

CHAPTER 1

INTRODUCTION

1.1 Overview of Research Objects

1.1.1 Profile of @ikom_telu



Figure 1. 1 Logo @ikom_telu

Sumber: (ikom_telu, 2024)

Profile @ikom_telu was founded on March 2 2023, @ikom_telu is the Communication Science Study Program at Telkom University has a strong social media presence on Instagram. Instagram @ikom_telu This discusses student activities, religious holidays, and inspirational quotes. @ikom_telu mentions upcoming events and deadlines.



Figure 1. 2 Manager/Owner Of The Instagram Account @ikom_telu

Sources: ikom_telu, (2024)

Figure 1.2 is, Ms. Idola Perdini Putri, Ph.D, head of the communication science study program, is the manager/owner of the account. Ms. Idola trusts that the @ikom_telu Instagram account can ended up a implies of benefit, data, instruction and sharing related to ponder program exercises and occasions. So, understudies majoring in communication science at Telkom College can get data, instruction and administrations from the think about program, to form it less demanding for students to go through lectures, conjointly so they do not miss important information about lectures

1.1.2 Vision dan Mission @ikom_telu

As a vision of the Communication Science Study Program to provide programs designed to broaden students' horizons and skills in various fields, including social media, journalism, advertising, public relations, and others., the following is the vision and mission of the Communication Science Study Program.

Vision:

Become a Study Program that plays an active role in Research and Entrepreneurship Development in the field of information technology-based communication science in 2023.

Mission:

The mission of the Communication Science Study Program is as follows:

1. Study and carry out education in the fields of information technology-based communication and entrepreneurship.
2. Carrying out research exploration in the fields of communication science and entrepreneurship as part of information technology-based innovation.
3. Carrying out community service activities as a solution to problems that arise in communication science and entrepreneurship

1.2 Research Background

Indonesia, as one of the countries with the largest population in the world, continues to show significant growth in the use of digital technology. The latest report from Datareportal.com in "Digital 2024 Indonesia" shows the development of internet user behavior which continues to increase. In addition to the growth in internet use, there has also been an increase in the adoption of other digital technologies such as social media and e-commerce. The report notes the increasing use of mobile devices and the growing demand for digital content, which is important for marketing and business strategies. The "Digital Indonesia

2024" report provides comprehensive insight into digital technology trends in Indonesia. This information can help marketers and businesses develop more effective strategies, understand changing consumer behavior, and adjust their business plans. Utilizing opportunities from the growth of digital technology is expected to encourage the development of innovative content and the use of digital platforms to reach a wider and more engaged audience Digital 2024 Global Review, (2024)

According to Hidayatullah (2020:1), social media is an online site or service that allows users to consume and follow or participate in creating, commenting and distributing various content in various formats such as text, images, videos and photos. Instagram itself is a social media that is used by its users as social media with the function of sharing information in the form of images, photos, videos and captions Atmoko (2012:28), therefore Instagram is categorized as social media. Instagram was used as the research object in this study based on several considerations, including that since it was launched in 2010, the growth of Instagram social media can be said to be running quickly and rapidly.

Overall, this report is a valuable resource for industry players to understand and utilize digital technology trends in Indonesia, helping them to take the necessary strategic steps. recorded the number of active internet and social media users in Indonesia until the Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 would reach 221,563,479 people from a total population of 278,696,200 Indonesians in 2023. From the results of the 2024 Indonesian internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. Indonesian people are internet and social media users. With this it can be said that almost the majority of Indonesian people have used the internet and social media. Communication activities and access to information, entertainment, shopping and various online transactions, access to education, employment, and so on are known to be the reasons for this increase (Association of Indonesian Internet Service Providers (APJII, 2024). The following is Trends in Internet and Social Media User Data in Indonesia in 2024.



