

## DIGITAL MEDIA COMMUNICATION

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# The Effectiveness of the Government Instagram Account to Fulfill the Information Needs Study on @humaskotatansel

Fahmil Hakim<sup>1\*</sup>, Karina Jayanti<sup>2</sup>

<sup>1</sup>Gunadarma University, [fahmilhakim6@gmail.com](mailto:fahmilhakim6@gmail.com), Indonesia

<sup>2</sup>AKMRTV Jakarta, [karina.jayanti@gmail.com](mailto:karina.jayanti@gmail.com), Indonesia

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### Abstract

South Tangerang City has official government social media accounts as their information media through the Communication and Informatics Service work unit @humaskotatansel. This account is a medium that provides information to the public. The purpose of this study was to see the effectiveness of the @humaskotatansel Instagram account in meeting the information needs of its people. This research uses quantitative research methods and the positivism paradigm. The data collection technique was carried out using a survey method using a questionnaire with a quota sampling technique. The respondents in this study were followers of the Instagram account @humaskotatansel, which was calculated using the Slovin formula so that the total sample was 100 respondents. This study uses the uses and gratification theory, which assumes that media users play an active role in choosing and using which media is appropriate to meet their needs. In this case, the information needs of 48.3% of the fulfillment of the information needs of the people of Tangerang. And it is known from the results of the T-test that the value of t count (9.563) > t table (1.660). This figure shows Ho is rejected and Ha is accepted, which means there is an influence on the effectiveness of the @humaskotatansel Instagram account in meeting the information needs of the Tangerang people.

**Keywords:** Effectiveness; Social Media; Instagram; Account @humaskotatansel; Information Needs.

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### Introduction

Nowadays, the closeness of humans to advances in communication technology is no longer special. The development of communication technology has created a new phenomenon: the internet. The internet has become a necessity in human life in this digital era. Based on the results of the Hootsuite and We Are Social reports, there are 202.6 million internet users out of 274.9 million in Indonesia, meaning that 73.7% of Indonesians use the internet for 8 hours and 52 minutes every day. The presence of the internet encourages the emergence of new media as a new communication tool. New media is a means of mass communication that is widely used by the community to fulfill their needs in obtaining information and entertainment.

The use of new media will form a virtual new social network. The virtual communication model is a trend that is widely used today. The communication process that is carried out virtually can be done through social media. Social media allows users to interact or exchange information between users with one another and will form an online network in cyberspace. According to Hootsuite and We Are Social, there are 170 million with a percentage of 61.8% of the total active social media users in Indonesia and as many as 98.3% accessing social media through their devices. Several social media have developed

with internet support, namely Youtube, Whatsapp, Facebook, Instagram, Twitter, Line, Pinterest, LinkedIn, Tiktok, and others.

In Indonesia, several regions have used social media to communicate with the public. One area that uses it is South Tangerang City. The South Tangerang City Government uses social media to convey information to followers. Through the public relations work unit of the Communication and Informatics Service (Diskominfo), the South Tangerang City Government utilizes social media to convey information to the public. Article 20 (g) South Tangerang Mayor Regulation No. 59 of 2016 explains that the Head of Information Management, Communication, and Public Relations carries out the function of "implementing public information services". This confirms that the role of public relations is very important in conveying information. Public Relations has a great responsibility to publish related activities, programs, and the results of the Government's achievements. This is also explained in the South Tangerang Mayor Regulation No. 59 of 2016 Article 23 (e) explains that the Head of the Public Relations Section has the task of: "facilitating materials, documentation, and reports on the results of the implementation of regional leaders' activities, including briefing notes, press releases, and backgrounders." Thus the public relations of South Tangerang City became a source of society to meet the broad information needs of the Government. Public Relations of South Tangerang City uses several types of social media accounts to convey information to the public, which is as follows:

**Table 1:** Social Media Accounts of Diskominfo South Tangerang City

<i>Social Media</i>	<i>Account</i>	<i>Year of Manufacture</i>	<i>Followers/ Subscribers</i>
Facebook	Humas Kota Tangsel	2017	1,97K
Twitter	@humastangsel	2013	10.9K
Instagram	@humaskotatangsel	2018	29,6K
Youtube	Humas Kota Tangerang Selatan	2018	550

Source: Facebook, Twitter, Instagram, and Youtube Diskominfo South Tangerang City

The table above shows that Instagram is the social media with the most followers, then the second is Twitter. If you look at a large number of posts, it is known that the number of posts on Diskominfo's Twitter is more than on Instagram. But what's interesting is that every post via the @humastangsel Twitter account leads followers to switch to an Instagram account.

