

Instagram account @surabaya as a Trusted Source of Information for Surabaya Students

Fitria Febriana Rahman¹
Didiek Tranggono²
Zainal Abidin Achmad³

^{1,2,3}Communication Science, Faculty of Social and Political Sciences, Universitas
Pembangunan Nasional Veteran Jawa Timur, INDONESIA

Abstract

This study proves that Surabaya students have high trust in the Instagram account @surabaya as a source of information. The @surabaya account is an official instagran account belonging to the Public Relations of the Surabaya City Government which provides information, entertainment, knowledge, development of education, food and tourism in the city of Surabaya. This study uses the theory of Uses and Gratifications. The classification of motives is used according to McQuail's motive categories: Information Motive, Personal Identity Motive, Integration Motive and Social Interaction, and Entertainment Motive. The research method used is descriptive quantitative. The population of this research is Surabaya students who access the @surabaya account with an age limit of 18-25 years. Determination of sampling in the study using purposive sampling technique, namely taking samples from certain considerations. The results showed that the percentage of the four motives (information, personal identity, integration, and social interaction) was high. This means that Surabaya students consider the Instagram account @surabaya as a reliable source of information about the ins and outs of the city of Surabaya.

Keywords: source of information, public relations of the city government of Surabaya, @surabaya account

^{1*}Corresponding author, email: fitria.febriana@gmail.com

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1. INTRODUCTION

Communication and information technology is now constantly developing following the times to make it easier for humans to interact. The development of communication and information technology media is marked by the presence of new media or new media. New media is one of the media that is connected to the internet as a support in communicating and obtaining information. The most important thing about this technological development is the shift in the way people know, read and share news and seek information. With the internet network now makes it easy for them to meet their needs without worrying about taking up time and busyness.

The new media that is currently popular and widely used is social media or what is called social networking. One of the social media that is often used by audiences is Instagram. This proves that Instagram is one of the most popular applications to date with a number spread all over the world, and Indonesia is ranked 4th. Seeing the shift in the audience to get news, information, entertainment, education and prefer to use the internet and access to social media applications, the government also uses and uses social media. One of them is the Public Relations of the Surabaya City Government to create an account @surabaya on the Instagram application to provide everything related to the City of Surabaya

The @surabaya account is an official account created by the Public Relations of the Surabaya City Government, this is evident that the account is verified / blue ticked by Instagram. The @surabaya account also actively uses the Instagram Live Stories feature to provide information directly about an event in the city of Surabaya. The @surabaya account currently has 279 thousand followers, with 1,573 posts (<https://instagram.com/surabaya?igshid=e3940wopq156>), in the form of photos and videos.

In relation to the use of media, of course, it cannot be separated from the existence of a need and motive that arises from within individuals so that they use Instagram media. Motive is a natural urge from within humans to carry out or do something to meet their needs. Another opinion regarding motive is an understanding that completes all the motives of the human self which causes him to do something. Each individual has a different motive for using the media. One of them is students in Surabaya, they are free to use and choose the media to be used (Pramiyanti, Putri, & Nureni, 2014).

The motives used in this study are the motives proposed by McQuail (1991: 72), which divides individual motives in using media into four groups, namely: (1) Information Motive,

this motive is related to the user's desire to search for information, news, and add to knowledge. Audiences access the @surabaya account because they have not received up to date or the latest information, and news and events regarding the city of Surabaya. By accessing this account the public hopes to get various information. (2) Personal Identity Motive, this motive is related to the supporting values that exist within individuals to be able to explore themselves in the use of media. The audience hopes that by accessing the @surabaya account it can show and highlight positive values through this account. Because previously they had not yet got an understanding of the city of Surabaya and to shape their personality. (3) Integration and Social Interaction Motives. This motif allows users to find material for conversations and social interactions and find out about their surroundings. Through messages and uploaded content from @surabaya the audience hopes to find a theme that can be used to interact in order to create a good relationship with someone around them or to exchange information in the comments column. Because according to them, there is currently a lack of material for conversation, especially to find out about the city of Surabaya. (4) Entertainment Motive. This motive is related to the need for media users to free themselves from problems and daily activities. Khayalak's reason for accessing the @surabaya account is to get entertainment in eliminating boredom and existing problems.

Because the public has not received an entertainment to eliminate their problems, boredom, they hope that @surabaya can provide entertainment to be enjoyed. Based on the background of the problem above, the researcher wanted to know the motives underlying Surabaya students accessing the @surabaya Instagram account. Uses and Gratifications theory is used in this research. Because this approach emphasizes the motives of audience members to make specific consumption choices and the consequences of deliberate use of the media. This theory explains that the media do nothing to people; on the other hand, people actively do something about the media. In other words, the influence of the media is limited to what people allow the media to do. Because this approach emphasizes the motives of audience members to make specific consumption choices and the consequences of deliberate use of media (Baran, J, 2008: 106).

