

The Influence of Using Social Media Instagram @Fanirahm to Fulfill the Information Needs of Beauty Products for Generation Z in Bandung City

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Abstract

The existence of technological developments in this digital era brings people into easy life with activities without any limitations of space and time. Social media has now become a new medium for people to communicate, making the use of social media becomes part of people's lives. It can be seen by the data presenting the large number of internet and social media users. Through this high usage, beauty content creators have emerged, one of whom is Fani Rahmawati. She is a source of information about beauty products. This research aims to determine the magnitude of the influence of the use of social media Instagram @fanirahm on fulfilling the information needs for beauty products among Generation Z in Bandung City. The indicators tested in the research employed social media use variables with the dimensions of context, communication, collaboration, connection and information need variables with the dimensions current need approach, daily need approach, exhaustive need approach, and catching-up need approach. The research method used quantitative with descriptive research type involving the Generation Z population in Bandung City. Sampling was carried out using a random sampling technique, with a sample size of 400 people through distributing questionnaires. The research results indicate that the use of social media Instagram @fanirahm has a positive and significant influence of 86,3% on fulfilling the information needs of Generation Z in Bandung City. For future researchers, they are able to conduct research on the same topic but using different research methods.

Keywords: instagram, beauty content, beauty product information needs

1. Introduction

Digital media has now become a communication medium that provides space for interaction in conveying information via the internet network. This digital media functions as a communication medium with an opportunity for one user to connect with other users without knowing the boundaries of space and time (Anam, Mulasi, & Rohana, 2021). As stated by McLuhan in (Majid, 2019), media technology, especially digital media, has succeeded in building a revolution in society. This is characterized by society's dependence on technology. Referring to the results of research conducted by *We Are Social* in 2023 regarding the main reasons why Indonesians using the internet, it was found that 83,2% of users used the internet to search for information. Various ways can be carried out to meet these information needs, such as making direct observations or using technology to find information easily and quickly (Nurfadillah & Ardiansah, 2021).

Table 1. Beauty Content Creator Mid-Tier

No.	Name Instagram	Number of Followers	Content Focus
1	Ririepras	308 Thousand	Beauty Review & Personal Life
2	Queen Ghania	243 Thousand	Beauty Review & Personal Life
3	Fanirahm	236 Thousand	Beauty Review
4	Skincarebyine	160 Thousand	Beauty Review

Source: Researcher's Process, December 10 (2023)

Based on Table 1 related to the research report conducted by *We Are Social*, the results showed that in January 2023, there were 167 million people or the equivalent of 60.4% of the Indonesian population, who were active users of social media in Indonesia. This number had decreased by 12.57% from the previous year, namely 191 million people. The time span a person spends accessing social media in Indonesia is up to 3 hours 18 minutes in one day, which positioned the tenth place in the world. Referring to this number, 98.3% of internet access is done via mobile phone, with an

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average duration of 7 hours 42 minutes in one day. In this research, the researchers are interested in analyzing one type of content presented on Instagram social media, namely content related to product reviews, especially beauty products. It is stated in glints.com that currently, the most popular type of content among millennials is the type of content that provides reviews of a product.

Furthermore, it cannot be denied that there are many *Beauty Content Creators* who present content related to beauty product reviews. Among those on Instagram who are at the Mid-Tier Influencer level, Fani Rahmawati is in third place with the most followers and is an influencer who can consistently present information to her followers.

Therefore, the researchers concerned more to discuss Fani Rahmawati as the beauty content creator, which presents reviews of beauty products. Moreover, when compared with the two beauty content creators, who have been working on this work since 2015, Fani Rahmawati has just become a beauty content creator in 2018. She also presented contents related to reviews of beauty products, especially local products at affordable prices. Thus, the researchers are interested in examining how much influence of Instagram @fanirahm can fulfill the beauty product information needs for its followers.



Figure 1. @fanirahm Instagram account

Source: <https://www.instagram.com/fanirahm/?hl=en> , Accessed December 10, 2023

Fani Rahmawati is a content creator from Bandung who started working in the beauty content creator field since 2018 and is active on Instagram social media with 236 thousand followers as of 10 December 2023. Fani became a beauty content creator starting from her interest in facial makeup, especially related to facial makeup for women with dark skin. Not only that, the content created by Fani Rahmawati has several characteristics. One of the contents she created received 583 comments as of December 10, 2023, while the likes feature was not listed. In this content, Fani Rahmawati provides information to her audience on how to make facial makeup with products under 50,000 and Fani Rahmawati reviews one by one the products that are being used, such as when she applies foundation products from the OMG brand, she says that when applied to the face, these products can produce beautiful makeup, natural, and simple so it is suitable for daily use and beyond for the products she uses. In the content at the end of the video, Fani states that "Good make-up doesn't need expensive products." With this statement, it can be concluded that Fani hopes the information provided throughout the video can be used as consideration for the audience.

