



## DIGITAL INFLUENCERS AS KNOWLEDGE FACILITATORS: EXAMINING THE IMPACT OF GERALD VINCENT'S CONTENT

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### ABSTRACT

The advancement of digital media has driven social media and influencer figures into key information providers that are increasingly relied on by the public, especially the youth generation. This study aims to analyze how Gerald Vincent's social media content (@GeraldVincentt), fulfills the informational needs of his followers and contributes to digital literacy. This study used a quantitative approach through survey of 100 active followers of Gerald Vincent on Instagram and TikTok platforms, employing correlation analysis and simple linear regression. The results indicate a moderate to strong positive correlation between audience engagement with social media content and information fulfillment ( $r = 0.609$ ). Regression analysis confirms that Gerald Vincent's content significantly enhances knowledge acquisition among his followers (43.1%). This study concludes that a social media influencer has the potential to play a role as a knowledge facilitator, but still requires concern regarding the credibility aspect and accuracy of information in knowledge dissemination in digital media.

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## INTRODUCTION

### Background of the Study

The rapid advancement of information technology, particularly the internet and social media, has transformed how people communicate and consume information. Traditionally, mass communication was primarily facilitated through print media, radio, and television (Hafield, 2003). However, the emergence of digital platforms has significantly altered information consumption patterns, enabling audiences to access news, educational content, and entertainment through various online sources (Van Dijck, 2013, as cited in Nasrullah, 2015).

Indonesia is one of the largest consumers of social media, with platforms like Instagram and TikTok ranking among the most used by individuals aged 16 to 64 years (Meltwater, 2024). In particular, Generation Z, who has grown up in the digital age, relies on social media not just for communication but as a primary source of information. According to data from Meltwater (2024), 48.8% of people use social media to stay updated on trending topics, while 40.2% use it to read news. This shift underscores the increasing dependence on digital influencers for credible and relevant content.

One of the notable social media influencers in Indonesia is Gerald Vincent, also known as @GeraldVincentt, who has gained significant popularity for his engaging and informative content. His Instagram account alone boasts 652,000 followers, while his TikTok presence has attracted 7.7 million followers with over 326 million likes. His unique approach, which includes interactive question-and-answer sessions and video storytelling, makes his content highly appealing to young audiences.

### Research Problem

Despite the growing influence of social media as an information source, there is limited research examining how social media influencers fulfill the informational needs of their

followers. The Uses and Gratifications Theory suggests that audiences actively select media content based on their needs, whether for entertainment, social connection, or knowledge acquisition. However, there is a lack of empirical evidence on whether influencers like Gerald Vincent effectively provide information that meets these needs.

Misinformation remains a critical issue on social media, with Indonesia recording 12,547 cases of hoaxes and false information since 2018 (Ministry of Communication and Information Technology of Indonesia [Kominfo], 2024). Given this challenge, it is important to study whether influencers contribute to reducing misinformation or merely amplify popular but unverified content.

This research seeks to answer the question: *“To what extent does Gerald Vincent’s content satisfy the informational needs of his followers?”* By analyzing his engagement strategies and the perceived impact of his content, this study will provide insights into how influencers can contribute positively to digital literacy and media consumption habits.

### **Motivation of the Study**

The motivation for this study arises from the growing reliance on social media as an information source, particularly among younger demographics. Studies indicate that Generation Z often turns to social media for news, learning, and lifestyle tips (Meltwater, 2024). As traditional news consumption declines, influencers are becoming key opinion leaders, shaping public discourse and influencing decision-making in areas such as education, health, and politics (Bruns, 2018).

Moreover, previous studies have shown that social media content directly influences audience knowledge retention. A study on TikTok influencer @vmuliana found that content creators significantly impact followers’ information-seeking behaviors, with a 93.6% significance level indicating a strong correlation between content engagement and informational fulfillment (Safitri & Trianita, 2023). This suggests that influencers

can be effective channels for knowledge dissemination, reinforcing the need to examine Gerald Vincent's role in meeting his followers' informational needs.

This study examines the impact of Gerald Vincent (@GeraldVincentt), an Indonesian influencer known for producing informative and engaging content, on his followers' informational fulfillment. While previous research has explored the role of social media influencers in shaping audience engagement (Sundar & Limperos, 2013), there is still limited understanding of how influencers satisfy their followers' knowledge-seeking behaviors. By investigating how Gerald Vincent's content influences audience engagement and knowledge acquisition, this study will contribute to the field of digital communication and offer practical insights for content creators, media professionals, and educators.

