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Analysis of Follower Satisfaction on The Instagram Account @infokonser

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Abstract: Research Objective: This study aims to analyze follower satisfaction on the @infokonser account through three variables: social media and information quality variables as X1 and X2; and information fulfillment variable as Y. Research Method: the type of research is quantitative, the paradigm used is positivism, The sampling technique used is non-probability sampling, the sample determination uses purposive sampling, while the sample size determination uses the Slovin formula with a margin of error of 0.5% with a total of 400 respondents. The questionnaire was distributed via Google Forms to the followers of the Instagram account @infokonser. Analysis was conducted using SPSS version 29. Findings: this study found that, partially, there is an influence of the @infokonser social media on the fulfillment of followers' information, and there is an influence of the quality of @infokonser information on the fulfillment of followers' information; and simultaneously, the social media variable and the quality of @infokonser information together influence the information needs of followers.

Keywords: Follower Satisfaction, Information Quality, Information Needs, Instagram, @infokonser

INTRODUCTION

The development of internet technology as it is today allows information from various corners of the world to be conveyed and accessed anywhere and anytime without being limited by distance, region, and time. The internet has bridged the birth of new media, leading to various social media platforms that have now become part of daily life. Currently, the internet has become a part of people's lives worldwide, and Indonesia is one of them. Data from We Are Social (accessed in 2024) shows that 76.2% of the Indonesian population are

internet users. We Are Social shows the reasons why the Indonesian population accesses the internet, as seen in the following Figure 1:

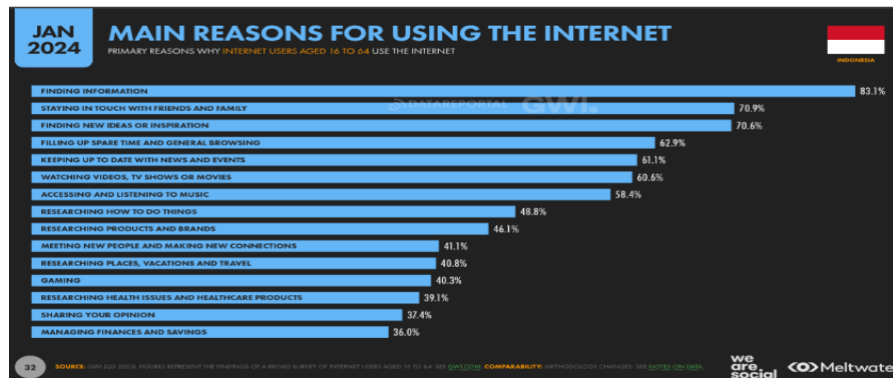


Figure 1: Reasons Indonesians Access the Internet
Source: We Are Social 2024.

The data in Figure 1 shows that 83.1% stated they seek information, 78.9% stated they contact friends and family, 70.6% seek new ideas and inspiration, and various other reasons as indicated in Figure 1. Meanwhile, around 139 million people or approximately 49.9% of the total population of Indonesia are social media users (We Are Social, 2024). The data shows that, in addition to the relatively high internet usage rate in Indonesia, social media users have also nearly reached 50% of the total population in Indonesia. Meanwhile, the social media platforms widely used by the Indonesian public are shown in the following Figure 2:

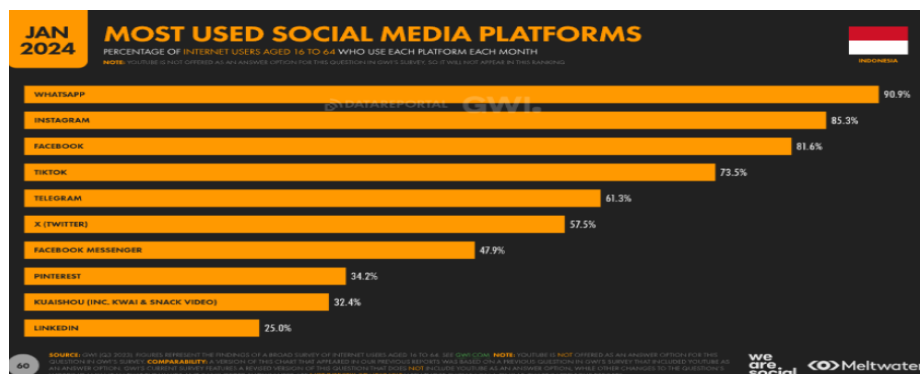


Figure 2: Social Media Platforms Used
Source: We Are Social, 2024

Figure 2 shows that 90.9% of the Indonesian population uses the WhatsApp social media platform; 85.3% use Instagram; 81.6% are Facebook users, 73.5% are TikTok users, 61.3% are Telegram users, and 57.5% are X (Twitter) users, while the rest are users of other social media platforms. The data in Figure 2 shows that Instagram users are in the 2nd position after WhatsApp with the largest user base in Indonesia (We Are Social, 2024). Instagram is a social media application that provides features for its users to share photos or videos. Instagram allows its users to share their moments with others, as well as follow those accounts and see what they share.

This application also provides a Stories feature, which allows users to share their moments in the form of videos or photos that can only be accessed for 24 hours. The Instagram application is very useful for sharing life's moments, following the latest trends, and promoting businesses, events, concerts, or products. The large number of social media

users, especially on Instagram, indicates that the ease of exchanging information is increasingly accessible to everyone, including music event enthusiasts.

Music, according to Wiflihani (2016: 107), in a specific sense, is closely related to activities that create pleasure through the medium of sound art. Music has become a part of the daily lives of the Indonesian people. Music can be listened to anywhere, whether during a journey, while doing tasks or office work, live music in cafes or restaurants, or at music concerts open to the public. As is customary, every year there will always be music concerts in Indonesia featuring various guest stars ranging from local to international artists (Aglaia & Aesthtika, 2022).

The music trend in Indonesia, with its various genres, has become a part of daily life for the community, especially among the youth. Various music genres are known in Indonesia, including Cross Genre, Afrobeats Genre, Indie Pop, and Experimental Pop (LAzone.id), each with its own fan base, especially among the youth. The appearance of several music concerts, packed with a sea of people, as can be seen in the following Figure 3:



Figure 3. Music Concert in Indonesia
Source: thesoundsproject.com accessed in 2024

Figure 3 shows the music industry in Indonesia, which is currently experiencing rapid growth. It can even be said that Indonesia has become the host in its own homeland. Currently, there are many live music events or concerts organized by event organizers or certain parties such as schools, universities, television stations, and companies. According to Minor et al. (2004), live music is held not only as entertainment but can also be used to promote a product and attract consumers to come to a place of entertainment (Arwandi, 2015). To attract music lovers to attend a music concert, media is needed to convey information about when and where the concert will be held. This information is usually disseminated through various social media platforms such as Instagram. One of the accounts that uses the Instagram social media platform to meet the information needs of music lovers is the account with the username @infokonser. The Instagram account started its activities on the Instagram platform in January 2022. Currently, the Instagram account @infokonser has around 509 thousand followers with a total of 2,820 posts as of April 1, 2024. The account is also active and regularly provides information about the latest music events for its followers.



Image 4: Instagram account @infokonser

Source: Instagram @infokonser accessed in April 2024

In delivering information on social media, there must certainly be quality, as it serves as a benchmark for how good the presented information is. According to Suwardjono as cited in Puspitawati (2021:152), the quality of information is an inherent characteristic, so information is considered meaningful if it can provide benefits and confidence to its users in various decision-making processes. According to Laudon (2018, 486), high-quality information is essential for making high-quality decisions. If the information does not meet the user's expectations, the decision-making process will be difficult to carry out (Layongan et al., 2021).

