent Variable: Community_Knowledge_Y

b. Predictors: (Constant), Konten_Media_Instagram_X

Sumber: Output SPSS, 2024

From the results above, it can be seen that the simultaneous test value is 0.000, which means it has a p value <0.05. So based on this it can be seen that H₀ is rejected and H_a is accepted. So, it can be seen that simultaneously There is a significant influence from Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp).

3. Coefficient of Determination

In multiple regression analysis, the test also includes the magnitude of the influence exerted by all independent variables on the dependent variable. This test is called the coefficient of determination test (R^2). On *Statistical Package for Social Science* (SPSS) 17,0 for windows, the coefficient of determination value can be seen in the value *Squared*. The criterion for the coefficient of determination is that if the value is closer to 1, it can be seen that the influence is getting stronger. On the other hand, if it is further away from the value 1, the influence value is weak

The results of the Determination Coefficient are as follows:

Table 4. 11
Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.354	3.03416

a. Predictors: (Constant), Konten_Media_Instagram_X

b. Dependent Variable: Community_Knowledge_Y

Sources: Output SPSS, 2024

From the output results in the Coefficient of Determination in the R Square column, the value is 0.360, the coefficient of determination value is changed in percentage to 36%. So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by other factors. The other factors referred to are individual factors such as work, education and age. Apart from that, it can also be influenced by social conditions, technological developments and government policies.

4.2 Discussion

Among the areas that have experienced developments in communication conditions and advances in technology is the existence of artificial intelligence such as *artificial intelligence*(AI) yes *Internet of Things* (IOT). The term artificial intelligence or *artificial intelligence*(AI) first appeared in 1956 at the Dartmouth Conference. However, the concept of artificial intelligence was actually implemented long before that. Experts from time to time have conducted research to continue developing this artificial intelligence is an abbreviation of *Internet of Things* where IoT is a network that connects objects (*Things*) specific (Amrullah et al., 2022).

IoT devices are also usually integrated with sensors, software and other technology which functions to connect and exchange information between IoT devices and systems using the internet network. The types of IoT devices are many and varied, ranging from devices in households to special devices used in

industry. In 2020, the number of IoT devices in the world connected to the internet is around 10 billion. This number is expected to continue to grow and is predicted to reach around 100 billion by 2030 (Irianto, 2021).

Among the uses of AI/IOT is the XL Axiata – X Camp product. This product is a product that has innovative features and advantages. X-Camp will be a meeting place for all stakeholders to jointly develop the IoT ecosystem in Indonesia, from ideas to business implementation. X-Camp is an AIoT laboratory (*Artificial Intelligence* and *Internet of Things*) which is owned by PT XL Axiata Tbk and is the largest AIoT Laboratory in Southeast Asia which is part of the GSMA (*Global System for Mobile Communications Association*). The main goal of X-Camp is to become a forum and home for business people operating in the field Internet of Things and Artificial Intelligence by providing programs such as business incubation, *enterprise engagement*, and IoT Academy as developing the capabilities of young AioT talents (Telkomuniversity.ac.id, 2023).

The results of the research show that the condition that Instagram media content messages @xlaxiata_Iot is good. So, it can be seen that according to the respondents' responses, the messages provided by the XL Axiata - The most dominant indicators are: *Collaboration*. So, it can be seen that among the messages of X Camp @xlaxiata_iot's Instagram media content is its ability to provide information effectively and efficiently. The lowest indicator is *Context*. So, it can be seen that the weakness of the X Camp @xlaxiata_iot Instagram media message is that its appearance is considered less attractive.

The results of data collection show that there are weaknesses in Instagram media content messages Camp @xlaxiata_iot, due to its unattractive appearance, is considered to need attention by X Camp. This is because in social media the appearance of social media is a necessity. Because when followers open Instagram, the display will be the first to be seen. When followers get an unattractive view, that's when the content will be abandoned. Moreover, this discusses AI/IoT which is something new in Indonesia. So, conditions that make readers less interested will only make followers abandon the media content.

The research results show that public knowledge of AI/IoT is in good condition. So, it can be concluded that public knowledge of AI/IoT through

respondent responses is good. The most dominant indicators are: *Synthesis*. So, it can be seen that among the public's knowledge related to AI/IoT is synthetic knowledge. The lowest indicator is Know (*Know*) So it can be concluded that the weakness of public knowledge related to AI/IoT is that this knowledge is new knowledge.