## CONCEPTUAL FRAMEWORK

### Social Media

Social media can be understood as network-based communication ecosystem which changes the way audiences' access, produce, and disseminate information. In the context of information consumption, social media is increasingly prominent as a main channel for some users to obtain knowledge and news, because it provides quick access to various sources, perspectives, and sharing practices driven by motives for information, entertainment, maintaining relationships, and a sense of belonging to a community (Verma et al., 2024).

From the user behavior perspective, social media also functions as information search and evaluation space which influences the decision-making process, because the platform allows users to access content through indicators such as visibility, ease of navigation, and surface credibility (Macias Urrego et al., 2024).

### Social Media Influencers

The rise of social media influencers has reshaped the way information is consumed, particularly among young audiences who rely on digital platforms for their daily informational needs. The emergence of user-generated content on platforms such as Instagram, TikTok, and YouTube has led to the development of new paradigms in communication studies, particularly regarding how audiences engage with and trust digital information sources (Abidin, 2016; Evans et al., 2017).

Conceptually, influencer can be understood as a digital communication actor who occupies a strategic position in the social media ecosystem, not only a “content creator”, but also as knowledge facilitator that helps audiences find, understand, and use certain information. From a knowledge management perspective, social media provides a space that accelerates the knowledge acquisition process because it functions as a source of information (Panahi et al., 2021).

Furthermore, influencers can also be seen as gatekeepers in the digital public sphere. The contemporary information landscape is increasingly shaped by social media, where individuals not only consume information but also produce and disseminate it alongside information from mainstream media (Perez-Escoda et al., 2024)

Social media influencers are no longer just entertainers or product endorsers; they have evolved into gatekeepers of information, shaping public discourse and influencing audience behavior (Abidin, 2016). Research by Evans et al. (2017) found that social media influencers play a significant role in shaping audience trust, particularly when delivering educational or news content. Perez-Escoda et al.'s (2024) findings confirm that social media tends to be the “new gatekeeper” for young people, while traditional media consumption is declining.

Additionally, a study by Nasrullah (2015) found that Generation Z is shifting away from traditional news sources, instead relying on influencers for real-time updates, analysis, and recommendations. However, concerns over content accuracy and credibility remain

a significant challenge.

### **Digital Learning Theory**

Digital learning is a form of learning characterized by the integration of information and communication technologies (ICT) into educational practices. This approach opens more learning opportunities: flexible, accessible, and personalized, because users can learn according to their needs with the support of broader learning resources (Zou et al., 2025). At the same time, this transformation requires strengthening digital literacy as basic competencies, not only the technical ability to use the platform, but also the ability to critically evaluate information, collaborate in digital space, and producing digital content responsibly (Zou et al., 2025)

In the context of digital learning, social media can be understood as part of its ecosystem, because it provides communication and content sharing features that enable learning interactions to occur quickly, participatively, and across boundaries (Rizki, 2023). Several findings indicate that the use of social media has the potential to encourage sharing knowledge, increase motivation, and support learning performance through engagement and information exchange between users (Sivakumar et al., 2023). However, this utilization also needs to be accompanied by digital controls and ethics, as learning practices on social media are vulnerable to issues such as hoax/misinformation and privacy, which can disrupt the quality of digital learning process if not addressed critically (Rizki, 2023).

### **Uses and Gratifications Theory (UGT)**

The Uses and Gratifications Theory (UGT) serve as the primary theoretical foundation of this study. The theory, originally proposed by Katz, Blumler, and Gurevitch, posits that audiences actively seek out media to satisfy specific needs, including information-seeking, entertainment, personal identity reinforcement, and social interaction. Unlike earlier communication theories that viewed audiences as passive consumers, UGT

suggests that individuals engage with media content strategically, choosing platforms and influencers that best fulfill their needs (Ruggiero, 2000).

UGT is a media theory approach that views audiences as an active party, not a passive recipient, who choose media and content consciously to obtain certain satisfaction. In this framework, the focus is not on the “feared media impact”, but rather on how and why individuals use media to meet the needs and get gratification according to personal and social goals. Therefore, UGT emphasizes that the use of media is goal-oriented: audiences use media to fulfill needs, understand the reasons for using media, and interpret the satisfaction obtained through the interaction between content and social context (Yüksel et al., 2022).