According to Weber (2020: 73), there are several characteristics in assessing whether information has good quality or not, including accuracy, timeliness, relevance, informativeness, and competitiveness, starting from the accuracy of the information, the timeliness of the information conveyed, the adjustment of the information to what the audience needs, the ease of understanding by the audience, and the provision of complete information (Apriani, 2023). In the use of social media, the public must be smart in obtaining and interpreting information correctly and accurately. Therefore, the quality of information needs to be considered to avoid errors or hoaxes. In addition to the Instagram account @infokonser, there are several similar Instagram accounts that provide information about upcoming events or other news. These Instagram accounts include:

Table 1: Comparison of Instagram Account Followers

No	Account Name	Number of Followers	Number of Posting
1	@infokonser	509.000	2.820
2	@info_pensi	250.000	29.495
3	@konser_jabodetabek	172.000	1.377
4	@ngekonser	41.900	2.170
5	@infokonserjakarta	40.600	654

Source: Research Data Processing Results, 2024.

The choice of the @infokonser account as the research object is based on several considerations, including the highest number of followers and the higher number of interactions on the Instagram account in the form of likes and comments compared to similar Instagram accounts, indicating follower visits to each piece of information uploaded by the @infokonser Instagram account.

METHOD

The type of research is quantitative, using the survey method, which is a method of collecting information regarding the opinions of a group, actions, and characteristics of representative respondents considered as the population using questionnaires as the main data collection tool, usually to test hypotheses (Samatan, 2018: 115). The paradigm used is positivism. The sampling technique used is non-probability sampling, which means sampling without giving each sample an equal opportunity (Samatan, 2017). The determination of sampling uses purposive sampling, where the sample is set based on certain criteria, namely: [1] Respondents are followers of the Instagram account @infokonser; [2] Have been followers for at least 6 months; [3] Actively follow the information shared by the Instagram account @infokonser. The determination of the sample size used the Slovin formula, with the condition that the population size is known (Samatan, 2017), with a margin of error of 0.5%, resulting in a total of 400 respondents. The questionnaire was distributed via Google Forms to the followers of the Instagram account @infokonser. Analysis was conducted using SPSS version 29.

Operational Definition Variable

Operational is a guide that explains the methods for measuring variables. According to Sugiyono (2019: 69), the operational definition of variables is important to establish the scale, indicators, and types of variables in a study, so that hypothesis testing using statistical tools can be carried out accurately. The scale used in this study is the Likert Scale, with each variable consisting of 12 items, resulting in a total of 36 statements.

This study examines 3 variables, 2 independent variables or free variables (Variable X), and dependent variable or bound variable (Variable Y).

Variable X1 is Social Media Use based on Chirs Heuer (in Solis, 2010), with indicators: [1] Context; [2] Communication; [3] Collaboration; [4] Connection. Variable X2 is Information Quality, based on the views of McLeod and Schell (2008), with indicators: [1] Accurate; [2] Timely. [3] Relevant; [4] Complete. Meanwhile, the Fulfillment of Information Needs is variable Y, with indicators: [1] Current Need Approach; [2] Everyday Need Approach; [3] Exhaust Need Approach; [4] Catching-up Need Approach.

RESULT AND DISCUSSION

Validity Test

Validity Test aims to ensure the accuracy of research results from the perspective of the researcher, participants, or readers (Samatan, 2018). Validity testing aims to ensure the accuracy of research results from the perspective of the researcher, participants, or readers (Samatan, 2018). This test is conducted to assess the feasibility of the questionnaire distributed by the researcher as a research instrument. In this study, the validity test was conducted using SPSS version 29. The researcher conducted a validity test on 30 respondents with a significance level of 5%, based on the following decision-making criteria:

1. If $r_{hitung} > r_{tabel}$, it is said to be valid.
2. If $r_{hitung} < r_{tabel}$, it is said to be invalid.

Here are the results of the validity test that the author has conducted using SPSS for the variables of social media usage (X1), information quality (X2), and information needs fulfillment (Y):

Table 2: Results of the Validity Test for the Social Media Usage Variable (X1):

Pernyataan	R Hitung	R Tabel	Keterangan
X1.1	0,617	0,361	Valid
X1.2	0,605	0,361	Valid
X1.3	0,467	0,361	Valid
X1.4	0,501	0,361	Valid
X1.5	0,626	0,361	Valid
X1.6	0,684	0,361	Valid
X1.7	0,649	0,361	Valid
X1.8	0,506	0,361	Valid
X1.9	0,824	0,361	Valid
X1.10	0,443	0,361	Valid
X1.11	0,705	0,361	Valid
X1.12	0,658	0,361	Valid

Source: Research Data Processing Results, 2024.

