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## EFFECTIVENESS OF THE @APVI.OFFICIAL INSTAGRAM ACCOUNT IN ACCORDANCE TO FULFILL FOLLOWERS' INFORMATION NEEDS

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### ABSTRACT

Instagram @apvi.official is a social media account for spreading content that focuses on information about vape. Informative content uploaded to the Instagram account @apvi.official includes photos and videos about the world of vape. The goal of this research is to determine how effective it is in fulfilling information needs on the Instagram @apvi.official page. Descriptive qualitative is the method chosen in this study, with Instagram followers @apvi.official as the population and 100 respondents taken as a sample based on the results of the Slovin formula. The analysis techniques used are descriptive analysis, continuum line, simple linear regression, t-test, and coefficient of determination. The total percentage results are 83.5%, with percentage points between 68% and 84%, which indicates a high level. Therefore, it was concluded that the t-test results obtained a p-value of 0.001, meaning the result is less than 0.005, which indicates that the effectiveness of

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Instagram @apvi.official activities is high in fulfilling the information needs of its followers.

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## INTRODUCTION

In the digital era new technology is advancing, the internet is getting easier to access applications are more and easier to find. As well as social media to interact more and more diverse. Everyone at this time uses the internet whether cellphones, computers, laptops and similar devices can be easily used. Social networking is one of the services that arise thanks to the existence of the internet. The internet is enhanced by the existence of social networks where distance does not affect the rate of information dissemination. Informative messages can be delivered quickly and easily. Nowadays people communicate more often through social media because of the ease of interaction and communication. This has allowed millions of people to interact through social media. (Chou et al., 2005; Ganbold, 2021)

Currently social media online media is not only for communication but also an alternative to finding information by utilizing online media. Users can directly search for the information needed. Now there are many social media platforms that offer many interesting features. Instagram is a social media platform that has many fans and is a social media that must be owned by the public at this time. Instagram has many complementary features for uploading content such as photos and videos. The features offered by Instagram include digital filters, direct message, likes and comments. With the features provided by Instagram, it is easy for users to convey messages either individually or to many people. Currently Instagram can also be a source of information through Instagram users do not have to open a website because all information can be searched on Instagram. Ease through the existing features of Instagram, it is also easy

for messages and information to be received. The ease with which information can be obtained does not always have a positive impact. This convenience can also have a negative impact so that there is the spread of fake news that is not yet clear the truth and sara / political issues. Thus, it is necessary to realize social media users to be more careful in delivering messages and receiving messages. (Austine, 2022; Dahono, 2021; Dihni, 2021)

Not only social media that has this development but also affects the development of traditional cigarettes (tobacco) starting to be replaced with more modern products. Electric cigarettes or vape are an innovation from traditional cigarettes (tobacco). Vape has several important components and supporting components, namely the mod (body or main part of the vape), atomizer (liquid container), battery and liquid (liquid that has a taste). The emergence of vaporizers that are favored from various circles both from young people and parents because they look modern, sophisticated and have many flavors. Known as personal vaporizers, vapor and vape are now a great style. People use vape. The spread of vape in Indonesia itself only occurred in 2012, even at that time vape had not received a legal certificate from BPOM. In 2018 vape was only declared legal by the government precisely on July 18, which was then called National vape day by its users.

One of the Instagram accounts related to vaporizers is @Association Personal Vaporizer Indonesia, which is a forum for gathering and discussing business people and vaporizer users. APVI functions to foster brotherhood and good cooperation between fellow vaporizer business actors in responding to developments or trends in the vaporizer industry that occur in Indonesia and to become a bridge between the actors and the government, so that a good relationship occurs and ultimately benefits both parties. As of September 2022, this account has 63 thousand followers with a total number of 1,462 posts in the form of photos, reels and videos.

Based on the background above, it is concluded that this research focuses on one problem, namely "the extent to which the effectiveness of the @apvi.official Instagram account on the information needs of followers as vape users". After determining the background, this study also has a purpose, namely to determine the effectiveness of using @apvi.official instagram as a vape information media. This research is useful for contributing to the science of communication, especially regarding the fulfillment of information needs on social media.

On this basis, this study examines two variables, namely: communication effectiveness and information needs. Communication effectiveness can help in achieving its goals more quickly.