In the context of social media, when digital influencers are perceived as knowledgeable and trustworthy, followers are more likely to evaluate their messages as useful and credible, which makes influencer content more readily adopted as a practical reference in everyday information processing (Ismagilova et al., 2020). For instance, TikTok and Instagram influencers often act as alternative news and educational sources, shaping how followers perceive and process information (Sundar & Limperos, 2013).

### **The Seven Cs Framework of Social Media Content**

In addition to UGT, this study employs Brian Solis' Seven Cs Framework, which evaluates the quality and effectiveness of social media content. According to Solis (2010), highly engaging and informative content adheres to the following principles: Clear (easily understood messages); Concise (direct and to the point); Concrete (detailed and specific); Correct (factually accurate); Coherent (logically structured); Complete (provides full context); Courteous (respectful and engaging tone). Applying this framework allows us to assess whether Gerald Vincent's content meets the informational needs of his followers, particularly in an era of increasing digital misinformation.

Furthermore, the dimensions of “complete” demands that messages contain the facts

the audience needs, leave no question unanswered, and help audience make better decisions (Ramakrishnan, 2018). This perspective is reinforced by Krishna (2019) who emphasizes that message completeness means providing relevant information, for example answering the “5W+1H” elements, so that the audience gets sufficient context to respond to the message appropriately.

Meanwhile, “concise” underlines the importance of conveying the core message in a few words as possible without sacrificing the other C elements, so that the message becomes easier to understand and not long-winded. The “clear” aspect emphasizes that the message should focus on one main objective and use the right words so that audience understanding is easier to form (Ramakrishnan, 2018).

In the context of influencer content, this framework is relevant because message quality determines not only whether the content is “engaging” but also whether the information conveyed feels credible. The “correct” dimension requires factual accuracy and appropriate language use to ensure a stronger impact on the audience. In addition, “concrete” emphasizes the importance of specific and clear details to prevent bias interpretations. Thus, the application of the Seven Cs helps assess whether influencer content responsibly meets the information needs of followers, particularly in terms of accuracy and adequacy of context, which are crucial amidst the risk of misinformation on social media (Ramakrishnan, 2018).

### **Research Gap and Justification for This Study**

While the Uses and Gratifications Theory (UGT) and The Seven Cs Framework provide a strong foundation for understanding audience engagement with digital media, several research gaps remain unexplored in the context of social media influencers as sources of informational fulfillment. Most existing studies on influencers tend to focus on marketing and consumer behavior (Evans et al., 2017), examining how they influence purchasing decisions rather than their role as knowledge facilitators. Although research

on influencer credibility and audience trust has been conducted (Kim & Kim, 2020), few studies investigate how influencers shape the informational landscape by fulfilling their followers' knowledge needs.

Another key gap lies in the credibility and effectiveness of influencer-driven content. In an era where misinformation is widespread, social media users increasingly rely on influencers as alternative news sources (Nasrullah, 2015). However, concerns persist regarding content accuracy and audience susceptibility to misinformation. The Indonesian Ministry of Communication and Information (Kominfo, 2024) reported 12,547 cases of hoaxes and false information since 2018, highlighting the urgency of studying whether influencers contribute to digital literacy or amplify misinformation. This study seeks to analyze whether Gerald Vincent's content enhances informational fulfillment while maintaining accuracy and reliability.

Additionally, while research has explored the impact of influencers on audience engagement, few studies have examined their effect on knowledge retention and information-seeking behavior. A study on TikTok influencer @vmuliana found a 93.6% correlation between content engagement and informational fulfillment (Safitri & Trianita, 2023), demonstrating that influencers can serve as effective channels for knowledge dissemination. However, there is a lack of empirical studies on other influencers, such as Gerald Vincent, who specialize in educational and knowledge-sharing content.

Furthermore, studies show that social media is increasingly replacing traditional news sources for younger demographics. According to a report by Meltwater (2024), 48.8% of users consume digital content to stay informed about trending topics, yet only 32% trust the information they find online. This raises concerns about how audiences assess the reliability of influencer-driven content. By evaluating Gerald Vincent's approach to information-sharing, this study aims to identify whether influencers help bridge or widen the credibility gap in digital information consumption.