Table 3: Results of the Validity Test for Information Quality Variable (X2):

Pernyataan	R Hitung	R Tabel	Keterangan
X2.1	0,695	0,361	Valid
X2.2	0,575	0,361	Valid
X2.3	0,658	0,361	Valid
X2.4	0,676	0,361	Valid
X2.5	0,716	0,361	Valid
X2.6	0,428	0,361	Valid
X2.7	0,387	0,361	Valid
X2.8	0,655	0,361	Valid
X2.9	0,675	0,361	Valid
X2.10	0,509	0,361	Valid
X2.11	0,625	0,361	Valid
X2.12	0,620	0,361	Valid

Source: Research Data Processing Results, 2024.

Table 4 Results of the Validity Test for the Information Needs Fulfillment Variable (Y)

Pernyataan	R Hitung	R Tabel	Keterangan
Y.1	0,657	0,361	Valid
Y.2	0,462	0,361	Valid
Y.3	0,615	0,361	Valid
Y.4	0,741	0,361	Valid
Y.5	0,623	0,361	Valid
Y.6	0,702	0,361	Valid
Y.7	0,742	0,361	Valid
Y.8	0,766	0,361	Valid
Y.9	0,766	0,361	Valid
Y.10	0,785	0,361	Valid
Y.11	0,825	0,361	Valid
Y.12	0,702	0,361	Valid

Source: Research Data Processing Results, 2024.

From Tables 2, 3, and 4, it can be concluded that the validity test results for each statement on variables X1, X2, and Y indicate that these statements are valid. This is because the obtained rhitung for each statement is higher than the obtained rtabel (rhitung > rtabel 0.361) at the Sig 0.05 level.

Reliability Test

Reliability testing is conducted to measure the accuracy of data collection methods and techniques. In the conventional background, one aspect of reliability is the "research instrument" (Samatan, 2018). A questionnaire is considered reliable if the respondents' responses to the statements of each variable remain constant or stable over time. The reliability testing in this study uses SPSS version 29. The researcher conducted a reliability test on 30 respondents with a significance level of 5%. In the reliability testing, the author uses a decision-making basis by observing the Cronbach's Alpha acquisition, the decision-making with Cronbach Alpha is as follows:

1. If the Cronbach's Alpha score < 0.6, the instrument can be considered unreliable.
2. If the Alpha Cronbach score is > 0.6, the instrument can be considered reliable.

Table 5: Reliability Test Results

Information	Cronbach's Alpha	N of Items
Usage of Social Media (X1)	0.841	12
Quality of Information (X2)	0,841	12
Fulfillment of Information's Need (Y)	0.901	12

Source: Researcher Data Processing Results, 2024

The results of the reliability test in Table 5 show that the Cronbach's Alpha for X1 is $0.841 > 0.6$. For X2, the value is $0.841 > 0.6$, and for Y, the value is $0.841 > 0.5$. Therefore, it can be concluded that the research instrument items assessing variables X1, X2, and Y are reliable and can be applied in hypothesis testing.

Normality Test

The normality test aims to examine whether the independent variable and the dependent variable follow a normal distribution (Sahir, 2022: 69). An effective regression model must involve statistical testing and graphical analysis. In this study, normality testing was conducted using the Kolmogorov-Smirnov method with the following conditions:

1. If the Sig value or the probability value is > 0.05, the hypothesis is accepted because the data is normally distributed.
2. If the Sig acquisition or probability acquisition < 0.05, the hypothesis is rejected because the data is not normally distributed. In this study, the normality test was conducted on 400 respondents. The results of the normality test data processing using SPSS version 29 are as follows:

Figure 5: Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.53730735
Most Extreme Differences	Absolute	.033
	Positive	.033
	Negative	-.030
Test Statistic		.033
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.372
	99% Confidence Interval	Lower Bound .359
		Upper Bound .384

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 484067124.