The Diskominfo of South Tangerang City makes Instagram a superior social media compared to other social media. Instagram is a mobile application that allows users to take photos and videos, then provide digital filters and share them on online networks. Kevin System and Mike Krieger founded Instagram in 2010 with the aim that users can share stories with the general public in the form of photos and videos that can be given digital filters. Currently, Instagram is no longer just a medium for self-presentation and self-existence but can also be used for purposes such as trading, politics, service providers, and the community (Ritonga, 2019). Instagram has a very broad scope and has a great impact on its users. This is one of the reasons Diskominfo favors Instagram accounts over other social media accounts. Quoting Dahono (2021), according to the results of a survey conducted by the Global Web Index (GWI), Instagram is the most popular social media in Indonesia 2020-2021, with 3rd place after YouTube and WhatsApp.

A previous study conducted by Pratama (2019) under the title "The Effectiveness of the @Dishubjabar Instagram Account Belonging to the Public Relations of the Transportation Service of West Java Province on the Satisfaction of Information Obtaining Among Its Followers" found the results of the study that there was an effect of account effectiveness Instagram @dishubjabar with the satisfaction of obtaining information of 0.870 which means that the effect is positive. Another study from Fauziyyah & Rina (2020) in the title "The Effectiveness of the @infobandungraya Instagram

Account in Meeting the Information Needs of Followers" found that the effect of the effectiveness of the Instagram account @infobandungraya was 55.95% on meeting the information needs of followers.

The effectiveness of the @humaskotatangsel Instagram account as an official account is a benchmark in the success of the government's public relations communication process to its followers. Effectiveness can also be described when the communicator can accurately convey a message or information and influence the communicant so that feedback will occur. In human life, we definitely need the information to open our horizons both through print and online media. This is the hope of followers to rely on themselves to be able to meet the information needs of the government through the @humaskotatangsel Instagram account.

Based on the description above, along with previous research that has been carried out by other researchers, this study will examine the effectiveness of the government's Instagram Account to fulfill the information needs, study on @humaskotatangsel.

## **Theoretical Framework**

### **New Media**

McQuail (2011), in his book entitled *Mass Communication Theory*, explains that new media are various communication technology devices that share the same characteristics, which apart from being made possible by digitization and their wide availability for personal use as a communication tool. New media or new media is a place where communication message channels are decentralized, message distribution via satellite using cable and computer networks will allow interactive communication processes to occur flexibly in determining form and content through digitization of messages (Paramita & Erdiansyah, 2016).

Based on the explanation above, it can be concluded that new media are all forms and devices of communication technology as a decentralized communication channel where interactive communication will occur using the help of a network or network. The emergence of new media is the top form and development of today's communication technology.

### **Social media**

Social media is a new means that allows users to interact or socialize via the internet virtually in cyberspace. Social media makes it easy for users to exchange information globally and quickly without any limitations of space and time. Social media can be defined as online media where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Social media emerged due to the support of the internet. Social media encourages users to participate in providing feedback on a message or content. The ease of using social media to get information without a gatekeeper is a negative impact, so social media users are expected to be wise in using it.

It can be concluded that social media is an online media that encourage users to interact, socialize, communicate, participate in creating content, and exchange information that will give rise to feedback between users in cyberspace.

### **Instagram**

Instagram is a photo and video-sharing application that allows users to take photos and provide digital filters on social networks. Instagram was founded by Burn, Inc, which was designed by Kevin Systrom and Mike Krieger on October 6, 2010. With many developments being made, Instagram has become a photo-sharing service that is widely used by smartphone, PC, iPhone, iPad, or iPod Touch users. Users can download and use the Instagram application for free through the Apple Store and Google Play.