Figure 1. 3 Trends in Internet and Social Media User Data in Indonesia in 2024

Sources: (Digital 2024 Global Review, 2024)

Based on figure 1.3 above, according to the report "Digital 2024 we are social and Meltwater, in Indonesia there have reached 185.3 million people who use the internet, up 0.8% or around 1.3 million people from 2023. Of the population in Indonesia, which will reach 278.7 million in 2024, 66.5% or 185.3 million people have accessed the internet, while 34.5% or around 93.4 million people, still do not have access to the internet. The widespread emergence of the internet in Indonesia has had an impact big on social media use. Ease of internet access via device like mobile phones, laptops or tablets that can be taken anywhere has changed Social media has gone from being just a communication tool to becoming search source information. Social media in Indonesia is growing rapidly along with developments internet access among Indonesian users, especially with support development of internet infrastructure, such as Wi-Fi and fiber optic networks. We are social also provides information that in January 2024, there will still be 49.9% or around 139 million individuals who are active in using social media in Indonesia (Digital 2024 Global Review, 2024). The following is data for The Main Reasons People in Indonesia Use the Internet (2024).

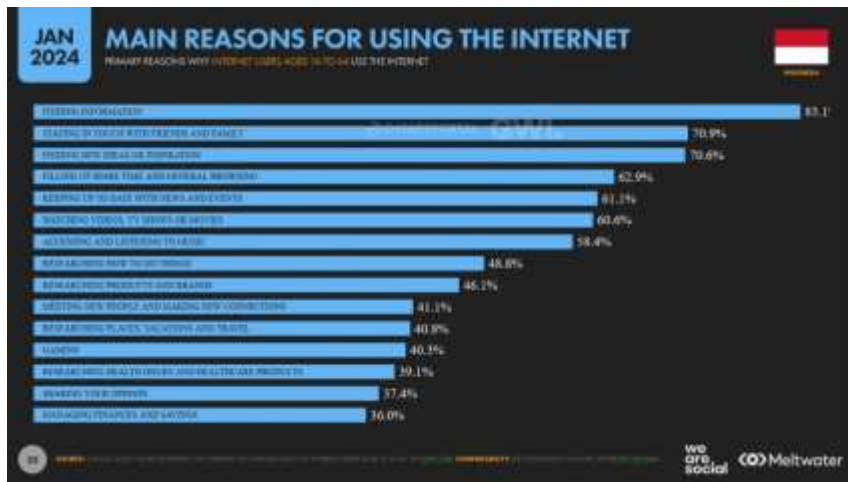


Figure 1. 4 The Main Reasons People in Indonesia Use the Internet 2024

Sources: Digital 2024 Global Review, (2024)

Based on figure 1.4 above, on a report from we are social it is seen that about 83.1% of people use the internet to search or find information, while as many as 70.9% use the internet to stay in touch with family, friends, and so on. As many as 70.6% of people use the internet to get inspiration and new ideas, about 62.9% of people only fill their free time when using the internet. From the data above shows that internet users are more often used to find information, and what is happening out there. The following is data for Most Use Social Media Platform in Indonesia Digital 2024 Global Review, (2024).

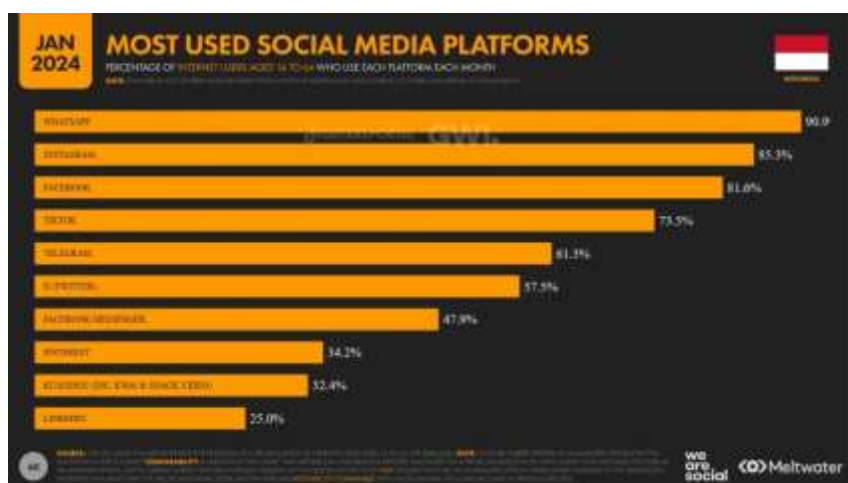


Figure 1. 5 Most Use Social Media Platform in Indonesia

Sources: Digital 2024 Global Review, (2024)

Based on figure 1.5 above, according to a report from we are social and Meltwater about the most used social media platforms shows that the whatsapp application is the number one application that is often used by Indonesians around 90.9%, and followed by Instagram which occupies the second position with 85.3%, and there is also Facebook which is ranked number 3 with 81.6%. The following is data for Daily Time Spent Using Social Media in Global Review.

