

THE EFFECTIVENESS OF USING INSTAGRAM ON THE @MEDAN TALK ACCOUNT IN FULFILLING THE INFORMATION NEEDS OF COMMUNICATION STUDIES STUDENTS AT STATE UNIVERSITY OF NORTH SUMATRA STAMBUK 2018

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Abstract:

Social media is a digital platform that facilitates its users to simplify the process of exchanging information. Instagram is an app that has a gift and is growing through social media. Research in referring to an account and questioning how account is in meeting the information needs of UINSU Communication Science Students. The @MedanTalk account is an account that has actively shared posts related to accidents, natural events, crimes, advertisements and so on specifically in areas around Medan City. Based on the activity of the post, the user of an account with the name @MedanTalk becomes the number one information search account for the people of Medan City.

Keywords: *Instagram, Information, Communication*

Introduction

According to a global study on internet usage conducted in 2017, the number of smartphone users has increased very rapidly. It is known that more than half of the world's population currently uses smartphones in everyday life and makes society highly dependent on it¹.

Around 25.3% of Indonesians use the internet to keep up with the latest information, as this news stated in a 2016 study by the Association of Indonesian Internet Service Providers. This is because our culture relies heavily on knowledge. This kind of civilization is known as an information society.

Social media is a type of internet activity where people share photos and videos online. Instagram is an application that uses digital filters to make pictures and videos look more attractive, and also shares them on various social networking sites².

Instagram is a social media platform where people can share photos and videos with friends³. @MedanTalk is a popular Instagram account that provides accurate information about events in the city of Medan.

¹ Sari, D. N., and A. Basit. "Media Sosial Instagram Sebagai Media Informasi Edukasi Parenting. 3, 23–36." (2020).

² Octavia, Dewi, and M. Darajat Ariyanto. *Penggunaan Media Sosial Instagram Di Kalangan Mahasiswa (Studi Kasus Mahasiswa Pai Angkatan 2016 Universitas Muhammadiyah Surakarta)*. Diss. Universitas Muhammadiyah Surakarta, 2020.

³ Dian Prajarini, S. T. *Media Sosial Periklanan-Instagram*. Deepublish, 2020.

The @MedanTalk account is a social media account dedicated to sharing information about events and conditions in the city of Medan. This account was created on November 26, 2011, and as of December 7, 2022 has 1.2 million followers with 55,100 posts.

MedanTalk is an Instagram account run by people in Medan who post news, information, stories and promotional media about the city. This is the number one social media account in the city, and is very popular for conveying information about events and conditions in Medan in audio-visual form. MedanTalk also has many social media accounts, among others websites, *YouTube*, *Twitter*, and *Instagram*⁴.

Based on the explanation above, the authors put forward the question that is the problem, namely: How is the effectiveness of using Instagram on the @MedanTalk account in meeting the information needs of Communication Studies students at UIN North Sumatra Stambuk 2018?

Definition of Social Media

Van Dijk says that it is a social media platform which helps users to connect and collaborate with each other. This makes social media a medium that helps strengthen relationships between people⁵.

Meike and Young view social media as a way to share things with others, such as private conversations. But social media can also be used to share things with many people at once, without having to provide users' personal data⁶.

Boyd stated that social media is a type of software that allows people to communicate and collaborate with each other through websites and applications. It has a focus on user-generated content (UGC), meaning that people create and share their own content instead of being edited by someone else.

Social media allows people to communicate with each other in various ways, including exchanging ideas, working together, and getting to know each other in visual and auditory forms⁷.

Definition of Mass Communication

Mass communication is a way of communicating with many people at the same time. This can be done through various forms of media, such as TV, radio, and the internet. Wilbur Schramm, a communication expert, says that communication is the act of sharing ideas and experiences with others. If we want to communicate effectively, we need to be aware of the similarities between us and the people we are talking to⁸.

Whereas P. J. Bourman uses the word "mass" to refer to a large or numerous population group; it can also sometimes be used to describe a large

⁴ Akbar, Fauzi. *Pengaruh Citra Merek dan Penggunaan Instagram@ Medantalk terhadap Pemenuhan Kebutuhan Informasi Followers*. Diss. 2020.

⁵ Alhidayat, Nanang, and Nova Elyra. Studi Tentang Kontrol Sosial Melalui Media Sosial. *Jurnal Pendidikan Dasar dan Sosial Humaniora* 1.3 (2022): 521-526.