Instagram is a platform created to develop user ideas and creativity in capturing photos and editing them using digital filters. Instagram offers convenience and speed in sharing photos and videos. Instagram provides a new way of communicating on the social network through photos. The concept of a social network with following, like, and popular.

### **Effectiveness**

Mahmudi (2005) defines effectiveness as the relationship between output and goals, the more effective the organization, program, or activity. Dunn (2000) explains that effectiveness (effectiveness)

is related to whether an alternative achieves the expected result (effect) or achieves the goal of taking action. Based on the explanation above, it can be concluded that effectiveness is a benchmark that can determine how far the target has been achieved in accordance with the expected goals. Effectiveness is basically related to the level of achievement of goals or targets.

Hardjana (2001) also explained in his book entitled *Communication Audit* that there are four criteria that become indicators of communication effectiveness, namely as follows:

1. Who is the recipient (received used)
  2. The content of the message (content)
  3. Communication Media
  4. Message Source (source)
- Information Needs

Information needs are all processed data needed to fulfill basic human knowledge. Zipperer (in Jayadi, 2009) explains that information needs are considered as gaps in understanding something, namely when someone experiences a situation where they have to make decisions, answer questions, put facts, solve problems or understand something. There are four approaches that explain the information needs of social media users. According to Guha (Perdana, Cetti Rachman Gilang & Khadijah, 2012), they are as follows:

1. The Current Need Approach
2. Daily Needs Approach
3. Exhaust Need Approach
4. Brief Information Needs Approach (Catching-up Need Approach)

### **Uses and Gratification Theory**

Uses and gratification is an investigative theory about the use or utilization of mass media by the public or its users based on the media's efforts to provide information services to the public, based on the mutual interests of the two parties (Aan, 2013). This theory was the first time introduced by Helbert Blumer and Elihu Katz (1959) in their book *The Uses on Mass Communication: Current Perspectives on Gratification Research*.

Bara & Davis (2010), in a book entitled *Mass Communication Theory Edition 5*, explain that there are five basic assumptions that form the core of the uses and gratification theory, which are as follows:

1. The audience is active, and the use of the media is goal-oriented.
2. The initiative in linking the need for satisfaction to a particular media selection depends on the audience members.
3. The media is competent with other sources of need.
4. People have sufficient self-awareness of their media use, interests, and motives so as to provide an accurate picture of the research.
5. Decisions on values about how audiences relate their needs to particular media or content should

### **Material and Methodology**

The object of research is the topic of the problem that attracts researchers to be studied in research. According to Sugiyono (2012), it is explained that the object of research is a scientific target about an objective, valid, and reliable thing on certain variables in obtaining data with a purpose and use. In this study, the object of research is the Instagram account @humaskotatansel. Given that the Instagram account @humaskotatansel is the official account of the South Tangerang City Government, the Communication and Information Service (Diskominfo), which was just created in 2018, the researchers are interested in making @humaskotatansel the object of this research.

Research subjects are individuals, places, or objects that are observed to be a means of tracking the object of research. The research subject is an informant, meaning that people who have a research background are used to provide clear information about a situation and condition of the research setting (Moleong, 2010). The subjects in this study were followers of the Instagram account @humaskotatansel who belonged to the millennial generation with an age range of 18-44 years. Ali et al. (2017) explained that the millennial generation has one of the characteristics, namely "connected,"

which means that the millennial generation is a generation that actively uses the internet and social media.

The Instagram account @humaskotatansel is the official account of the South Tangerang City Government, the Communication and Information Office (Diskominfo), which was just created in 2018, so researchers are interested in making @humaskotatansel the object of this research. The subjects in this study were followers of the Instagram account @humaskotatansel who belonged to the millennial generation with an age range of 18-44 years. Ali et al. (2017) explained that the millennial generation has one of the characteristics, namely "connected," which means that the millennial generation is a generation that actively uses the internet and social media. The independent variable (X) in this study is the effectiveness of the @humaskotatansel Instagram account, and the dependent variable (Y) is the fulfillment of the information needs of followers.