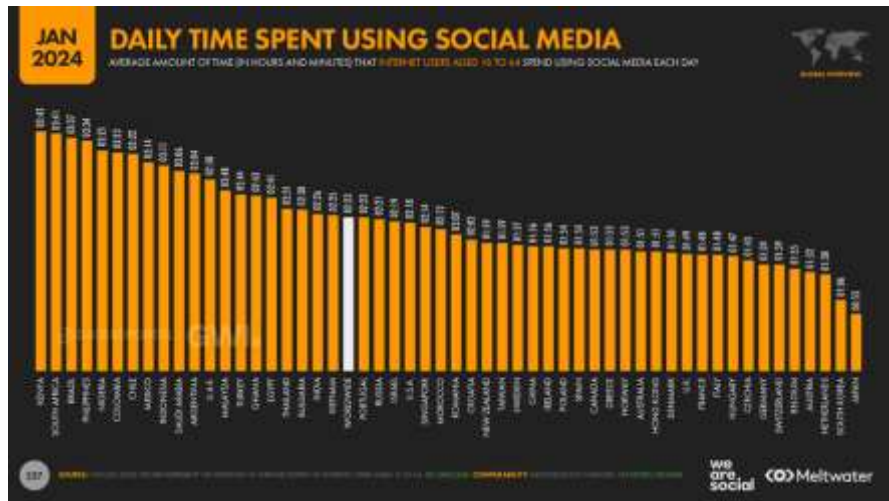


Figure 1. 6 Daily Time Spent Using Social Media
Sources: Digital 2024 Global Review, (2024)

Based on figure 1.6 above, from the data above obtained from we are social shows that Indonesia occupies the 7th position as the country that spends the most time on the Instagram mobile application, Indonesia spends an average of about 16 hours 10 minutes in 1 month. It shows that a lot of Indonesian people spent most their time for using Instagram. Indonesians spend a parcel of time on Instagram for a few key interrelated reasons, counting socioeconomics, culture, innovation and nearby substance. With a huge youthful populace, Indonesia has numerous dynamic social media clients who are exceedingly associated to innovation and tend to spend a part of time on advanced stages such as Instagram. Tall smartphone entrance moreover makes it simpler to get to Instagram anytime and anyplace, in this manner expanding utilization time. Indonesia's solid social culture energizes citizens to continuously interface and associated with each other, making Instagram an perfect stage for sharing minutes, communicating and building a wide social arrange Digital 2024 Global Review, (2024).

The impact of prevalent influencers and celebrities on Instagram pulls in numerous devotees who are inquisitive about taking after their lives, exercises and suggestions, subsequently expanding time went through on the stage. In expansion, Instagram gives a parcel of important and curiously neighbourhood substance for clients, from culinary, fashion, travel, to way of life, which makes clients proceed to investigate and spend more time on the application. Instagram's inventive highlights such as Stories, Reels, IGTV and online shopping moreover increment client interactivity and engagement. Made strides computerized framework bolster, counting expanded web speeds and network expansion, permits more individuals to put through online. Dynamic showcasing and special campaigns by companies in Indonesia too increment client perceivability and engagement on Instagram. All of these variables make an biological system that's conducive to seriously Instagram utilize, making Indonesia one of the nations with the most elevated Instagram usage time within the world.

@ikom_telu discusses student activities, religious holidays, and inspirational quotes. via social media. In this research, @ikom_telu was used as the research object because @ikom_telu attracted a lot of attention because of its information, benefits and has now become a mainstay account for students. To date, @ikom_telu is one of the student activity accounts that is ranked sixth. The following is data regarding 6 Instagram accounts that have services for students on Instagram.

Table 1. 1 Activity Content Students

No	Name Instagram	Number of Followers	Content Focus
1	@baa_univtelkom	16,400	Information and Education
2	@iotelkomuniv	5,871	Information and Education
3	@laakfks	5,248	Information and Education
4	@bpa_telkomuniversity	2,535	Information and Education
5	@fks.telkomuniversity	2,185	Information and Education
6	@ikom_telu	1,226	Information and Education

Source: Researcher, 2024

Based on Table 1.1, it can be seen that the @ikom_telu account entered the top 6 activity content students on Instagram by occupying the sixth position with a total of 1,226 followers with the first position occupied by the @baa_univtelkom account. When compared

to its competitors, the volume of @ikom_telu followers is still lower, this may be due to a lack of information and education from @ikom_telu.