According to Katz, Blumler and Gurevitch (Prihatiningsih, 2017), explaining the Uses and Gratifications Theory, namely: The audience is considered active, meaning that the audience is an important part of the use of mass media which is assumed to have a purpose. In the mass communication process, the initiative to satisfy needs by selecting media rests with audience members. The mass media must compete with other sources to satisfy their needs. The needs that the media fulfill are only part of a broad range of human needs. How these needs are met through media consumption depends on the behavior of the audiences concerned.

The purpose of selecting mass media comes from data provided by audience members. This means that people are considered understanding enough to report interests and motives in certain situations.

Uses and Gratifications theory assumes that users have alternative choices to meet their needs (Prihatiningsih, 2017). Especially regarding the use and function of media for individuals, groups and society. (1) to explain how individuals use mass media to satisfy their needs. (2) to find the motives of individuals in using the media. (3) To identify the positive and negative consequences of individual media use.

The uses and gratifications theory (Katz, Blumer, & Gurevitch, 1974), has five basic assumptions, namely: Active audiences and goal-oriented media use; Initiatives in linking the satisfaction of needs to particular media choices exist among audience members; The media compete with other sources for the satisfaction of needs; People have sufficient self-awareness of their media use, interests and motives to provide researchers with an accurate picture of those uses. An assessment of the value of media content can only be assessed by the audience. The real audience is the active party. This model is not interested in what the media do, but interested in what people do to the media. Audience members are considered to be actively using the media to meet their needs (Rakhmat, 2007: 65).

From this statement it can be said that the selection and use of media is determined by the audience based on the needs of each audience. The uses and gratifications model shows that the main problem is not the media changing the attitudes and behavior of the audience, but how the media fulfill the personal and social needs of the audience (Effendy, 2000: 290). In the uses and gratifications model, starting with the social environment that affects our needs in consuming media, these individual needs are: (1) Cognitive Needs, namely needs related to affirming information, knowledge and understanding. regarding the environment. This need based on the desire to understand and control the environment also satisfies our curiosity and impulse for our investigation. (2) Affective Needs, namely needs related to affirming aesthetic, pleasant and emotional experiences. (3) Personal Integrative Needs (Integrative Personal Needs) Needs related to the confirmation of credibility, trustworthiness, satability, and individual status. These things come from a desire for self-respect. (4) Social Integrative Needs, namely needs related to strengthening contact with family, friends, and the world. These things are based on a desire to be affiliated. (5) Escapist Needs, namely needs related to efforts to avoid pressures, tensions and a desire for diversity (Effendy, 2000: 294).

Meanwhile, motive is an understanding that complements all the motives of the reasons for the human being that cause him to do something (Pramiyanti, Putri, & Nureni,

2014). Motives arise because of the needs that must be met by a person and in the classification there are several categories. In this study, the researcher refers to the motive category by McQuail (2010), the use of media depends on the satisfaction, needs, expectations, and motives seen from potential audience members.

In studying the use of new media such as the internet, it is necessary to consider the mass nature of the internet but also individuality. New Media is a variety of communication technology tools that enable digitization and its wide availability for use as a means of personal communication. The main characteristics of new media are interconnectedness, their access to individual audiences as message recipients and senders, their interactivity, their various uses as open characters, and their ubiquitous nature or not depending on location (Achmad., 2019; Achmad. , 2020; McQuail, 2010).

2. METHODS

This type of research in this study uses quantitative methods. Quantitative research methods can be defined as research methods based on the philosophy of positivism; used to research on a particular population or sample. The sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistical with the aim of testing predetermined hypotheses (Sugiyono, 2012: 7). The quantitative method used is descriptive survey research method, where this type of survey describes the population being studied. A quantitative descriptive approach will be able to interpret in detail the Surabaya Student Motives to access the @surabaya Instagram account.

The population in this study were students studying in Surabaya. Based on the data obtained, it is known that the number of students studying in Surabaya is 124,487. Researchers took a sample of 10% of the population. Based on the formula for the determination of the sample, the number obtained was 10% from 124,487, namely 100 respondents. Purposive sampling was used to draw samples. Purposive Sampling is a sampling technique with certain considerations. This is a sampling technique that is selected using certain characteristics that are in accordance with the research. The sampling process is carried out by providing different opportunities for each member of the population to become a sample member Sugiyono (2003: 91-97).