This research was conducted from April to May 2021 using a google form questionnaire. The population in this study are followers of the Instagram account @humaskotatansel, totaling 29,700 followers (accessed on April 8, 2021). While the sample in this study, researchers used non-probability sampling with the quota sampling technique, namely the sample selected from the population that has certain characteristics to the desired number (quota). The characteristics or criteria of respondents to be used as samples using the quota sampling technique, namely:

1. Active users of social media Instagram
2. Followers of the Instagram account @humaskotatansel
3. Millennials are 18-44 years old.

In determining the required sample size, the researcher uses the Slovin formula with a maximum Margin of error or maximum acceptable error set in this formula of 0.1 or 10%. Thus the number of samples needed in this study was 99.66, rounded up to 100 samples or respondents.

## **Result and Discussion**

The population of this study is the followers of the Instagram account @humaskotatansel, as of April 8, 2021, with a total of 29,700 followers. Researchers used the Slovin formula in obtaining samples, so the sample in this study amounted to 99.66, which was rounded up to 100 samples. In this study, respondents were required to fill out all the statements that had been distributed using the google form media in several categories. Based on the results of data processing conducted by researchers, it shows that there are 93 respondents in the 18-24 year age range, six respondents in the 25-34 year age range, and one respondent in the 35-44 year age range. Meanwhile, if viewed by gender, male respondents were 28 respondents, and female respondents were 72 respondents. There are 79 respondents living in South Tangerang City, and the remaining 21 respondents living outside South Tangerang City.

All data obtained from distributing questionnaires will then be calculated using the SPSS (Statistical Product and Service Solution) version 25 program. The data validity test conducted by the researcher is used to measure each question item whether or not a questionnaire is valid. The level of validity can be measured by comparing the calculated value (correlation item-total correlation)  $r$  table with the provisions of the degree of freedom  $(df) = n - 2$ , where  $n$  is the number of samples with  $= 10\%$  or  $0.1$ , if  $r$  count  $>$   $r$  table, then the statement is valid, otherwise if  $r$  count  $<$   $r$  table, then the statement is invalid. Based on the results of data conducted by researchers using the SPSS program, it was found that out of 10 statements in the X variable (Effectiveness) and eight statements in the Y variable (Fulfillment of Information Needs) were declared valid because the value of  $r$  count was greater than  $r$  table (0.478 ). Based on the reliability test conducted using the Alpha-Cornbach's method, it was found that the variable X was declared reliable because the value of Cronbach's alpha was  $0.829 > 0.60$ , with the level of reliability being very reliable or high. Similarly, the variable Y is declared reliable because the value of Cronbach's alpha is  $0.726 > 0.60$ , with the level of reliability being reliable.

In the classical assumption test, this study uses a normality test and a linearity test. The normality test was conducted to determine whether a variable was normally distributed or not. This study uses the Kolmogorov Smirnov test. The following are the results of data processing on the normality test:

**Table 2: Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters <sup>b</sup>	Mean	.0000000
	Std. Deviation	2.18654103
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.056
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS Data Processing Results by Researchers

Based on the table above, which is the output or result of SPSS processing using the Kolmogorov Smirnov test, the Asymp Sig value is known. (2-tailed) of 0.200. Where the value is  $0.200 > 0.1$ , it can be concluded that the data tested is normally distributed.

Furthermore, a linearity test was carried out. The linearity test is used to determine whether there is a relationship between the X variable and the Y variable that has a linear relationship or not significantly. In this study, the linearity test was carried out using the Test for Linearity technique. The following are the results of data processing on the linearity test:

**Table 3: Linearity Test Results**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Pemenuhan	Between Groups	(Combined)	512.716	15	34.181	7.137	.000
Kebutuhan		Linearity	441.675	1	441.675	92.227	.000
Informasi *		Deviation from	71.041	14	5.074	1.060	.405
Efektivitas		Linearity					
Within Groups			402.274	84	4.789		
Total			914.990	99			

Source: SPSS Data Processing Results by Researchers

Based on the table above, it is known that the significance value of Deviation from Linearity from the relationship between the Effectiveness variable (X) on the Fulfillment of Information Needs (Y) is 0.405, where the value is  $0.405 > 0.1$ , which means that the relationship between the two variables is linear. This simple linear regression analysis is used to analyze and see how far the relationship or influence is given by the independent variable (X), namely the effectiveness of the @humaskotatangsel Instagram account on the dependent variable (Y), namely the fulfillment of followers' information needs.