Based on the explanation of the phenomenon above, the researchers conducted research related to this problem. This increases the phenomenon that occurs when beauty influencer, Fani Rahmawati, falls into the realm of Mass Communication, especially regarding New Media to fulfill the need for information on beauty products. In this research entitled "The Influence of Using Social Media Instagram @fanirahm to Fulfill the Information Needs for Beauty Products for Generation Z in Bandung City" will examine whether Instagram @tasyafarasya has an influence on

fulfilling the information needs about beauty products for its followers. This research aims to determine the influence of using social media Instagram @fanirahm on fulfilling the information needs for beauty products among Generation Z in Bandung City. Second, to find out the magnitude of influence that using social media Instagram @fanirahm has on fulfilling the information needs for beauty products among Generation Z in Bandung City

2. Research Methods and Materials

Referring to the variables studied in this research, the researchers used quantitative research methods in this research. As explained in Sugiyono (2017a), quantitative research are research methods with a positivism paradigm, where this research method is based on the philosophy of positivism. It was also explained that research using quantitative methods in it has fulfilled scientific studies, such as concrete, objective, measurable, rational and systematic. Thus quantitative research is used for research that carries out research related to certain populations and samples, which has the aim of testing hypotheses that have been determined by the researcher. In this descriptive type of research, the researchers conducted an explanation regarding the sample data collected without drawing general conclusions (Sugiyono, 2017b). In addition, this research used quantitative research in the form of clause relationships to examine the existence of cause and effect relationships between the independent variable of Social Media and Information Needs as the dependent variable. It is explained in Sugiyono (2019) that this clause relationship is considered as a cause and effect that occurs between variables X and Y.

This research refers to the Likert scale as a measurement method. Measurements using four scales were carried out with the aim of avoiding hesitant and neutral answers so that respondents could have clear answers. The four scales used are strongly agree (SS), agree (ST), disagree (TS), and strongly disagree (STS). The answers to each instrument item using the Likert scale have a gradation from very positive to very very negative classification (Sugiyono, 2017a). In descriptive quantitative research, the population determined by the researcher is *followers* of the Instagram account @fanirahm. As of December 12, 2023, the Instagram account @fanirahm has 236,000 followers. This research employed the Random Sampling technique, where the technique used samples taken randomly. In determining the sample, Slovin formula was used to determine the sample size, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n : Number of samples
 N : Population
 e : Error tolerance limit

In this study, the researchers used an error rate of 5% = 0.05 with a correctness rate of 95% with the aim of obtaining more valid data. The following are the number of data samples obtained based on the Slovin Formula:

$$n = \frac{236.000}{1 + 236.000 \cdot 0.05^2}$$

$$n = 399$$

Referring to the calculations carried out, the results obtained were that the number of samples used in the research was 399 respondents. So, the researchers rounded up the results to 400 respondents. The samples that can be selected for this research are Instagram followers of @fanirahm account, who are the generation Z (11-26 years) domiciled in the city of Bandung. In this research, the primary data used a questionnaire with the data source coming from respondents. The questionnaire will be distributed through various online media using Google Form, which is distributed on Instagram. In addition, the researchers used a validity test using the Pearson Product Moment formula, as follows:

$$r = \frac{n(\sum XY) - (\sum X) \cdot (\sum Y)}{\sqrt{\{n \cdot \sum X^2 - (\sum X)^2\} \{n \cdot \sum Y^2 - (\sum Y)^2\}}}$$

Information:

r = correlation coefficient
 n = number of respondents
 X = respondent's total score
 Y = total score of each respondent 's statement

$\sum X$ = number of scores in distribution X

$\sum Y$ = number of scores in the Y distribution

The criteria for validity testing are as follows:

- If r count $>$ r table, then the question instrument can be declared valid
- If r count $<$ r table, then the statement instrument can be declared invalid

According to Kerlinger (1973) in (2017:39), a variable is a construct or a characteristic that researchers study. It is explained that a research variable is an attribute that can be stated to be a value related to an object, person, or a series of activities that contain variations that have been determined by the researcher which will then be tested and conclusions drawn (Sugiyono, 2017a). In this research, the researchers used two variables, namely the independent variable and the dependent variable explained based on indicators and sub-indicators as shown on Table 2.