Knowledge related to AI/IoT is something new for society in general. Only people who have work or educational needs that will directly come into contact with AI/IoT will have good knowledge. So, if the relevant parties want to develop AI/IoT in society, then first provide a basic understanding regarding AI/IoT. Understanding of a technology that provides convenience and not harm.

The Instagram social media account which has the function of having an impact on public knowledge related to AI/IOT is the X-Camp Rumah IOT Indonesia account (@xlaxiata_iot). This account plays a role in publicizing X-Camp's AI/IOT activities to the general public.

The results show that the influence exerted by the Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp) is a positive influence. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata_Iot, it will directly have an impact on increasing the public's interest in knowledge. Likewise, if Instagram @xlaxiata_Iot media content messages decrease, then public knowledge will decrease.

The results of this research are supported by the results of research (Sutrisno & Mayangsari, 2021) entitled The Influence of Using Instagram @Humasbdg social media on Fulfilling Followers' Information Needs. This research stated that the research results were based on the t hypothesis test, simple linear regression analysis, coefficient of determination, giving results that the social media use variable (X) had a significant positive effect on the information need variable (Y).

The magnitude of the influence exerted by the Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (Case Study XL Axiata – 36%. So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by

other factors. The other factors referred to are individual factors such as work, education and age. Apart from that, it can also be influenced by social conditions, technological developments and government policies.

The results of this research are supported by (Rathi D.S., 2019). The results show that the magnitude of the influence of media content on public knowledge is only 7.69% of students who answered (78) who met the standards, who obtained information based on the latest trends in the field. The implication is a lack of knowledge among students or resources for students.

BAB V

CLOSING

5.1 Conclusion

The conclusions from this research are as follows:

1. The results show that the influence that the Instagram Social Media Content Message @xlaxiata_Iot has on Community Knowledge regarding Ai/Iot (XL Axiata Case Study – X Camp) is a positive influence. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata_Iot, it will directly have an impact on increasing public knowledge. Likewise, if Instagram @xlaxiata_Iot media content messages decrease, then public knowledge will decrease.
2. The magnitude of the influence exerted by the Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (Case Study XL Axiata – 36%). So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by other factors. The other factors referred to are individual factors such as work, education and age. Apart from that, it can also be influenced by social conditions, technological developments and government policies.

5.2 Suggestion

The suggestions from this research are as follows:

1. The results show that the weakness of Instagram media content messages lies in their appearance which is considered less attractive. Therefore, it is recommended that X Camp improve the appearance of Instagram social media to make it more attractive.
2. The results show that the weakness in public knowledge related to AI/IoT is the lack of basic knowledge and education from related parties about AI/IoT. Therefore, it is hoped that X Camp can publish more directly related to AI/IoT and not just through social media.

3. The results show that there is an influence of Instagram media content messages on public knowledge regarding AI/IoT. So, the hope is that X Camp will maximize the use of Instagram social media to increase public knowledge regarding AI/IoT.

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APPENDIX

Appendix 1: Questionnaire

KUISONER

Dear respondent

Conducting research with the title, "**The Influence of Instagram @xlaxiata_Iot Social Media Content Messages on Public Knowledge About Ai/Iot (XL Axiata Case Study – X Camp)**". For this reason, please be willing to participate in filling out this questionnaire. This questionnaire has no wrong answers, and your identity will be kept confidential. We thank you for your help, sir/madam

Respondent's Name :

No Tel :

Choose one answer to each question below. Put a mark (x) on the answer you think is the most correct.

1. Gender
 - a. Man
 - b. Women
2. Age
 - a. Under 25 years old
 - b. 26-40 years old
 - c. Over 40 years old
3. Work
 - a. Student
 - b. State / Private Officers
 - c. Trader
 - d. Other

Provide answers to all the questions in this questionnaire by assessing the extent to which the questions correspond to reality. Put a tick (✓) on the available options for your answer choice. Answer scores are divided into 5 criteria:

STS=Strongly Disagree (1)

TS= Disagree (2)

C= Fairly Agree (3)

S= Agree (4)

SS= Strongly agree (5)

Instagram Social Media Account@xlaxiata_iot (Variable X)