In summary, this study fills a critical gap by analyzing the role of social media influencers in fulfilling their followers' informational needs. By integrating UGT and The Seven Cs Framework, this research assesses the effectiveness, clarity, accuracy, and engagement strategies of Gerald Vincent's content. The findings will contribute to the broader field of digital communication, offering valuable insights for content creators, media professionals, and educators seeking to enhance knowledge-sharing through social media.

## METHODOLOGY

### Research Design

This study employs a quantitative research approach using a survey method to assess the impact of Gerald Vincent's social media content on his followers' informational fulfillment. A positivist paradigm was chosen, emphasizing empirical observation and causal relationships (Neuman, 2014). The study utilizes structured questionnaires to collect primary data from respondents.

According to Priyono (2016), explanatory quantitative research aims to investigate the relationship between variables and explain causal effects statistically. Therefore, this study focuses on evaluating how Gerald Vincent's content affects audience engagement and knowledge acquisition.

### Population and Sampling

The study population consists of Gerald Vincent's social media followers on Instagram and TikTok. As of May 2024, his Instagram account has 685,000 followers, and his TikTok account has 7.6 million followers, totaling 8,285,000 users. A non-probability purposive sampling method was used to select participants who meet the following criteria: 1) Active followers of Gerald Vincent on Instagram and TikTok; 2) Aged 18-44 years old, representing the largest demographic of social media users in Indonesia

(We Are Social, 2024); 3) Have at least a high school education, ensuring comprehension of the questionnaire content.

### **Data Collection Methods**

Primary data was collected through structured online questionnaires, distributed via Google Forms to Gerald Vincent's followers. Respondent recruitment was carried out in the following manner: distribute the questionnaire link to the followers through online networks (shared via direct messages, chat groups, and by distributing the link to followers who are willing to participate). The questionnaire was distributed until 100 responses were received and passed the screening stage. All participation was voluntary, and respondents were asked to provide informed consent before completing the questionnaire, with the emphasis that the data is anonymous and will be used for academic purposes.

Secondary data was gathered from academic journals, social media analytics reports, and previous studies on digital influencers and audience behavior (Abidin, 2016; Kim & Kim, 2020). Additionally, Gerald Vincent's social media engagement metrics were analyzed using TikTok and Instagram Insights tools.

The survey consisted of closed-ended questions based on a Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The survey instrument consisted of three main sections: 1) Demographics (age, education, social media usage); 2) Engagement with Gerald Vincent's content (e.g., frequency, interaction); 3) Perceived informational fulfillment (based on The Seven Cs Framework by Brian Solis, 2010). To ensure validity and reliability, a pilot test was conducted with 30 respondents. The Cronbach's Alpha coefficient was used to assess internal consistency, achieving a reliability score of 0.82, indicating strong reliability.

### **Data Analysis Methods**

To analyze the collected data, this study employs a combination of descriptive and inferential statistical methods, utilizing the application IBM SPSS Statistics for processing

and interpretation. Descriptive statistics were used to summarize respondents' demographic information, engagement levels, and perceived informational fulfillment. This helped in identifying general trends within the dataset.

To ensure the validity and reliability of the survey instrument, Content Validity Index (CVI) was applied, evaluating the relevance of each questionnaire item in alignment with the research objectives. Furthermore, Cronbach's Alpha coefficient was calculated, yielding a score of 0.82, indicating a high level of internal consistency among survey items.

For the inferential analysis, a Pearson correlation test was conducted to assess the strength and direction of the relationship between followers' engagement with Gerald Vincent's content and their perceived informational fulfillment. Additionally, a simple linear regression analysis was performed to measure the extent to which Gerald Vincent's content influences his audience's knowledge acquisition and trust in social media information. Hypothesis testing was also carried out at a 95% confidence interval, ensuring that the relationships observed between variables were statistically significant. These analytical methods provided a robust framework for understanding the impact of influencer-generated content on audience behavior.

### **Research Assumptions & Limitations**

This study is based on several key assumptions that shape its findings. Firstly, it assumes that participants provide honest and accurate responses regarding their engagement with Gerald Vincent's social media content. Since self-reported data is subject to personal biases, it is expected that respondents answer to the best of their ability. Secondly, the study assumes that the survey responses accurately reflect audience perceptions of informational fulfillment, acknowledging that perceptions can be subjective. Thirdly, it assumes that social media analytics tools, such as Instagram and TikTok Insights, provide an accurate representation of audience engagement with

Gerald Vincent's content.