⁶ Utami, Eviandri Setyo. "Komunikasi Dalam Kelompok Dan Penggunaan Media Sosial."

⁷ Pratiwi, Anak Agung Manik. "Peran Media Sosial Dalam Meningkatkan Penjualan Online Saat Pandemi Covid-19." *Jurnal Ilmiah Satyagraha* 3.2 (2020): 73-81.

⁸ Djerubu, David, and S. Fil. "Teori Komunikasi Dan Peranan Komunikasi." *Ilmu Komunikasi dan Statistik* (2022): 17.

number of listeners. There is no organization, but there are bonds and similarities in souls⁹.

Mass communication is the process of using various forms of media to share information with large numbers of people. In general, this includes things like newspapers, magazines, TV, and the internet. Narrowly, mass communication refers to all forms of communication seen by many people¹⁰.

Mass communication differs from other forms of communication in that it is open to many people at once. This type of communication is often presented to the public in an easily accessible manner through various forms of media. This allows messages to be received and received by many people quickly¹¹.

Information Needs

Information is data that is processed into a form that can be understood by humans. This means information can be useful to people if they can use it to do something they want or need to do. For example, if someone wants to know information about a topic, that information will likely be of use to them. However, information can also be useful if the person doesn't know what they are looking for. This is because information can help people know what they are looking for¹².

Information can have different meanings depending on the context. Some people use it to refer to facts or data, while others use it to refer to knowledge or understanding¹³.

Information is used to reduce the uncertainty that arises due to ignorance of something. Diao said that information can be in the form of facts, data, beliefs, opinions, and stored knowledge. It can be presented in the form of written words, spoken words, pictures, or recordings¹⁴.

Different people need different amounts of information at different times. This is because the way people think and process information varies at different levels of consciousness. This makes it hard to know what people need and how much.

⁹ Romli, Khomsahrial. *Komunikasi massa*. Gramedia Widiasarana Indonesia,(2020).

¹⁰ Syaipudin, Latif. "Peran Komunikasi Massa Di Tengah Pandemi Covid-19." *Kalijaga* 2.1 (2020): 14-34.

¹¹ Kustiawan, Winda, et al. "Manajemen Media Online: Online Media Management." *Jurnal Ilmiah Teknik Informatika dan Komunikasi* 2.2 (2022): 13-17.

¹² Solehudin, Much. "Informasi Dalam Perspektif Islam." *Jurnal Teknologi Dan Bisnis* 2.1 (2020): 1-14.

¹³ Fitriyani, Eka Nur. "Penggunaan Media Sosial Twitter dalam Pemenuhan Kebutuhan Informasi (Studi Korelasi Aktivitas Menggunakan Media Sosial, Kualitas Informasi dan Electronic Word of Mouth dengan Pemenuhan Kebutuhan Informasi Mengenai Diskon di Kalangan Pengikut Akun Twitter@ Berburusale)." (2020).

¹⁴ Hendrawan, Muhammad Rosyihan, and Purwanto Putra. *Integrasi Manajemen Pengetahuan dan Literasi Informasi: Pendekatan Konsep dan Praktik*. Universitas Brawijaya Press, 2022.

Research Method

Descriptive qualitative methodology is the method used in this study. The descriptive qualitative research method is the rationale for a methodology that tries to understand more about a social phenomenon or phenomena that concern humans¹⁵.

The qualitative approach is based on observing certain things and then understanding how they work together. This research uses a descriptive qualitative approach, which means looking at certain things to study them more deeply. A descriptive qualitative approach is a type of research that focuses on identifying a problem correctly by exploring the collected data. This information is then analyzed and interpreted in ways that help us understand the problem better¹⁶.

The @MedanTalk Instagram account is very helpful in meeting the information needs of communication science students at North Sumatra State University class of 2018. This is because it uses a qualitative descriptive method which is considered the most acceptable method in this study.

The author will use primary and secondary data in this study. Primary data is information collected from interviews with people who were directly involved in the research, such as students of Communication Studies at the State University of North Sumatra class of 2018 who are active on Instagram. Secondary data is information collected from other sources, such as articles or data collected from other research projects.