Communication effectiveness is measured through the dimensions of understanding, pleasure, attitude, social relations and action. Understanding is a thought or acceptance received by the communicant of the message sent by the communicator; communication can be said to be effective if the message can be understood properly. The level of pleasure in communicating is related to the individual's feelings towards the people he interacts with. In the communication process, the sender of the message tries to influence the attitude of the recipient of the message. The sender of the message tries so that the recipient of the message can understand the message sent and can influence the recipient of the message through the message conveyed so that effective communication can occur. Good social relations are the trust of the recipient of the message to the sender of the message. So if there is a relationship between the recipient of the message and the sender of the message that does not have trust and good relations, then the message conveyed by the sender of the message will have a different meaning. Action can occur to the recipient of the message if it provides a response in accordance with what the sender of the message expects, therefore the sender of the message must be able to facilitate the understanding of the recipient of the message, convince the recipient of the message that it has a reasonable purpose, maintain a good relationship with the recipient of the message. Based on the explanation above, the measure of effectiveness is an effort to achieve targets that are in accordance with the expectations of the message recipient for the message sender. (Baran & Davis, 2009; Griffin, 2012)

The need for information stems from the lack of knowledge that exists in a person who needs information. The needs of each person are of course different depending on the individual's level of education and the purpose of meeting their needs. Information is one of the absolute needs that must be met by every individual. Information needs are personal needs for additional opinions, knowledge and development of information that is needed to be disseminated by others. Information needs can be divided into four types, namely the current information user needs method, specific and fast user needs method, in-depth information user method, and concise, complete and relevant information users. The need for information is a condition where some information can have a major influence on achievement, which makes them must make decisions or answer questions to establish facts and handle them. (PrakashYadav & Rai, 2020)

Previous research that has been done by other parties aims to get comparison material. In this section the author includes the results of previous research related to the research the

author is doing. So in this case the author lists the results of previous research used. First, the effectiveness of the @infobandungraya Instagram account on fulfilling followers' information needs. The results of his research show that there is an influence of the effectiveness of the @infobandungraya Instagram account on fulfilling the information needs of followers. This means that the information provided by the @infobandungraya Instagram account has been conveyed well to followers. The difference can be seen in the object of research used; in this study the focus is on measuring the effectiveness of the @infobandungraya Instagram account on fulfilling information needs for followers. Meanwhile, the author examines the effectiveness of Instagram social media @apvi.official (Indonesian Personal Vaporizer Association) as the object of research and information needs for followers. (Fauziyyah & Rina, 2020)

Second, The effectiveness of smoking ban signs on the attitudes of student smokers, In the discussion of this study, it is said that the posted smoking ban signs are a fairly effective way to influence the attitudes of student smokers and stop them from smoking in the area. The difference with this research lies in the subject of this study which focuses on the smoking ban sign in the Tarumanagara University area on the attitude of students who smoke. Unlike the author's research which focuses on the Effectiveness of Information Needs on Instagram followers @ Association of Personal Vaporizer Indonesia (APVI). (Pratiwi & taheer, 2018)

Third, the effectiveness of the wall magazine "employee info" by public relations of PT Dirgantara Indonesia Bandung towards meeting the information needs of its employees. The results of the research carried out are the relationship between the effectiveness of the madding "employee info" of PT Dirgantara Indonesia Bandung which affects the information needs of employees. From the results of this study, the media studied were wall magazines and the objects studied were employees of PT Dirgantara Indonesia Bandung.(Tinezia et al., 2020)

## **RESEARCH METHODS**

In this study, the authors used descriptive quantitative methods. This is a research method that has more problems and has complex variations than the use of qualitative research methods. This study is well organized, relatively systematic, clear from beginning to end, and not affected by site conditions. On a smaller scale, quantitative research is defined as research that uses large numbers, from data collection and analysis to data presentation. Descriptive method to obtain data by taking the results of questionnaires distributed to respondents. The results of the

questionnaire are presented and analyzed with statistical data. The data is also presented accurately and systematically the distribution of these questionnaires is carried out to strengthen research information data and facilitate the problem-solving process.(Nazir, 2011)