No	Question	STS (1)	TS (2)	C (3)	S (4)	SS (5)
1	Instagram account Camp @xlaxiata_iot has an attractive appearance					
2	Account Camp @xlaxiata_iot provides quite clear information					
3	Instagram account Camp @xlaxiata_iot made me comfortable reading it					
4	I am able to understand the post messages conveyed by the account Camp @xlaxiata_iot					
5	Instagram account Camp @xlaxiata_iot provides information effectively and efficiently					
6	X Camp @xlaxiata_iot gives followers the opportunity to collaborate					
7	Instagram account Camp @xlaxiata_iot builds relationships with followers					
8	Instagram account Camp @xlaxiata_iot provides					

	responsive responses to followers					
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Put a tick (✓) on the available options for your answer choice. Answer scores are divided into 5 criteria:

STS=Strongly Disagree (1)

TS= Disagree (2)

CS= Fairly Agree (3)

S= Agree (4)

SS= Strongly agree (5)

Public Knowledge regarding AI/IoT (Variable Y)

No	Question	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	I have prior knowledge of AI and IoT					
2	I can explain what AI and IoT are after seeing content posts from the Instagram account @xlaxiata_iot					
3	I can better understand how to use and apply if I have one of the AI and IoT tools from XL Axiata – X Camp					
4	I am able to analyze the use of AI and IoT					
5	I have knowledge regarding the relationship between AI and IoT					
6	I was able to evaluate the advantages and					

	disadvantages of AI and IoT after seeing the content of the @xlaxiata_iot XL Axiata – X Camp account post					
7	I have good confidence in the message conveyed by the post from the Instagram account @xlaxiata regarding AI and IoT					
8	I have thorough knowledge related to AI and IoT					

Appendix 2: Data Tabulation

No Resp	x1	x2	x3	x4	x5	x6	x7	x8	X	y1	y2	y3	y4	y5	y6	y7	y8	A N D
1	4	3	3	3	4	4	4	3	28	3	3	4	3	2	1	3	4	16
2	4	4	4	4	5	5	4	4	34	4	5	5	5	4	3	3	3	26
3	5	5	5	5	4	4	4	4	36	4	4	4	4	4	4	4	4	24
4	4	5	5	5	4	3	4	2	32	5	4	5	4	5	2	4	4	25
5	5	4	3	3	4	4	4	5	32	3	4	4	3	3	3	3	3	20
6	4	4	4	4	4	4	4	4	32	3	3	3	3	3	3	4	4	18
7	5	5	4	4	4	4	5	5	36	4	4	5	5	4	4	5	5	26
8	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	5	4	24
9	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	4	5	18
10	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	5	5	24
11	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	2	2	30
12	4	3	4	5	5	4	3	4	32	5	4	3	4	5	4	3	4	25
13	4	4	3	3	5	4	5	3	31	4	5	5	4	3	4	4	4	25
14	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	4	30
15	3	3	4	4	3	5	4	3	29	2	2	3	2	3	2	5	5	14
16	4	5	3	4	4	4	4	4	32	3	4	3	4	2	2	2	3	18
17	4	5	5	5	5	3	4	5	36	4	4	4	4	5	4	3	4	25
18	3	3	4	3	4	3	4	4	28	3	4	4	3	3	3	3	4	20
19	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	4	30
20	3	3	3	3	2	3	2	3	22	2	3	2	3	2	3	4	5	15
21	4	4	3	4	3	3	4	4	29	3	4	3	3	2	2	5	4	17
22	4	5	4	4	4	4	4	4	33	3	4	4	4	3	2	4	4	20
23	3	3	3	3	3	3	3	3	24	3	4	3	4	4	3	4	4	21
24	4	4	5	5	5	5	4	5	37	4	5	5	5	5	5	3	3	29
25	4	4	4	5	3	4	3	4	31	5	4	4	3	4	2	3	4	22
26	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	5	4	24
27	3	4	4	4	4	4	4	4	31	4	4	4	4	4	4	4	3	24
28	3	3	3	3	3	3	3	3	24	3	3	3	3	3	3	5	4	18
29	4	4	4	4	5	5	5	5	36	3	4	4	4	2	2	3	4	19
30	4	3	5	3	5	3	4	3	30	5	4	3	3	3	3	4	3	21
31	4	4	3	5	5	4	3	4	32	4	5	4	3	3	5	4	4	24
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33	5	5	5	4	4	4	4	3	34	3	3	3	4	4	5	3	4	22
34	4	5	4	4	4	5	3	4	33	3	4	3	4	3	3	3	5	20
35	4	4	5	4	3	5	4	4	33	4	5	5	5	5	4	2	1	28
36	3	3	4	4	4	3	3	3	27	4	3	4	3	4	3	4	4	21
37	4	4	4	3	3	5	4	4	31	3	3	3	3	5	4	3	4	21
38	3	5	4	4	5	4	5	4	34	4	4	3	4	3	4	4	3	22
39	4	3	4	5	5	4	3	3	31	4	3	3	4	4	3	5	5	21
40	4	5	3	4	3	4	4	5	32	3	3	4	5	4	4	3	4	23
41	1	4	3	1	1	1	5	4	20	3	2	3	2	2	1	1	2	13
42	3	5	4	4	5	4	4	4	33	3	3	4	3	3	4	2	5	20