Rijali said that data collection techniques are the most strategic techniques in research, because the main objective of research is to collect data. Data collection techniques used are in-depth interviews, observation and documentation. Data analysis was carried out by reducing, presenting, and drawing conclusions¹⁷.

Results and Discussion

As a student, curiosity about something new is important. This can encourage students' attitudes and critical thinking as material for discussion every day. The need for information arises because of the urge to search for information, several factors driving people to realize that they need information are caused by several things, including: work, culture, personality, age, availability of time, access, costs, excess information and so on.

Along with the development of sophisticated technology in the midst of today's civilization, *smartphones* are here to provide super fast and practical service for its users. Through Smartphone users can download social media applications so they can connect to other users via the internet.

According to research, Indonesian students enjoy using Instagram to find inspiration, share travel experiences, latest trends, and important information,

¹⁵ Abdussamad, H. Zuchri, and M. Si SIK. *Metode penelitian kualitatif*. CV. Syakir Media Press, 2021.

¹⁶ Murdiyanto, Eko. "Penelitian Kualitatif (Teori dan Aplikasi disertai contoh proposal)." (2020).

¹⁷ Rijali, Ahmad. "Analisis data kualitatif." *Alhadharah: Jurnal Ilmu Dakwah* 17.33 (2019): 81-95.

such as news. Instagram is a public space that is often used by teenagers, so this research wants to find out how well @MedanTalk meets the needs of UINSU Stambuk 18 Communication Studies students.

The study found that students felt that @MedanTalk could provide them with information about natural events, accidents, traffic jams, and sales information in the form of endorsements.

Based on the interview results, the informant said that "posts owned by the @MedanTalk account present information that is reported or reported with various posting forms. Starting from photos and videos accompanied by narration, providing information that is considered sufficient for students who follow the account. In addition, not a few accounts instagram the public share videos of their findings on the road to the @MedanTalk account".

A common name citizen *journalist* This often shares videos of findings to the @MedanTalk account so that this account has a lot of information even though the admin or crew in the account are not at the scene. Another interesting thing is that the admin on the account doesn't hesitate to spend time with members citizen *journalists* to exchange information, by number *followers* not least the account admin is fairly swift in receiving and providing information to his followers.

Through the facilities provided by the application instagram, the @MedanTalk account managed to take advantage of existing features by presenting important information in various forms of posting. Therefore, the followers of these accounts feel that it is easy to analyze the information so that they are not monotonous or bored.

When someone shows an emotional interest in something, that person's followers will often show a similar emotional reaction. This can be seen from the responses given by the sources to posts on the @MedanTalk account. Posts with more views tend to receive more likes and comments, indicating that the interviewee is emotionally interested in what is posted.

On the @MedanTalk account, some followers are interested in sharing information about a post with other Instagram users, both followers of that account and those who are not yet followers of that account. This is known as a mention, and the method is simply to link another user's account name in the comments column. Therefore, with easy internet access and skills in using social media, many people around the city of Medan are aware of the @MedanTalk account as an account that provides information in the form of reports with the contents of events and incidents around Medan City. Based on this reason also the account is famous till date.

Lots of news is shared on the Instagram account @MedanTalk, so that account has many followers, most of whom are young men and women. Researchers have found that few parents follow the accounts, which may be because they don't know as much about smartphone technology as their children. This means that it is too late for parents to start learning to use smartphones and engage in online communities.

Based on the results of other interviews there is a feeling of disappointment from followers on the @MedanTalk account. In the interview, the source explained "at this time the @MedanTalk account is almost full *endorsment* (advertising a product), this has an impact on difficulties followers in search of important

information because it has to scroll screen smartphone to the bottom, because the posts on the @MedanTalk account were filled with ads and made it difficult for me to find news, I decided to follow the account".

Endorsement itself is an advertising service on social media accounts that have a certain number of followers or quite a lot. This is well utilized by the @MedanTalk account admin as personal income. But on the other hand, due to the large number of people who fall *asleep* or ads on posts make followers Difficulty finding important information.

Conclusion

Based on the research above, the conclusion is that the @MedanTalk account is effective in providing the information needs of Communication Studies students at UIN Sumatera Utara because of the fast process of exchanging incoming and outgoing information. The advantages of this account are many citizen *journalist* who choose to share video recordings or photos about surrounding events to that account so that the @MedanTalk account always has the latest information about events around the city of Medan.

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