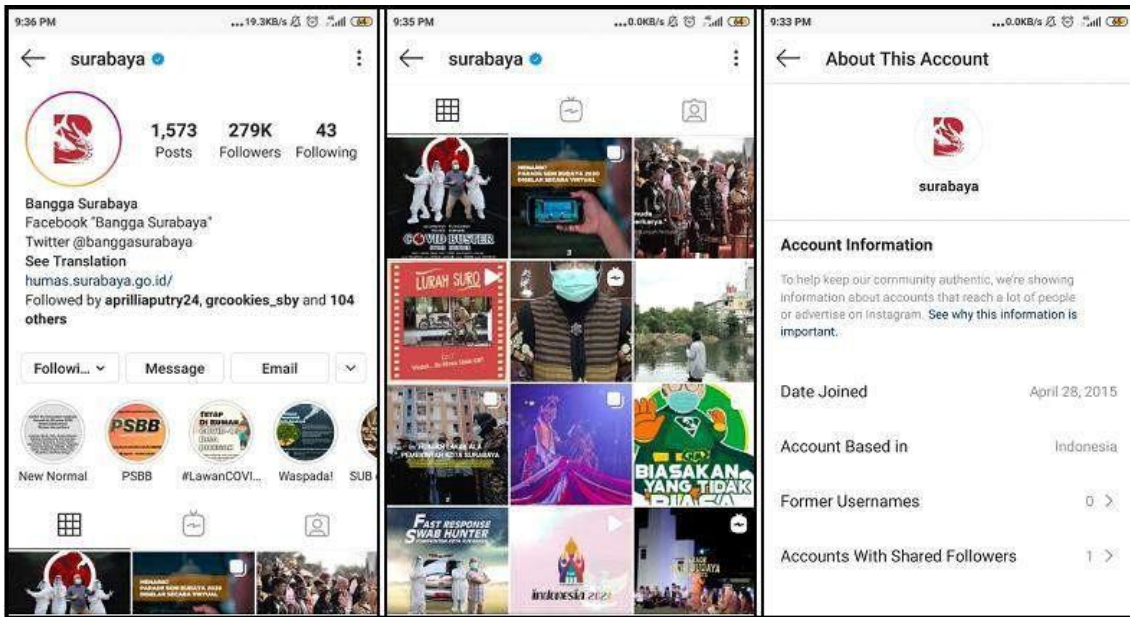
The subjects of this study were students in Surabaya aged 18-25 years. This is in accordance with the opinion (Yusuf, 2012: 27), a student is categorized at the stage of development whose age is 18 to 25 years. This stage can be classified in late adolescence to early adulthood and seen from the development point of view, the task of development at this

student's age is the stabilization of life attitudes. The city of Surabaya is the location of the research, because it is a city with a large enough population. According to the Surabaya Regional Government and Civil Service Office, the population of Surabaya City is increasing. And in January 2019 there were 3,095,026 people.

Broadly speaking, the research data obtained from primary data and secondary data. Primary data is the main data obtained directly from correspondents. To obtain primary data, it is done using a questionnaire spread technique which will be filled in by the respondents. Meanwhile, secondary data is data supporting research. Secondary data were obtained by using literature and document review techniques. The data analysis technique used in this research is data analysis technique by tabulating the results of the questionnaire data that has been filled in by the respondent. The data that has been obtained through a questionnaire is then displayed in the form of a frequency distribution table. Based on the results of the data tabulation, it is then seen the tendency of respondents' answers based on the percentage of each answer choice. Based on the percentage of answer choices, conclusions are drawn

3. RESULTS AND DISCUSSION

In line with the motives for the use of Instagram media by Surabaya students, it can be further elaborated on the four motives of students using Instagram accounts as a means of searching for information. Student information motives are to: (1) search for news about events and conditions related to the immediate environment, society, and the world. (2) Trying to get guidance on various practical issues, opinions, and matters relating to making choices. (3) satisfies curiosity and various interests. (4) do independent learning, gain knowledge in their own way. And (5) get peace over the acquisition and increase of knowledge (Abidin Achmad et al., 2020; Arviani & Febrianita, 2020; Tranggono et al., 2020)



Gambar 1: Penampilan akun Instagram @surabaya. (sumber:

<https://instagram.com/surabaya?igshid=e3940wopq156>)

Picture 1: Instagram @surabaya account appearance. (source:

<https://instagram.com/surabaya?igshid=e3940wopq156>).

Meanwhile, the motive for Personal Identity when using Instagram and other social media is an effort to find support for personal values to be able to explore or identify oneself in media use, namely: (1) searching for behavioral models. (2) The process of self-identification by looking for the values contained in Instagram. (3) efforts to increase understanding of self-concept (Arviani et al., 2020; Sharidevy et al., 2019). Entertainment motives experienced by students When interacting with Instagram and other social media, among others, aim to get away from problems, relax, find peace of mind, get life aesthetic values, fill spare time, channel emotions, and arouse passion for the opposite sex. This entertainment motive is related to channeling emotions, getting away from problems, and getting fun or entertainment from content on Instagram and social media (Achmad, 2016; Rubiyati, Muhamad Asrori, 2017)

Meanwhile, Integration and Social Interaction Motives When using Instagram and other social media, it is related to the motive of gaining knowledge about the condition of others and helping to carry out social roles on Instagram social media. These motives include: (1) Obtaining knowledge about other people's conditions; social empathy. (2) Identifying one's attitudes and actions with others and increasing a sense of belonging.