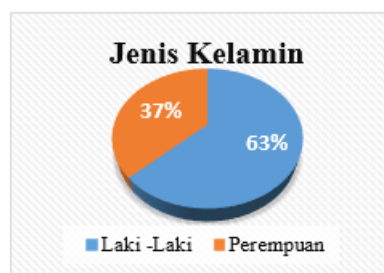
The population in this study are followers of the @apvi.official Instagram account, as of October 15, 2022, has 63,400 followers. The sample in this study was 99.8 which was rounded up to 100 people from @apvi.official Instagram followers. The results of the data that have been obtained in this study through distributing questionnaires, researchers have collected data directly from the parties concerned. Searching for data and information through reading scientific journals, books, literature and other materials that have to do with this research as a literature study to strengthen the results of this study. Then, collect data and information or can be called documentation that can support research.(Nazir, 2011)

Valid data is the strength between the data obtained by the researcher and the data that reaches the object of research. The validity test is checked by correlating the score of each item with the total score, namely using the Pearson moment. Interpreting the correlation coefficient to display the value of one item, if the correlation coefficient shows the minimum n value is 0.361 the higher the correlation coefficient value, the higher the level of validity. This validity test uses IBM SPSS Statistic 29 software for windows.

## FINDINGS AND DISCUSSION

Figure 1 shows that of the 100 respondents who have been studied, 63% are male, and 37% are female. From this data, it gives a sign that most of the respondents are male. It can be concluded that men often access the @apvi.official Instagram account.

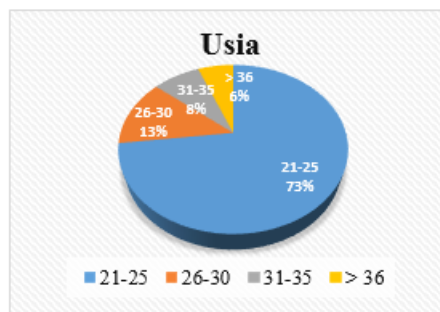
**Figure 1.** Gender of Respondents



Source: Researcher Data Processing

Figure 2 shows that of the 100 respondents who have been studied, 73% are 21-25 years old, 13% are 26-30 years old, 8% are 31-35 years old and 6% are 36 years old and above. The data shows that most of the respondents are 21-25 years old.

**Figure 2.** Age of Respondents



Source: Researcher Data Processing

**Table 1.** Effectiveness Variable Validity Test Results

| Question No. | $r_{count}$ | $r_{table\ 5\% \ 30}$ | Decision |
|--------------|-------------|-----------------------|----------|
| 1            | 0,760       | 0,361                 | Valid    |
| 2            | 0,598       | 0,361                 | Valid    |
| 3            | 0,864       | 0,361                 | Valid    |
| 4            | 0,869       | 0,361                 | Valid    |
| 5            | 0,740       | 0,361                 | Valid    |
| 6            | 0,901       | 0,361                 | Valid    |
| 7            | 0,726       | 0,361                 | Valid    |
| 8            | 0,783       | 0,361                 | Valid    |
| 9            | 0,727       | 0,361                 | Valid    |
| 10           | 0,727       | 0,361                 | Valid    |

Source: Results of Researcher Data Processing

The results of the prediction of the Effectiveness variable (X) obtained a table value of 30 initial guesses show that all metrics for measuring the variables used between the rcount values are greater than the rtable, so it can be concluded from 10 questions that the Effectiveness variable (x) is effective.

**Table 2.** Results of the Information Needs Variable Validity Test

| Question No. | $r_{count}$ | $r_{table\ 5\% \ 30}$ | Decision |
|--------------|-------------|-----------------------|----------|
| 1            | 0,716       | 0,361                 | Valid    |
| 2            | 0,828       | 0,361                 | Valid    |
| 3            | 0,886       | 0,361                 | Valid    |
| 4            | 0,900       | 0,361                 | Valid    |
| 5            | 0,891       | 0,361                 | Valid    |
| 6            | 0,805       | 0,361                 | Valid    |
| 7            | 0,882       | 0,361                 | Valid    |
| 8            | 0,825       | 0,361                 | Valid    |
| 9            | 0,911       | 0,361                 | Valid    |
| 10           | 0,911       | 0,361                 | Valid    |

Source: Results of Researcher Data Processing

The pretest results of the Information Needs variable (Y) with 30 initial guess table values show that all indicators used to measure the variables used between the rcount values are greater than the rtable, so it can be concluded that the 10 questions of the information needs variable (y) are effective.