Table 2. Operational Variables

No.	Variable	Indicator	Sub Indicator	No. Items	Scale
1.	Independent Variable Use of Social Media Source: Cris Heuer (Solis, 2010)	<i>Context</i>	The message presentation in @fanirahm content is informative.	1	Ordinal
			The content presented by @fanirahm can help the audience in getting information related to beauty products.	2	Ordinal
			The language in @fanirahm's content is easy for her followers to be understood.	3	Ordinal
			The information presented in @fanirahm content is conveyed clearly, accurately and understandably.	4	Ordinal
		<i>Communications</i>	Presentation of @fanirahm content in terms of appearance and attractiveness.	5	Ordinal
			The interaction between @fanirahm's content and its followers runs well.	6	Ordinal
			The information presented in @fanirahm content is based on actual facts.	7	Ordinal
			The information presented by @fanirahm is easy to understand.	8	Ordinal
		<i>Collaboration</i>	@fanirahm's content makes it easy for followers to search for information related to beauty products.	9	Ordinal
			@fanirahm involves her followers in creating content about beauty products.	10	Ordinal
			The level of follower involvement in giving <i>likes</i> to @fanirahm's uploads.	11	Ordinal
			The level of follower involvement in providing <i>comments</i> on @fanirahm's uploads.	12	Ordinal
			Follower involvement level in sharing @fanirahm uploads.	13	Ordinal
		<i>Connections</i>	The @fanirahm account provides information on an ongoing basis.	14	Ordinal
			The @fanirahm account provides information in a concise and easy to understanding the manner.	15	Ordinal
			The @fanirahm account can fulfill the information needs of its followers regarding beauty products.	16	Ordinal
			@fanirahm content provides the latest information about beauty products	17	Ordinal

2. Dependent Variable: Information Needs Source: Guha Dalam (Hana Wandari & Wahyudin, 2014)	<i>Current need approach</i>	Followers of @fanirahm are able to get the latest information regarding beauty products.	18	Ordinal
		@fanirahm's followers are unable to get the latest information regarding beauty products.	19	Ordinal
		@fanirahm followers get a variety of information related to beauty products.	20	Ordinal
		@fanirahm's followers don't get a variety of information related to beauty products.	21	Ordinal
	<i>Daily needs approach</i>	Followers get information quickly regarding beauty products.	22	Ordinal
		Followers of @fanirahm get routine information about beauty products.	23	Ordinal
		Followers get specific information regarding beauty products in @fanirahm content.	24	Ordinal
		Through @fanirahm content, followers are able to get information related to beauty products easily when the information is needed.	25	Ordinal
		Find detailed information on beauty products on Instagram @faanirahm	26	Ordinal
	<i>Exhaustic Need Approach</i>	Get complete information on beauty products on Instagram @fanirahm.	27	Ordinal
		There is a feeling of dependence on the information provided by @fanirahm regarding beauty products.	28	Ordinal
		There is no feeling of dependence on the information provided by @fanirahm regarding beauty products.	29	Ordinal
	<i>Catching-up Need Approach</i>	Get concise and complete information about beauty products.	30	Ordinal
		Get consistent information about beauty products.	31	Ordinal
		Get information that suits your needs regarding beauty products.	32	Ordinal
		Get information that matches the correct data regarding beauty products.	33	Ordinal

Based on the variables tested, reliability test used the *Cronbach Alpha* formula, produces reliability is stated to be valid if something meets the minimum requirement of $r > 0.6$ (Siregar, 2022). The reliability test in this research was carried out using SPSS 26 with the following results:

Table 3. Reliability Test

Reliability Statistics			
Variable	Cronbach Alpha	N of Items	Conclusion
X	0.771	17	Reliable
Y	0.775	14	Reliable

Referring to the results of the reliability tests that have been carried out, it can be concluded that the variables of X and Y in this study are more than 0,6, which is the minimum limit. Thus, it can be stated that the question items are able to fulfill the criteria and variabels in a study.