Source: Researcher Data Processing Results, 2024

Based on Figure 5, the results of the normality test using the Kolmogorov Smirnov test show that the Sig value of $0.200 > 0.05$ can be concluded that the data is normally distributed.

Heteroscedasticity Test

The Heteroscedasticity Test is used to identify the inconsistency of variances between the residuals of one observation and another. Heteroscedasticity refers to the unevenness of variable variances in the model (Sahir, 2022: 69). If the residual variance between observations remains constant, this condition is called Homoscedasticity. Conversely, if the residual variance is not consistent, it is said to be Heteroscedasticity. The ideal regression model is one that shows Homoscedasticity, or in other words, does not experience Heteroscedasticity (Ghozali, 2018: 137).

The basis for decision-making is to consider the probability figures according to the provisions. the following:

1. If the Sig acquisition or probability acquisition > 0.05 This means the hypothesis is accepted because the data does not exhibit heteroscedasticity.
2. If the Sig or probability value is < 0.05 , the hypothesis is rejected because the data exhibits heteroscedasticity.

Heteroscedasticity testing was conducted on 400 respondents. The results of the heteroscedasticity test data processing using SPSS version 29 are as follows: As for the results of the heteroscedasticity test data processing using SPSS version 29, they are as follows:

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.903	1.832		.034
	Penggunaan Media Sosial	.046	.068	.041	.499
	Kualitas Informasi	-.029	.052	-.033	.577

a. Dependent Variable: ABS_RES

Figure 6: Heteroscedasticity Test Results

Source: Researcher Data Processing Results, 2024

Based on Figure 6, the results of the heteroscedasticity test using the Glejser test indicate that the Sig. value for the Social Media Usage variable (X1) is $0.499 > 0.05$, and the Sig. value for the Information Quality variable (X2) is $0.577 > 0.05$. According to the explanation above, it can be concluded that there is no heteroscedasticity.

Multicollinearity Test

The Multicollinearity Test aims to identify the presence of a significant correlation with the independent variable. According to Ghozali (2018: 107), this test is used to determine whether there is a relationship with the independent variable in the regression model. To detect the presence of multicollinearity in regression, it can be done by examining the tolerance and Variance Inflation Factor (VIF) according to the following conditions:

1. If the tolerance value > 0.10 and $VIF < 10$, this indicates no multicollinearity.
2. If the tolerance value < 0.10 and $VIF > 10$, this indicates the presence of multicollinearity.

The Multicollinearity test was conducted on 400 respondents. The results of the normality test data processing using SPSS version 29 are as follows:

Figure 7: Results of the Multicollinearity Test

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Penggunaan Media Sosial	.500	1.998
	Kualitas Informasi	.500	1.998

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Source: Researcher Data Processing Results, 2024

Based on Figure 7, the regression results in the Multicollinearity test indicate a Tolerance value of $0.500 > 0.10$ and a VIF value of $1.998 < 10.00$. Based on the explanation, it can be concluded that there is no multicollinearity in the data.

Multiple Linear Regression Test

Multiple linear regression analysis is useful for determining the direction of correlation with the dependent variable and the independent variable; this method is known as multiple regression (Sahir, 2022: 52). The following table indicates the data processing results for multiple linear regression using SPSS version 29.

Figure 8: Results of Multiple Linear Regression Test

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	3.600	1.138		3.163
	Penggunaan Media Sosial	.191	.037	.198	5.159
	Kualitas Informasi	.717	.040	.695	18.138

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Based on the equation mentioned earlier, it can be elaborated as follows:

1. The Constant (a) obtained is valued at 3.600
2. The acquisition of the regression coefficient for the variable The Social Media Usage variable (X1) has a positive regression coefficient of 0.191, which means that the higher the usage of social media, the higher the fulfillment of information needs will be.

The Regression Coefficient value of the Information Quality variable The Information Quality (X2) has a positive value of 0.717, which means that the higher the quality of information, the greater the level of information needs fulfillment.

Multiple Correlation Coefficient Test

According to Sugiyono (2019), in correlation analysis, there is a concept known as the coefficient of determination. This coefficient is obtained from the square of the correlation coefficient (r^2), because the variation that occurs in the dependent variable can be explained by the variation in the independent variable.