Despite its strengths, the study has several limitations. One of the most significant limitations is the reliance on self-reported data, which may be subject to social desirability bias, where participants provide responses they believe are more socially acceptable rather than their actual behaviors. Another limitation is that the study is specific to Gerald Vincent's audience, meaning the findings may not be generalizable to other influencers, particularly those who create different types of content or target different demographics. Additionally, the study does not account for algorithmic influences on content visibility, which plays a crucial role in determining what content reaches audiences and how engagement metrics are shaped. These limitations highlight the need for further research to explore similar dynamics across different influencers and platforms.

## FINDINGS & DISCUSSION

### Findings

This study analyzes how Gerald Vincent's social media content influences followers' informational fulfillment. The data was processed using IBM SPSS Statistics and examined through correlation tests, regression analysis, and hypothesis testing.

The coefficient of determination ( $R^2$ ) was analyzed to measure the proportion of variation in informational fulfillment (Y) explained by social media content (X). The results are presented in Table 1.

Table 1. Results of the Determination Coefficient Test

Model	R	Model Summary		Std. Error the Estimate
		R Square	Adjusted R Square	
1	.609a	.371	.364	3.88734

a. Predictors: (Constant), Social Media Content

From the table, the  $R^2$  value is 0.371, meaning that 37.1% of the variation in followers' informational fulfillment is influenced by Gerald Vincent's social media content. The remaining 62.9% is influenced by other factors not included in this study. This result supports the Uses and Gratifications Theory (UGT), which states that audiences actively seek content that fulfills their informational needs. However, it also indicates that while Gerald Vincent plays a role in meeting audience information needs, external factors such as other media sources, personal research, and peer discussions also contribute to informational fulfillment.

A simple linear regression analysis was conducted to examine the direct impact of social media content (X) on informational fulfillment (Y). The regression coefficients are presented in Table 2.

Table 2. Simple Linear Regression Test Results

Model	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	12.345	5.163		2.391	.019
	KontenMediaSosial	.431	.057	.609	7.596	<.001

a. Dependent Variable: Information Needs

The regression equation derived from this data is:  $Y=12.345+0.431X$ . This finding aligns with previous studies on influencer impact, which found that digital influencers play a crucial role in bridging knowledge gaps and enhancing audience information retention

(Abidin, 2016; Kim & Kim, 2020). Moreover, this result is consistent with the Seven Cs Framework (Solis, 2010), which emphasizes content clarity, coherence, and completeness as factors driving audience engagement.

To determine the significance of the relationship between social media content and informational fulfillment, a T-test was conducted. The test reveals that the T-value (7.596) is greater than the critical value (1.984), with a significance level ( $p < 0.001$ ) that is less than 0.05. This indicates a statistically significant relationship between Gerald Vincent's social media content and followers' informational fulfillment. Since the null hypothesis ( $H_0$ ) assumed no significant influence, and the p-value is well below the 0.05 threshold, we reject  $H_0$  and accept the alternative hypothesis ( $H_1$ ). This confirms that Gerald Vincent's content significantly impacts the informational fulfillment of his audience.

## Discussion

The findings of this study highlight the significant role that social media influencers, specifically Gerald Vincent (@GeraldVincentt), play in fulfilling the informational needs of their followers. By analyzing the engagement patterns, audience perceptions, and statistical relationships between social media content and knowledge acquisition, this study confirms that influencers act as alternative knowledge sources, complementing or even replacing traditional news media in certain contexts.

### The Strength of Social Media Content in Information Fulfillment

The results demonstrate a moderate to strong correlation between social media content engagement and informational fulfillment. This supports the Uses and Gratifications Theory (UGT), which posits that audiences actively seek and engage with media content that aligns with their specific needs. In this case, Gerald Vincent's followers consume his content to stay informed, verify facts, and gain new insights, confirming his role as a knowledge facilitator rather than just an entertainer.

The results of this study confirm that social media platforms serve as an effective medium for information acquisition, particularly when presented in an engaging and relatable manner. This is consistent with Prasetyo et al. (2021), who found that the Instagram account @satgascovid19.id successfully met users' informational needs. Their study revealed that social media effectiveness is enhanced when content is framed using interactive formats, making information easier to comprehend and retain. Similarly, this study demonstrates that Gerald Vincent's content meets the informational demands of his followers, particularly in the areas of current events, knowledge sharing, and digital literacy.