(2)

F

inding material for conversations and social interactions. (4) Making friends in the virtual

world (5) Helping to carry out social roles. (6) Allow yourself to be able to contact family, friends, and the community (Achmad, Ida, et al., 2020; Achmad, Juwito, et al., 2020; Andayani & Achmad, 2020; Donath, 1999).

Based on the research findings, it appears that the four motives are in the high category (Table 1). The motive category with the highest score is information motive with a total of 89 respondents or with a presents of 89%. While the motive category with the lowest score is the Integration and Social Interaction motive with a total of 57 respondents or 57%.

Table 1: Comparison of the Four Motives for the Use of the @surabaya InstagramAccount

Motive	Category			Amount
	High	medium	low	
Information	89	11	0	100
Personal identity	73	18	9	100
Integration and social interaction	57	42	1	100
entertainment	88	10	2	100

Source: respondent answer and questionnaire

Based on several question items related to the information motive, there are various kinds of information on the @surabaya account such as the inauguration of the newest museum in Surabaya, the construction of the Surabaya square basement and the intermodal terminal, the Mayor of Surabaya Tri Rismaharini had the opportunity to be a speaker at the UCLG congress and information. other. Respondents admit that @surabaya provides information about the city of Surabaya directly and completely as well as through its uploads. In this way, respondents can add insight into the information they receive. As well as for people who live outside the city of Surabaya, they can get information from this account.

Based on several question items related to personal identity motives, there are several uploaded contents that are used to identify personal values, as well as to highlight or support the

respondents' personalities. For example, accessing the @surabaya account can foster an understanding of the characteristics of the city of Surabaya which is different from other cities. Then the respondents can also identify themselves as part of the citizens of the city of Surabaya. For example, with the use of the words "CAK, REK" in most posts. The use of the greeting word indicates that the account manager is from Surabaya and shows intimacy with his followers. This greeting is a hallmark of the identity of the citizens of Surabaya. As acknowledged by the respondents that most of the straightforward language in each of their posts shows the typical characteristics of Surabaya people who are straightforward, honest, and straightforward. So that followers who are not native to Surabaya also feel the familiar greeting.



Picture 2: Comic Proud on Instagram @surabaya account

(Source: <https://www.instagram.com/p/B4ySM37FKVn/?igshid=1qnwlgreek3gx>).

Based on several question items related to the Social Integration and Interaction motive, there are several uploads that can be used to find conversation material and build social interaction, in order to socialize well, feel closer to others accessing the @surabaya account and can be used to strengthen relationships. Respondents basically access the @surabaya account in order to find conversation material with audiences who have the same interest, namely to both access the account. When they see an upload from @surabaya they will easily socialize and share the upload, or it can also be done by tagging one of their friends in the comments column. And it can be seen that the motive for integration and social interaction is in the high

category, as said in the previous chapter, that this motive is what encourages someone to use the media for the continuity of their life with other people.



Figure 3: Posting photos and videos on the @surabaya account that gets the most views and likes(source: <https://www.instagram.com/tv/B4pcEBsF0Y3/?igshid=k6ddtmscj8k5>; <https://www.instagram.com/p/B5FZawZFr5a/?igshid=u0e3tdr4wy17>; <https://www.instagram.com/p/B5FG-1A17ft/?igshid=i5kiby1c5mkm>)

Based on several question items related to entertainment motives, respondents found several uploads that could be used as entertainment for them to enjoy. The entertainment motive gets a high category after the information motive. This proves that respondents not only get or seek information on the @surabaya account but they also seek and get entertainment. The large number of busy activities they experience causes boredom that arises in them and the problems that always exist, or when they have free time, make respondents need an entertainment. And after accessing the @surabaya account, respondents can enjoy uploaded entertainment, such as displaying beautiful photos from the corner of Surabaya, giving a 1 minute film for respondents to enjoy, having an interesting BANGGA KOMIK to be enjoyed by the public.

4. CONCLUSION

Surabaya students who access the @surabaya Instagram account have various motives. The motive that has the most significant influence is the information motive to get the latest

information about the city of Surabaya. This means that the main source of information about Surabaya is obtained by students from the Instagram account @surabaya.

Photo and video uploads about the ins and outs of the city of Surabaya were judged by Surabaya students to be very complete, including: education centers, tourist centers, culinary centers, city parks, historic sites, cultural heritage, hospitals, major holidays, markets traditional markets, shopping centers, hotels and exhibition venues, unique events, culinary centers to Surabaya figures. Due to the completeness and detailed information, the @surabaya Instagram account is a trusted source of information for Surabaya students.

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