**Table 3.** Reliability Test Results of Effectiveness Variable X

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .941                          | 10         |

Source: Results of Researcher Data Processing

Based on the data above, the Cronbach's Alpha value is 0.94, this figure is more than 0.60 so that the statement is declared to have a high level of reliability or very reliable.

**Table 4.** Reliability Test Results of Information Needs Variable Y

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .971                          | 10         |

Source: Results of Researcher Data Processing

Based on the table above, it is known that the Cronbach's Alpha value is 0.971. This value is more than 0.60. So it can be concluded that the level of reliability is very high.



**Table 5.** Simple Linear Regression Test Results

|       |               | Coefficients <sup>a</sup>   |            |                           |        |       |
|-------|---------------|-----------------------------|------------|---------------------------|--------|-------|
|       |               | Unstandardized Coefficients |            | Standardized Coefficients |        |       |
| Model |               | B                           | Std. Error | Beta                      | t      | Sig.  |
| 1     | (constant)    | 6.837                       | 2.271      |                           | 3.011  | .003  |
|       | Effectiveness | .846                        | .054       | .844                      | 15.585 | <,001 |

a. Dependent Variable: Information Needs

Source: Results of Researcher Data Processing

It is known that the Constant (a) value is 6.837 while the Effectiveness (b / regression coefficient) value is 0.438, so the regression equation can be written

$$Y = a + bx$$

$$Y = 6,837 + 0,846$$

The constant value of 6.837 means that the consistent value of the information needs variable is 6.837. The regression coefficient X of 0.846 states that the effectiveness value is positive, so it can be said that the direction of the influence of variable X (effectiveness) of the @apvi.official Instagram account on the fulfillment of Followers' information needs (Y) is positive. The greater the effectiveness, the more the fulfillment of information needs increases.

Based on the Significance value of table 4.14 Coefficients for the effect of X on Y is 0.001 <0.005 and the t value is 15.585 > t table 1.987 so it can be concluded that H1 which means that the effectiveness of the @apvi.official Instagram account affects the fulfillment of Followers' information needs.

**Table 6.** R<sup>2</sup> Determination Coefficient Test Results

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .884 <sup>a</sup> | 0,713    | 0,710             | 3,549                      |

a. Predictors : (constant), Effectiveness

Source: Results of Researcher Data Processing

Based on this data, the Adjusted R Square value is 0.710, which means that there is a 71% relationship between the validity variable and the information need variable, while the

remaining 29% is influenced by other variables not examined. According to Chin (1998), this category is quite strong because it exceeds 0.67.

From the results of this study, there were 100 respondents who had filled out the questionnaire, who followed the @apvi.official Instagram account. This research is quantitative in nature where the data generated is in the form of numbers. The questionnaire distribution was carried out in a closed manner using a Likert scale. The data obtained was analyzed using SPSS version 29 software. This study aims to analyze the effectiveness of using Instagram social media @apvi.official on the information needs of its followers on Instagram.

In this study has characteristic data, characteristics based on gender obtained results as much as 63% male and 37% female then characteristics based on age obtained results 73%, namely 21-25 years of age, 13%, namely 26-30 years of age, 8%, namely 31-35 years of age and 6%, namely age more than > 36 years and over.

There is a strong relationship between effectiveness and fulfillment of information needs of 0.710. The magnitude of the influence of the effectiveness of the @apvi.official Instagram account on the fulfillment of followers' information needs is 71% in percentage. There are several factors that influence this effectiveness, including speed, clarity, accuracy and being able to convey information based on the needs of followers of the @apvi.official Instagram account.

According to Martoyo (2007), effectiveness is a condition where using the right means, the ability to master and the goals to be achieved with satisfactory results. In this variable, the percentage is 84.8% in table 4.6. Seen in the continuum line in Figure 4.4, it is included in the very effective category. This shows that the followers of the @apvi.official Instagram account are satisfied to get informative messages and can receive an understanding of the content of these contents.

According to Tubbs and Moss (2008), if the sender and receiver of the message appear to like each other during communication, the communication is considered successful which can achieve pleasure. In this variable, it gets a percentage of 82.6% in table 4.7. Seen in the continuum line in Figure 4.5, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account feel happy when receiving and reading information.

According to Moss (2008), the sender of the message tries to influence the attitude of the recipient of the message, and tries to make the recipient of the message understand the message conveyed. In this variable, the percentage is 83.5% in table 4.8. Seen in the continuum line in

Figure 4.6, it is included in the effective category. This shows that followers of the @apvi.official Instagram account feel helped when reading information and are facilitated in finding the latest information about vape through Instagram @apvi.official.