Table 6: Correlation Coefficient Interpretation Table

Interval of Coefficient	Level of Relations
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Average
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono, 2019

Coefficient of Determination (R²) Test

The coefficient of determination (R²) is a measure of how well the model can explain the variation in the dependent variable. An R² value close to one indicates that the independent variable conveys almost all the information needed to predict the variation in the dependent variable (Ghozali, 2018: 97). In this study, the coefficient of determination was tested on 400 participants. The results obtained from the data processing stage of the coefficient of determination using SPSS version 29 can be observed below:

Figure 9: The Determination Coefficient Results of X1 and X2 against Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.719	2.138
a. Predictors: (Constant), Kualitas Informasi, Penggunaan Media Sosial				

Source: Researcher Data Processing Results, 2024

Based on the above Figure 9, to see the extent of social media usage (X1) and the quality of information (X2) in meeting information needs (Y), it can be concluded that:

1. The R value obtained is 0.849. This means that the correlation between social media usage and the quality of information in fulfilling information needs is 0.849 (84.9%). Therefore, it can be stated that the relationship is very strong.
2. R Square value = 0.720. This means that the results indicate that the use of social media and the quality of information from the Instagram account @infokonser have an influence of 72% on fulfilling the information needs of followers, while the remaining 28% is influenced by other aspects outside this study. Therefore, it can be stated that the level of correlation is in the range of 0.60-0.79, which means it is strong.
3. Adjusted R Square = 0.719, which when presented as 71.9%, indicates that the factor of information needs fulfillment is influenced by social media usage and the quality of information from the Instagram account @infokonser, while the remaining portion may be influenced by other aspects outside this study.
4. Standard Error Estimated means measuring the variation of the estimated acquisition, which can also be referred to as standard deviation. In this study, the Standard Error Estimated value is 2.138. Where the smaller the value of the Standard Error Estimated, the better the model.

Hypothesis Test (Partial T Test)

The T-test is necessary to determine the extent to which the variables of social media usage (X1) and information quality (X2) have a partial influence on the variable of information

needs fulfillment (Y). The T-test is conducted by comparing the obtained t-value with the t-table value, and the basis for decision-making in the T-test is:

1. If the sig result < 0.05 or $t_{hitung} > t_{tabel}$, H_0 is rejected and H_a is accepted.
2. If the sig value > 0.05 or $t\text{-count} < t\text{-table}$, H_0 is accepted and H_a is rejected.

Here are the results of the hypothesis testing (Partial T-Test) using SPSS version 29 as follows:

Figure 10: Partial T-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	
		B		Beta	t
1	(Constant)	3.600	1.138		3.163
	Penggunaan Media Sosial	.191	.037	.198	5.159
	Kualitas Informasi	.717	.040	.695	18.138

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Source: Researcher Data Processing Results, 2024

Based on Figure 10, the t-test results show that:

1. The variable of social media usage (X1) on the fulfillment of information needs (Y) shows that the t-value (5.159) $> t\text{-table}$ (1.966) and the Sig. value of 0.000 < 0.05 . The results indicate that the independent variable has a partial impact on the dependent variable. This can conclude that H_{01} is rejected and H_{a1} is accepted.
2. The variable of information quality (X2) on the fulfillment of information needs (Y) shows that the t-statistic value (13.138) $> t\text{-table}$ (1.966) and the Sig. value of 0.000 < 0.05 . The results indicate that the independent variable has a partial impact on the dependent variable. Thus, it can be concluded that H_{02} is rejected and H_{a2} is accepted.

Thus, it can be concluded that H_{02} is rejected and H_{a2} is accepted. Hypothesis Testing (Simultaneous F Test)

Hypothesis Testing (Simultaneous F Test)

The F-test aims to examine the impact of independent variables simultaneously on the dependent variable. In other words, this test can support the alternative hypothesis which states that all independent variables significantly and simultaneously affect the dependent variable (Ghozali, 2018:101). The F test also uses a significance level of $\alpha = 5\%$ (0.05). The criteria for hypothesis testing with the F statistical test are as follows:

1. If the significance value (sig) < 0.05 , or the calculated F value (F_{hitung}) $>$ the table F value (F_{tabel}), H_0 is rejected and H_a is accepted.
2. If the sig value > 0.05 , or the F_{hitung} value $< F_{tabel}$, H_0 is accepted and H_0 is rejected.