Previous studies suggest that audiences increasingly prefer informal knowledge sources over traditional journalism (Sundar & Limperos, 2013). This aligns with the findings of this study, where 86% of respondents reported that Gerald Vincent's content helps them catch up on news they might have otherwise missed. Additionally, 89% agreed that his content provides useful knowledge applicable to their daily lives, reinforcing the idea that influencers bridge information gaps that mainstream media may overlook.

These findings resonate with the study by Kim & Kim (2020), which found that audience trust in social media influencers depends on their ability to deliver credible, relevant, and engaging content. This suggests that influencers who provide high-quality, well-researched content—as seen in Gerald Vincent's case—are more likely to be regarded as trustworthy sources of information.

### **The Role of Social Media Influencers in Digital Literacy and Misinformation**

While the study confirms the positive impact of social media influencers in informational fulfillment, it also raises concerns regarding digital literacy and misinformation risks. Despite the strong engagement and knowledge acquisition reported by followers, it remains unclear whether all information provided by influencers is factually accurate.

Meltwater (2024) reports that only 32% of social media users trust the information they consume online, indicating widespread skepticism regarding digital content. This is a critical issue, as misinformation and unverified claims on social media continue to challenge public trust in online knowledge sources. Given that Gerald Vincent's followers rely heavily on his content, this study highlights the need for influencers to adopt fact-checking mechanisms and ensure content credibility.

Furthermore, Recuero (2024) argues that the infrastructure of social media platforms creates a field where violent discourses are quickly spread and legitimated, producing toxic discourses. This is particularly relevant in the context of Gerald Vincent's influence, as his content reaches a broad audience, making it crucial to assess how well digital influencers balance engagement with factual accuracy.

This concern aligns with previous findings by Bruns (2018), who emphasized that influencers must transition from content creators to responsible knowledge curators. Unlike traditional journalists, influencers operate in an environment with minimal editorial oversight, meaning that their ability to verify and authenticate information significantly impacts the quality of knowledge their followers receive. While Gerald Vincent's content scores high in perceived reliability, future studies should examine how influencers source, validate, and fact-check the information they disseminate.

### **Influencer-Driven Knowledge Retention and Engagement Strategies**

Another key takeaway from this study is that interactive and engaging content formats contribute to knowledge retention. The study found that audiences prefer content that is presented in a clear, concise, and relatable format, a principle emphasized in The Seven Cs Framework (Solis, 2010). Gerald Vincent's question-and-answer format, video storytelling, and conversational approach make his content more engaging and easier to understand, contributing to higher information retention rates among followers.

This aligns with research by Safitri & Trianita (2023), which found that influencer-driven knowledge dissemination is more effective when content is interactive, visually appealing, and conversational. The success of TikTok influencer @vmuliana, who demonstrated a 93.6% correlation between engagement and knowledge retention, supports the idea that influencers who use creative delivery methods can enhance learning outcomes for their audience.

Furthermore, Gerald Vincent's ability to simplify complex topics ensures that his audience remains engaged and informed. This is particularly relevant in an era where information overload and digital distractions are common challenges. By structuring content to be concise yet informative, he successfully captures audience attention while maximizing knowledge retention.

### **Social Media Influencers as an Alternative to Traditional News Media**

This study also highlights a shifting trend in media consumption, where social media influencers are increasingly viewed as alternatives to traditional news sources. While mainstream media remains a critical pillar of information dissemination, audiences in this study, especially younger demographics, prefer personalized, engaging, and interactive content from influencers.

Nasrullah (2015) suggests that Generation Z has largely moved away from traditional news platforms, instead relying on influencers to interpret and contextualize information in a way that feels more relevant and engaging. This aligns with the findings of this study, where 85% of respondents reported using Gerald Vincent's content as a primary source of information on trending topics.

However, this shift comes with challenges. Unlike mainstream journalists, influencers do not always adhere to rigorous journalistic standards or maintain strict editorial oversight. This highlights the potential risks of misinformation, particularly if influencers fail to verify their sources or provide misleading interpretations of events. While Gerald Vincent's

audience perceives his content as informative and reliable, further research is needed to explore the role of influencers in shaping public perception and discourse on complex social issues.

## CONCLUSION

This study has successfully examined the impact of Gerald Vincent's social media content on the informational fulfillment of his followers. By employing quantitative methods and analyzing survey data from 100 respondents, the study confirmed a significant relationship between social media engagement and knowledge acquisition.