**Table 4:** Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	5.929	2.059	2.879	.005
	Efektivitas	.580	.061	.695	.000

a. Dependent Variable: Fulfillment of Information Needs

Source: SPSS Data Processing Results by Researchers

Below is a general linear regression equation that is intended to get the value of the dependent variable, namely:

$$Y = a + bX$$

$$Y = 5.929 + 0.580X$$

Information:

Y = Fulfillment of Information Needs

a = Constant

b = Regression Coefficient

X = Effectiveness

Based on these equations can be translated as follows:

1. Constant (a) of 5.929 means that if the value of the effectiveness variable (X) is equal to zero, then the value of consistency in meeting information needs (Y) is positive at 5.929.
2. The variable regression coefficient (b) is 0.580, so it can be said that the coefficient is positive, meaning that there is a positive relationship between the effectiveness variable (X) of the @humaskotatansel Instagram account and the information needs fulfillment variable (Y).

Based on the analysis above, it can be concluded that the Instagram account @humaskotatansel has a positive and significant effect on meeting the information needs of followers. This can be seen from the equation, namely  $Y = 5.929 + 0.580X$  (Instagram account @humaskotatansel).

The coefficient of determination (R<sup>2</sup>) test was carried out to measure how far the ability of the independent variable indicator, namely the effectiveness of the @humaskotatansel Instagram account, in influencing the dependent variable, namely the fulfillment of followers' information needs. In this test, the researcher used the product-moment correlation technique.

**Table 5:** Correlation Test Results and Coefficient of Determination (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. The error in theEstimate
1	.695 <sup>a</sup>	.483	.477	2.19767

a. Predictors: (Constant), Effectiveness

Source: SPSS Data Processing Results by Researchers

To see the magnitude of the effectiveness of the Instagram account @humaskotatansel in meeting the information needs of followers, which lies in the R-value. Based on the table above, it can be seen that:

1. The value of R = 0.695 means that the relationship between the effectiveness of the Instagram account @humaskotatansel in meeting the information needs of followers are influenced by 0.695 and can be categorized as having a strong correlation.
2. The value of R square = 0.483 means that the effectiveness of the Instagram account @humaskotatansel has an influence of 48.3% on meeting the information needs of followers and can be categorized as sufficient, while the remaining 51.7% (100 - 48.3%) is influenced by other factors outside study.

3. Adjusted R Square = 0.477, which means 47.7% shows that the effectiveness of the Instagram account @humaskotatangsel has an influence on meeting the information needs of followers.
4. Standard Error Estimated means measuring the variation of the predicted value. The estimated standard error is 2.19767. The smaller the standard error estimated, the better the model.

**Table 6:** Hypothesis Test Results

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
B	Std. Error		Beta			
1	(Constant)	5.929	2.059		2.879	.005
	Efektivitas	.580	.061	.695	9.563	.000

a. **Dependent Variable: Fulfillment of Information Needs**

Source: SPSS Data Processing Results by Researchers

Based on the table above, it can be seen that the Sig value or research significance figure is 0.000 while the significance level used is 0.1 or 10%, so it can be concluded that the research significance value < significance level is  $0.000 < 0.1$  then  $H_0$  is rejected, and  $H_a$  is accepted. This shows that there is an influence between the Instagram account @humaskotatangsel that significantly affects the fulfillment of information needs.

The t-test was conducted to test the hypothesis that there is an influence between two paired variables; namely, the independent variable is "effectiveness" (variable X), and the dependent variable is "fulfillment of information needs" (variable Y). The steps in determining the hypothesis test are as follows:

1. Hypothesis Formulation

$H_0$ : There is no influence between the Instagram account @humaskotatangsel l on meeting the information needs of followers.

$H_a$ : There is an influence between the Instagram account @humaskotatangsel on meeting the information needs of followers.

2. Criteria

Determine the value of t table for a significant level of 10%  $df = N - 2 = 100 - 2 = 98$  i.e. 1.660

3. Result of t count

Determine t arithmetic with SPSS, and the result is 9.563

4. Decision Making

If the value of t count > t table, then  $H_0$  is rejected and  $H_a$  is accepted.