In the midst of competition for Instagram accounts related to information and education services, @ikom_telu has succeeded in becoming one of the information and education service accounts that attracts the most attention from students by including student content activities on Instagram. In its social media strategy, @ikom_telu uses social media, especially Instagram, as a tool to share important information and an Instagram account can ultimately imply benefits. The Instagram account @ikom_telu is very active in providing information about important information and programs @ikom_telu. Apart from providing information about communication and business faculty study programs, @ikom_telu also often shares useful information regarding data, instructions and shares related to consideration of training programs and events. The amount of information received by students regarding the @ikom_telu account on Instagram influences their information needs. The following is a display of the @ikom_telu account on Instagram.

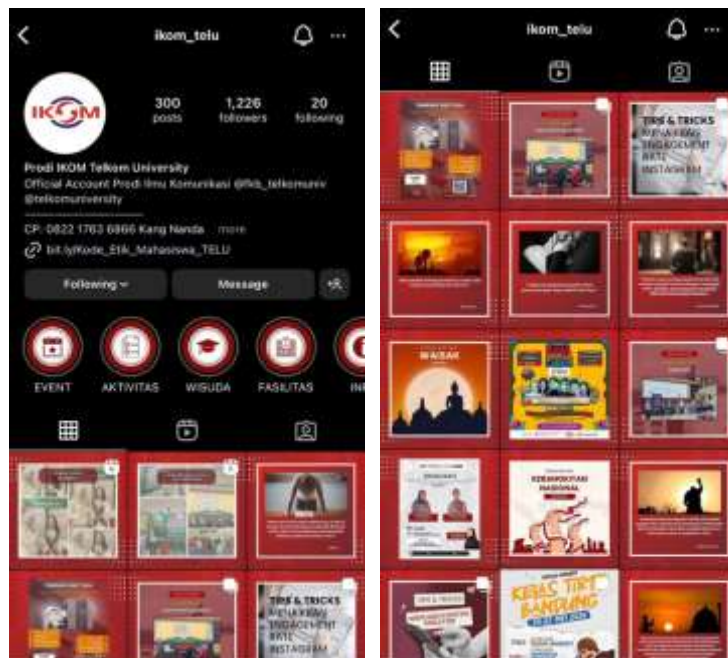


Figure 1. 7 Instagram Account Display @ikom_telu

Sources: ikom_telu, (2024)



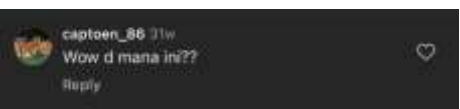
Based on Figure 1.7, In its social media strategy, @ikom_telu uses social media, especially Instagram, as a tool to share important information and ultimately the Instagram account can provide benefits. @ikom_telu apart from providing information about

communication science programs, @ikom_telu also often shares the Instagram account displays content in the form of information, education, entertainment, and other activities. @ikom_telu is an Instagram account that creates information and educational content needed by Telkom University students, especially for communication science majors, one of the useful content and also needed by communication science students is information about seminars, there is also educational content on how to register for college semesters, @ikom_telu also presents entertainment such as walking around Telkom University, funny memes, tips & tricks and many more interesting content and needed by Telkom University communication science students in @ikom_telu. @ikom_telu also provides content about profiling, namely introducing several lecturers, and also introducing organizations / clubs so that students can get to know more deeply who are the lecturers who teach at Telkom University Communication Science, make Instagram posts about outstanding students, post congratulations on promotions and also achievements from several lecturers. The amount of information students received regarding the @ikom_telu account on Instagram influences their information needs ikom_telu, (2024).