The findings indicate that Gerald Vincent's content plays a substantial role in satisfying his followers' need for information. The coefficient of determination ( $R^2 = 0.371$ ) suggests that 37.1% of the variance in informational fulfillment is explained by engagement with his content, while the remaining 62.9% is influenced by other factors. The Pearson correlation analysis ( $r = 0.609, p < 0.001$ ) confirms a moderate to strong correlation between content engagement and knowledge fulfillment, aligning with the Uses and Gratifications Theory (UGT), which states that audiences actively seek content that meets their needs. The regression analysis results further demonstrate that social media content significantly predicts audience knowledge acquisition ( $B = 0.431, p < 0.001$ ). This supports previous studies suggesting that influencers are not only content creators but also knowledge facilitators.

However, while Gerald Vincent's content is highly engaging and widely used as an alternative source of information, this study also identifies potential risks associated with misinformation and digital literacy. Despite the perceived reliability of his content, audiences must still exercise critical thinking when consuming information from social media platforms.

Overall, this study contributes to digital communication research by highlighting the growing role of social media influencers in knowledge dissemination. The findings support the notion that influencers can act as alternative information providers, offering engaging, relatable, and easily digestible content. However, the study also emphasizes the importance of content verification and digital literacy to ensure accuracy in information-sharing practices.

## LIMITATION AND STUDY FORWARD

### Study Limitations

One significant limitation is the reliance on self-reported survey data, which may be subject to social desirability bias. While respondents were encouraged to provide honest feedback, their answers might have been influenced by personal perceptions and preferences rather than actual behaviors.

Another limitation is the sample size and demographic focus. This study surveyed 100 respondents, which, while statistically sufficient, does not fully represent the broader audience of Gerald Vincent's followers. Future research should consider expanding the sample size and including a more diverse range of respondents to improve the generalizability of the findings.

Additionally, the study only focuses on one influencer, Gerald Vincent, limiting the scope of comparison across different content creators. While the study confirms that his content significantly contributes to informational fulfillment, it is unclear whether the same findings apply to other influencers with different content styles and audiences.

Lastly, the study does not account for algorithmic influences on content visibility. Social media platforms use complex algorithms to prioritize certain types of content, meaning that engagement levels may be partially influenced by platform-driven

exposure rather than purely audience preference. Future research should explore how algorithms affect influencer reach and audience perceptions of content credibility.

### Future Research Direction

Given the limitations of this study, future research should explore several critical areas to gain a deeper understanding of the role of social media influencers in informational fulfillment. One key area for further investigation is the comparison of multiple influencers across different content categories, such as education, news, and entertainment, to determine whether similar engagement and knowledge retention patterns exist across different types of influencers. Examining a larger and more diverse sample of influencers would provide a broader perspective on how digital personalities shape audience knowledge and media consumption habits.

Another crucial area for future research is the evaluation of fact-checking mechanisms and content credibility among influencers. Since this study highlights the importance of influencer-driven knowledge acquisition, it is essential to analyze how influencers verify and authenticate the information they share. Investigating whether influencers actively fact-check their content, cite reliable sources, or collaborate with experts can offer valuable insights into their role in mitigating misinformation risks on social media.

Additionally, conducting longitudinal studies could help assess how audience engagement and knowledge retention evolve over time. This study provides a snapshot of audience perceptions, but it remains unclear whether their reliance on influencers for informational needs is consistent, increasing, or declining over an extended period. By tracking changes in audience behavior over time, future research can identify long-term patterns and shifts in digital media consumption.

Furthermore, the influence of social media algorithms on content reach and visibility remains an area that requires further exploration. Since engagement with influencer

content is partly dictated by platform algorithms, future research should investigate how these algorithms shape audience exposure to information and whether they amplify or restrict access to high-quality knowledge content. Understanding these mechanisms would be crucial for influencers, digital media strategists, and policymakers aiming to enhance ethical and informative content dissemination.

Lastly, future research should explore the relationship between influencers and traditional news media, particularly in the context of trust and credibility. Since this study confirms that audiences increasingly prefer influencer-driven content over traditional journalism, it is important to determine whether influencers complement, replace, or distort conventional news sources. Investigating how influencers collaborate with or challenge traditional media outlets could provide essential insights into the future of digital news consumption and information dissemination.

By addressing these areas, future research can contribute to a more comprehensive understanding of digital influencers' impact on knowledge-building, audience engagement, and information credibility in the rapidly evolving digital landscape.

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