If the value of t count is < t table, then  $H_0$  is accepted, and  $H_a$  is rejected.

Based on the results of the above calculations, it is known that t count (9.563) > t table (1.660). This figure shows that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence between the Instagram account @humaskotatangsel on the fulfillment of information needs.

Thus, the results of the data show that the effectiveness of the Instagram account @humaskotatangsel has a positive and significant influence on meeting the information needs of followers. This can be seen from the results of the calculations carried out stating that the effectiveness of the Instagram account @humaskotatangsel has an effect of 0.483 (48.3%) and can be categorized as sufficient, which is supported by several indicators such as who is the recipient (received used), message content (content), media communication and message sources (source) (Hardjana, 2001) so that the effectiveness of the @humaskotatangsel Instagram account affects the fulfillment of followers' information needs.



In the results of the t-test, it is known that the value of t count (9.563) > t table (1.660). This figure shows that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence on the effectiveness of the Instagram account @humaskotatansel in meeting the information needs of followers. According to Guha (in Perdana, Cetti Rachman Gilang & Khadijah, 2012) there are four approaches that explain the fulfillment of information needs, namely the current need approach, the daily need approach, in-depth information needs approach (exhaust need approach), and short information needs approach (catching-up need approach). The fulfillment of this information need refers to information about the City of South Tangerang.

This study uses the uses and gratification theory. In this theory, the audience is very responsible for choosing the media to meet their needs. In this study, the Instagram account @humaskotatansel as the official account of the South Tangerang City Government through the work unit of the Communications and Informatics Service actively provides informative information and educates the public. So media users play an active role in choosing which media suits their satisfaction. Followers of the Instagram account @humaskotatansel choose to use social media Instagram on the Instagram account @humaskotatansel to fulfill their satisfaction in getting information about the City of South Tangerang. This is in accordance with the results of respondents' answers to statement number 6 in the questionnaire. It is known that there are 54% agree, and 31% state strongly agree. Based on these results, it can be interpreted that social media users choose to use Instagram through the @humaskotatansel Instagram account as a media follower in fulfilling their satisfaction or information needs.

Thus, this is very in line with the uses and gratification theory used in this study which is in accordance with the formulation of the problem in this study, namely how much effect the Instagram account @humaskotatansel has in meeting the information needs.

## **Conclusions**

Based on the results of the research and discussion that have been described previously, the researchers can draw the following conclusions:

1. Based on the results of hypothesis testing, it shows that there is an Instagram Account Effectiveness @humaskotatansel on Fulfilling Information Needs with the acquisition of significant numbers, namely  $H_0$  is rejected, and  $H_a$  is accepted. The relationship between the effectiveness of the Instagram Account @humaskotatansel on the Fulfillment of Followers' Information Needs to be influenced by 0.695 (69.5%) and can be categorized as having a strong correlation. The value of the R square obtained is 0.483 or 48.3%. This value indicates that the effectiveness has an influence of 48.3% on the fulfillment of information needs and can be categorized as sufficient, while the remaining 51.7% is influenced by other factors outside this study.
2. In accordance with the uses and gratification theory used, the audience is responsible for the selection of media to meet their needs. In this case, media users use Instagram social media through the @humaskotatansel Instagram account to meet the information needs they need about South Tangerang City.

The suggestions that researchers can give are as follows:

1. Share Instagram account @humaskotatansel. In this case, the Instagram account @humaskotatansel is expected to continuously provide informative and educational content in the form of photos, short videos, IG TV, and others to meet the information needs of the community regarding the City of South Tangerang. The Instagram account @humaskotatansel should provide more motivation to followers to read the information at any time to increase knowledge. And the content published by the Instagram account @humakotatansel must be more adapted to the needs of the people of South Tangerang City. For this reason, South Tangerang City Public Relations can conduct research on the criteria for public information needs so that the information conveyed is more effective and according to community needs. So that it can change the behavior of followers to have information dependence through the Instagram account @humaskotatansel.
2. For Further Research. Related to the limitations of this study, further researchers are expected to use populations and samples with a wider range so that the results obtained are more consistent. It is also hoped that further research can use other aspects that can improve this research. This research is expected to be used as a reference or reference for research in the field of communication science with the same discussion or topic.

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