43	1	2	1	4	5	3	2	4	22	2	3	5	5	3	5	3	4	23
44	2	3	4	2	4	2	4	1	22	3	1	4	4	2	1	2	1	15
45	4	3	4	3	3	3	4	4	28	4	3	3	3	4	4	1	3	21
46	4	4	4	4	5	4	5	4	34	3	4	4	4	3	4	4	4	22
47	2	1	5	3	2	1	1	1	16	3	1	4	4	4	3	4	4	19
48	3	4	2	2	3	4	3	3	24	1	2	1	4	5	5	3	4	18
49	4	4	3	4	4	4	4	5	32	3	4	4	4	3	4	4	5	22
50	2	4	2	4	5	2	1	3	23	3	4	3	2	1	2	3	2	15
51	2	2	3	2	5	4	1	3	22	2	3	2	1	2	5	4	3	15
52	3	4	5	3	3	4	5	5	32	3	4	4	4	3	4	5	5	22
53	3	4	3	1	4	3	1	5	24	2	3	2	2	2	1	4	4	12
54	2	2	2	1	4	2	2	1	16	3	2	3	5	1	3	3	3	17
55	3	2	2	2	2	1	4	5	21	4	3	4	1	4	4	4	4	20
56	3	4	4	3	3	3	3	3	26	4	4	4	4	4	4	4	4	24
57	3	3	4	3	4	3	3	3	26	4	3	3	3	3	3	1	4	19
58	3	4	3	4	4	3	4	5	30	3	4	4	3	3	3	4	4	20
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60	3	3	4	3	3	3	3	3	25	3	4	3	3	4	4	2	1	21
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66	3	5	4	3	3	4	3	4	29	4	4	5	4	5	4	3	3	26
67	2	1	2	2	3	3	1	2	16	5	1	2	4	5	3	4	3	20
68	4	4	3	4	4	3	4	4	30	4	3	4	4	3	4	4	3	22
69	5	1	1	3	2	1	1	4	18	5	3	2	3	1	5	5	5	19
70	4	3	4	4	4	4	4	4	31	3	4	3	5	4	3	3	4	22
71	1	2	3	3	3	3	1	5	21	4	2	5	3	5	4	3	5	23
72	3	3	4	4	4	4	4	4	30	4	5	5	5	4	4	4	3	27
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75	4	3	5	4	3	4	4	4	31	4	4	4	4	4	4	2	2	24
76	5	3	2	2	1	4	4	3	24	5	3	3	2	2	2	3	3	17
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78	3	4	2	5	2	3	2	3	24	3	1	3	4	5	5	4	2	21
79	3	4	3	4	4	4	4	4	30	3	3	4	4	4	4	3	4	22
80	3	4	4	3	3	2	2	4	25	4	3	1	1	5	4	4	3	18
81	3	4	4	4	4	4	4	4	31	4	5	4	4	4	4	4	4	25
82	3	2	1	4	5	4	2	1	22	1	4	3	3	3	4	4	5	18
83	3	4	4	4	4	4	4	5	32	3	4	4	4	4	4	4	3	23
84	3	2	3	5	3	2	2	1	21	5	2	1	2	3	3	2	1	16
85	3	4	4	4	5	4	4	4	32	3	3	4	4	3	4	1	2	21
86	3	4	3	4	4	4	4	4	30	3	4	4	4	4	4	4	3	23
87	4	3	4	2	4	3	1	2	23	5	5	4	4	5	4	2	2	27
88	3	4	3	3	3	4	4	3	27	4	5	4	5	4	4	5	1	26
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92	3	4	3	4	4	3	4	4	29	4	4	4	3	5	5	3	3	25
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94	3	4	3	4	3	3	4	4	28	3	3	3	3	5	3	3	4	20
95	4	4	3	4	2	3	2	3	25	4	5	1	3	4	3	5	2	20
96	3	4	4	5	4	5	4	5	34	3	3	3	4	4	4	2	4	21
97	2	4	1	4	4	2	4	2	23	5	2	4	5	4	1	3	3	16
98	3	4	4	4	3	4	4	4	30	4	4	3	4	3	3	1	4	21
99	2	2	1	3	4	2	4	5	23	2	5	5	4	3	2	4	4	21