The following are the results of the hypothesis testing (Partial T-Test) using SPSS version 29 as follows:

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	4675.125	2	2337.563	511.478
	Residual	1814.372	397	4.570	
	Total	6489.498	399		

a. Dependent Variable: Pemenuhan Kebutuhan Informasi
b. Predictors: (Constant), Kualitas Informasi, Penggunaan Media Sosial

Figure 11: F-Test Results (Simultaneous)

Source: Data Processing Results of the Questionnaire with SPSS by the researcher (2024)

Based on Figure 12, it is known that the calculated F-value is 511.478 with a Sig. value of less than 0.001. This indicates that the calculated F value (511.478) > table F value (3.018) and the Sig. value $0.000 < 0.05$. This can be concluded that Ha3 is accepted and H03 is rejected. This means that the use of social media (X1) and the quality of information (X2) simultaneously have a positive and significant impact on meeting the information needs of the followers of the Instagram account @infokonser.

Analysis of the Uses and Gratification Theory Discussion

The Uses and Gratification Theory serves as the main foundation for understanding how followers of the Instagram account @infokonser actively determine and use media to meet their information needs about concerts. The variable of social media usage (X1), which includes the indicators of context, collaboration, connection, and communication, is closely related to the principle of active choice in this theory. Context describes how users choose Instagram as a suitable platform to obtain concert information. Collaboration reflects the interaction between users and the @infokonser account, while Communication emphasizes the exchange of information. Connection shows the relationship that is established between followers and the @infokonser account, which encourages sustained use.

In the Information Quality Variable (X2), with indicators of accuracy, timeliness, relevance, and completeness, it plays an important role in determining user satisfaction levels according to the Uses and Gratification theory. Accurate information meets users' expectations for content accuracy. Timeliness ensures that followers receive the latest information, in line with their need for concert updates. The relevance of information ensures that the content presented aligns with the interests of the followers, while the completeness of information provides satisfaction in terms of the necessary details.

In the Variable of Information Needs Fulfillment (Y), which is measured through the indicators of Exhaustive Need Approach, Catching-up Need Approach, Everyday Need Approach, and Current Need Approach, it is a direct manifestation of the gratification obtained by the users. Current need approach is related to the fulfillment of the latest information needs about concerts. Everyday need approach reflects how the @infokonser account meets the daily information needs of its followers. Exhaustive need approach shows the extent to which the account can meet information needs in a deep and comprehensive manner. The catching-up need approach relates to the followers' ability to obtain updates on information they might have missed.

In the framework of the Uses and Gratification theory, the interaction between these three variables explains how @infokonser followers actively seek and use information to meet their needs. The effective use of social media, supported by high-quality information, will result in a high level of information needs being met. This is in accordance with the principle of gratification sought and obtained in the Uses and Gratification theory. When followers feel that their information needs are met through the @infokonser account, they are likely to continue using and relying on that account as their primary source of concert information.

CONCLUSION

Based on the entire discussion conducted by the researcher regarding the Influence of Social Media Usage and Information Quality on the Instagram account @infokonser on Meeting the Information Needs of Followers, several conclusions were drawn as follows:

1. The use of social media on the Instagram account @infokonser has a positive impact on fulfilling the information needs of followers. This variable includes four indicators: context, collaboration, communication, and connection. Followers access the Instagram

- account @infokonser to obtain the information they need regarding concerts in Indonesia.
2. The quality of information on the Instagram account @infokonser also positively impacts the fulfillment of followers' information needs. This variable has four indicators: accuracy, timeliness, relevance, and completeness, all of which contribute to meeting the followers' need for quality information.
3. The use of social media and the quality of information on the Instagram account @infokonser together influence the fulfillment of followers' information needs.

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