Instagram social media @ikom_telu which is managed by the communication science study program to fulfill information needs regarding such as the need for information. Humans rely on information to fulfill various needs such as increasing knowledge, improving skills, reducing distance, gaining satisfaction and so on (Perdana, et al., 2012: 4-5), because of this the researchers also made followers of Instagram @ikom_telu as people who use media and people who have a motive to fulfill their information needs by following the Instagram account @ikom_telu to become research subjects and become one of the most active accounts in disseminating information every day. Based on the uses and gratifications theory according to Blumer and Katz in Littlejohn et al. (2017:174) media users play an active role in choosing and using media, media users become active parties in the communication process. Media users sort and look for the best media sources to use to meet their needs including how the use of social media helps them gain knowledge and improve the process of obtaining information needs (Nurmalia Dewi Putri & Dindin Dimiyati, 2024).

In the process of determining information needs, researchers took reviews of the Instagram social media account @ikom_telu to identify the use of social media and the information provided by @ikom_telu on the Instagram social media account. The following is a table of product reviews related to the use of social media and information provided by @ikom_telu on their Instagram social media account

Table 1. 2 Reviews of Communication Science Students

No	Information Complaints	Problem
1		<p>In this review, the reviewer asked questions because the reviewer felt that the information on social media Instagram @ikom_telu was not clear, so the reviewer did not receive the information needed by the reviewer. This indicates that there are problems in the indicators of information needs regarding the use of social media.</p>
2		<p>In this review, the reviewer asked questions because the reviewer felt that the information on social media Instagram @ikom_telu was not clear, so the reviewer did not receive the information needed by the reviewer. This indicates that there are problems in the indicators of information needs regarding the use of social media.</p>
3		<p>In this review, the reviewer asked questions because the reviewer felt that the information on social media Instagram @ikom_telu was not clear, so the reviewer did not receive the information needed by the reviewer. This indicates that there are problems in the indicators of information needs regarding the use of social media.</p>

Source: Researcher, 2024

Based on Table 1.2, it can be seen that the @ikom_telu account received several questions from reviewers. Several students looked confused due to the information contained on the social media Instagram @ikom_telu which they felt was not complete and clear enough, so the students felt doubtful and decided to cancel their need for information on the @ikom_telu account. This indicates that the number of followers of @ikom_telu is in a lower

position when compared to its competitors, perhaps due to the problem of doubt regarding information needs caused by the information provided by @ikom_telu on Instagram social media being considered less informative.

In research conducted by (Nurmalia Dewi Putri & Dindin Dimiyati, 2024), there is 1 variable that influences the information needs used in this research, namely the use of social media. The phenomenon of social media use and information needs is that there is student confusion because reviewers do not understand the information available so there is doubt about knowing the information. The phenomenon of using social media is that there are users who are considered incomplete and unclear so that reviewers feel confused about the information.

Based on the background descriptions and existing previous research, there are gaps or differences in the relationship between one researcher and another who discuss the influence of Social Media Use on Information Needs. So more in-depth research and study is needed regarding these variables. Researchers are interested in conducting this research further with the title “THE INFLUENCE OF THE @IKOM_TELU INSTAGRAM ACCOUNT STRATEGY IN FULFILLING THE INFORMATION NEEDS OF TELKOM UNIVERSITY COMMUNICATIONS SCIENCE STUDENTS”.

1.3 Problem Formulation

Based on the background that has been stated above, the formulation of the problem in this research is:

How much the influence of Social Media on @ikom_telu to Fulfilment needs of Instagram Users communication science study?

1.4 Research Aim

Based on the formulation of the problem in this study, the objectives of this study are as follows:

To know and describe how big the influence of Social Media on @ikom_telu to Fulfilment needs of Instagram Users communication science study

1.5 Benefits of the Research

The benefits of research are a function of research, whether from program development or pure science. In this research, there are a number of benefits that are expected to be achieved, namely in practical and theoretical aspects.

1.5.1 Pratical

It is hoped that this research will be able to provide information, reviews, consideration of solutions, and suggestions for formulating the use of social media, and information needs, especially for @ikom_telu.

1.5.2 Theoretical

It is hoped that this research will provide results that will be used to develop knowledge and understanding, as well as add to studies related to the topic “The Influence Of The @ikom_telu Instagram Account Strategy In Fulfilling The Information Needs Of Telkom University Communication Science Students”. On the other hand, the results of this research can also be used as a reference and reference material for future research in similar fields.

1.6 Research Time and Period

Preparing systematic writing to provide a description of information regarding materials, methods and various other matters related to research. This section includes systematics and a brief explanation of the research which is arranged from Chapter I to Chapter V.