100	3	3	3	3	4	3	3	3	25	3	3	3	3	3	3	3	3	18
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Appendix 3: SPSS Output

Validity of variable

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	28.3000	18.116	.799	.871
x2	28.3000	17.484	.744	.874
x3	28.4000	18.358	.665	.882
x4	28.3500	18.029	.685	.880
x5	28.2500	17.987	.706	.878
x6	28.4000	19.726	.506	.896
x7	28.3500	18.345	.707	.879
x8	28.4500	18.155	.605	.889

The calculated r number shows that it is greater than the table r (0.3). So it can be concluded that the item value in variable X is valid.

Reliability of Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.895	8

The alpha value is 0.895 exceeding the minimum value of 0.6. So the items in variable X have reliable values.

Variable Validity; Y

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	27.3500	9.713	.483	.731
y2	27.1000	9.042	.483	.727
y3	27.1500	9.608	.375	.746
y4	27.1500	9.503	.402	.742
y5	27.2000	9.221	.334	.761
y6	27.1500	8.134	.684	.685
y7	27.3500	9.608	.419	.739
y8	27.2500	9.145	.512	.722

The calculated r number shows that it is greater than the table r (0.3). So it can be concluded that the item value in variable Y is valid.

Reliability of Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.758	8

The alpha value is 0.758 exceeding the minimum value of 0.6. So the items in variable Y have reliable values.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	3.01831359
	Most Extreme Differences	
	Absolute	.054
	Positive	.054
	Negative	-.052
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

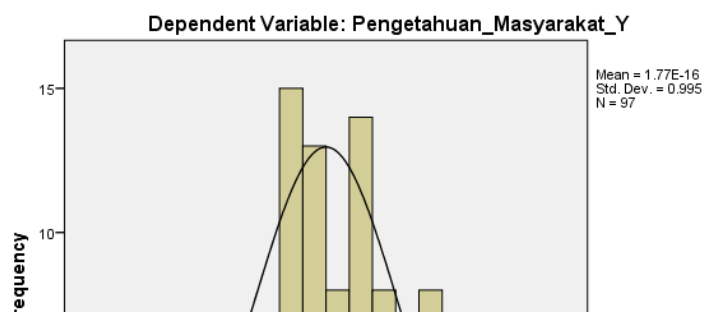
a. Test distribution is Normal.

b. Calculated from data.

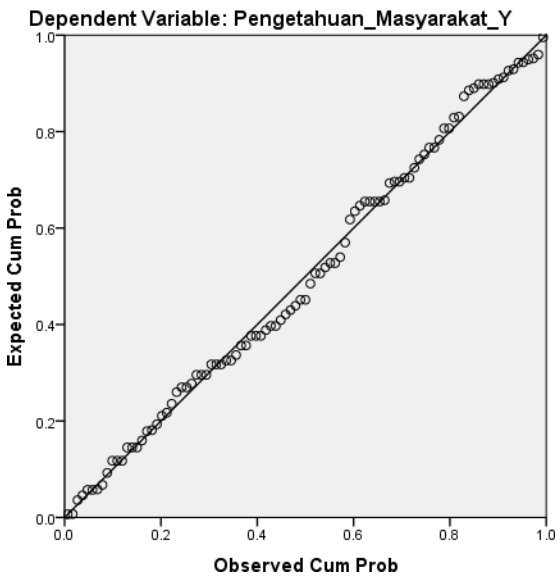
c. Lilliefors Significance Correction.

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

Histogram



Normal P-P Plot of Regression Standardized Residual



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.393	1.648		5.700	.000

Instagram_Media_Content_X	.419	.057	.600	7.318	.000
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a. Dependent Variable: Community_Knowledge_Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	492.966	1	492.966	53.548	.000 ^b
	Residual	874.581	95	9.206		
	Total	1367.546	96			

a. Dependent Variable: Community_Knowledge_Y

b. Predictors: (Constant), Konten_Media_Instagram_X

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.354	3.03416

a. Predictors: (Constant), Content_Media_Instagram_X

b. Dependent Variable: Community_Knowledge_Y