According to Tubbs and Moss (2008), saying that communication also exists to create good social relationships. In this variable, the percentage is 81.9% in table 4.9. Seen in the continuum line in Figure 4.7, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account do this by interacting through the comments column and also direct messages to the admin @apvi.official. This step can establish a good relationship with followers.

According to Tubbs and Moss (2008), saying that evoking action from message recipients is a good indicator to assess how effective communication is during communication to produce action. In this variable, it gets a percentage of 80.6% in table 4.10. Seen in the continuum line in figure 4.8, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account get very clear and informative information in providing information. So that Instagram @apvi.official can be the main source for getting the latest information about vape.

The latest information needs approach is an approach to the needs of users of information that is up-to-date. In this variable, it gets a percentage of 81.8% in table 4.11. Seen in the continuum line in figure 4.9, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account are satisfied because they get the latest information.

The approach to routine information needs is an approach to user needs that are specific and fast. In this variable, the average percentage is 83.2% in table 4.12. Judging from the continuum line in Figure 4.10, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account are satisfied with the information they get regularly and specifically get vape information faster via Instagram.

The in-depth information needs approach, namely the information user approach, has a high dependence on the information needed, relevant, specific and complete. In this variable, the average percentage is 83.4% in table 4.13. Judging from the continuum line in Figure 4.11, it is included in the effective category. This shows that the followers of the @apvi.official Instagram account are satisfied with the information provided because it is specific and clear.

The at-a-glance information needs approach is a concise but also complete approach to information users, especially regarding the latest topic developments and relevant matters. In this variable, it gets a percentage of 85.2% in table 4.14. Seen in the continuum line in Figure 4.12. included in the very effective category. This shows that the followers of the @apvi.official Instagram account are satisfied with the information provided because it is concise, clear and relevant.

The results of this study are then associated with the Uses and Gratifications theory that the usability and satisfaction theory sees individuals as active and selective beings and "intelligent" individuals who consume media that can satisfy their interests, choosing which media to use for their needs. Based on this theory, it can be interpreted that followers of the @apvi.official Instagram account trust the Instagram account to get information needs in the form of the Current need approach, Everyday need Approach, Exhaustive need Approach and Catching-up need Approach. This type of information need can be fulfilled after the Instagram account followers see the content on the @apvi.official account. (Alexander et al., 2004; McQuail, 2010)

## **CONCLUSION**

Based on the analysis and discussion of the effectiveness of the @apvi.official Instagram account in meeting the information needs of its followers, this study concludes that the account is highly effective. This is evidenced by the overall score of 8313, with an average percentage of 83.13% on the interval line of 68-84%, placing it in the effective category. The relationship between the effectiveness (X) and information needs (Y) is positive, with a correlation coefficient of 0.710, indicating a strong relationship where 71% of the variance in information needs is explained by the effectiveness of the Instagram account.

The study's findings show that the @apvi.official Instagram account successfully fulfills its followers' information needs through various approaches, including the Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, and Catching-up Need Approach. Followers are satisfied with the content provided, which is timely, relevant, and clear. The effectiveness of the account is further supported by high percentages in various effectiveness metrics, such as speed, clarity, accuracy, and the ability to convey information based on followers' needs.

The research also highlights the importance of interactive communication, as followers engage with the content through comments and direct messages, establishing a good relationship with the account. The study aligns with the Uses and Gratifications theory, which posits that individuals actively seek out media that satisfies their interests and needs. Followers of the @apvi.official Instagram account trust it as a reliable source of information about vape, demonstrating the account's success in meeting their information needs.

However, the study suggests that future research should not rely solely on questionnaires for data collection. Incorporating additional variables and methods could provide a more comprehensive understanding of the effectiveness of social media accounts in fulfilling information needs. This approach would support and strengthen existing theories and concepts, offering deeper insights into the dynamics of social media effectiveness.

In conclusion, the @apvi.official Instagram account is highly effective in meeting the information needs of its followers, as evidenced by the high satisfaction rates and strong correlation between effectiveness and information needs. Future research should build on these findings by exploring additional variables and employing diverse data collection methods to enhance the understanding of social media effectiveness.

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