3. Results and Discussion

3.1. Results of the Influence of Instagram @fanirahm on Fulfilling Beauty Product Information Needs

In this study, data was obtained through primary data of questionnaires. These are a tool used to collect data and conduct research. The distribution of questionnaires was carried out online via Google Form to 400 respondents, starting from 1 December 2023 to 17 December 2023, with reference to predetermined criteria. The sample criteria in this study are respondents who follow the Instagram account @fanirahm with an age range of 11-26 years (Generation Z) and live in Bandung City. The explanation regarding the respondent characteristics data is presented using a table with characteristics divided into gender, age, and occupation. The followings are the characteristics of respondents based on gender, which can be seen in table 4 as follows:

Table 4. Characteristics of Respondents Based on Gender

Characteristics	Classification	Number of Respondents	Percentage
Gender	Man	84	21%
	Woman	316	79%

Moreover, the results of the distributed questionnaires showed that 17 respondents with characteristics based on age were 17 respondents with a percentage of 4,25% aged 11-15 years, 33 respondents with a percentage of 8,25% aged 15-20 years, and 350 respondents with a percentage of 87,5% aged 21-26 years. This data shows that the majority of respondents in this study are aged 21-26 years, which belongs to generation Z. Based on the information presented, Instagram @fanirahm is information platform that has sustainability so that the content presented can meet the information needs of its followers regarding beauty products and can provide latest information.

Table 5. Recapitulation of Using Social Media Variables (X)

No	Dimensions	Total Score	Total Ideal Score	Percentage	Category
1	<i>Context</i>	5.371	6.400	83.9%	Good
2	<i>Communications</i>	5.362	6.400	83.7%	Good
3	<i>Collaboration</i>	6.589	8.000	82.3%	Good
4	<i>Connections</i>	5.411	6.400	84.5%	Good
Total Score		22.733	27.200		Good
Percentage		83%			

Based on the data in Table 5, it can be seen that overall classification for the Using Social Media variable, the total score for questions on each dimension of the Social Media Use variable is 22,733 with a percentage of 83%. Thus, the conclusions can be drawn referring to the results of the continuum line for the Using Social Media variable, which is considered to be in the good category. As for its variable, the dimension that produces the highest percentage is the *Connection dimension* with a percentage of 84,5%, with the good category on the continuum line. Meanwhile, the lowest percentage is in the *Collaboration dimension* with a percentage of 82,3% with the good category on the continuum line. It was concluded that referring to the respondents' responses, the Using Social Media variable was included in the good category. The amount is measured using a continuum line through the following calculations:

- Maximum Percentage Value = 100%
- Minimum Percentage Value = 25%
- Score Percentage = $\frac{\text{total score}}{\text{amount of total score}} \times 100\%$
 $= \frac{22.733}{27.200} \times 100\%$
 $= 83\%$

As for the *Catching-up Need Approach* dimension, the one that showed the highest percentage was the question "Get concise and complete information about beauty products." This statement resulted in a percentage of 85% with the good category on the continuum line. Meanwhile, the question with the lowest percentage was "Getting information that matches the correct data regarding beauty products" with a percentage of 82%. Therefore, it is concluded that the content presented on Instagram @fanirahm regarding providing information about beauty products is packaged concisely and completely so that the information can be well received by followers.

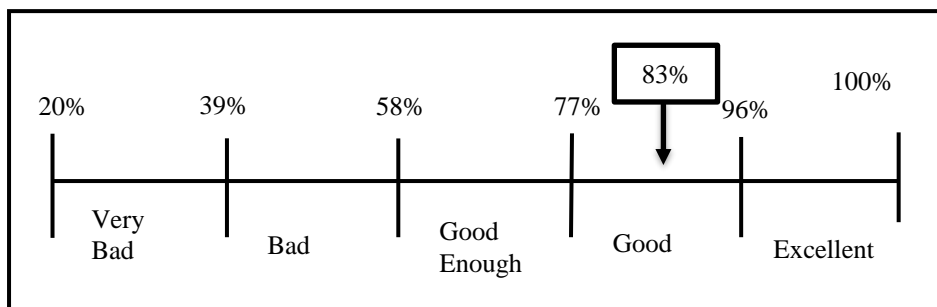


Figure 2. Continuum Line of Using Social Media Variable

Table 6. Recapitulation of Information Needs Variables (Y)

No	Dimensions	Total Score	Total Ideal Score	Percentage	Category
1	Current Need Approach	4.755	6.400	74%	Pretty good
2	Exhaustic Need Approach	5.325	6.400	83%	Good
3	Daily Need Approach	5.238	6.400	82%	Good
4	Catching-up Need Approach	5.355	6.400	84%	Good
Total Score		20.673	25.600		
Percentage		81%			Good

Based on the data in Table 6, it can be seen that overall classification for the Information Needs variable, the total score for questions in each dimension of the Information Needs variable is 20.673 with a percentage of 81%. The amount is measured using a continuum line through the following calculations:

- Maximum Percentage Value = 100%
- Minimum Percentage Value = 25%
- Score Percentage = $\frac{\text{total score}}{\text{amount of total score}} \times 100\%$
 $= \frac{20.673}{25.600} \times 100\%$
 $= 81\%$

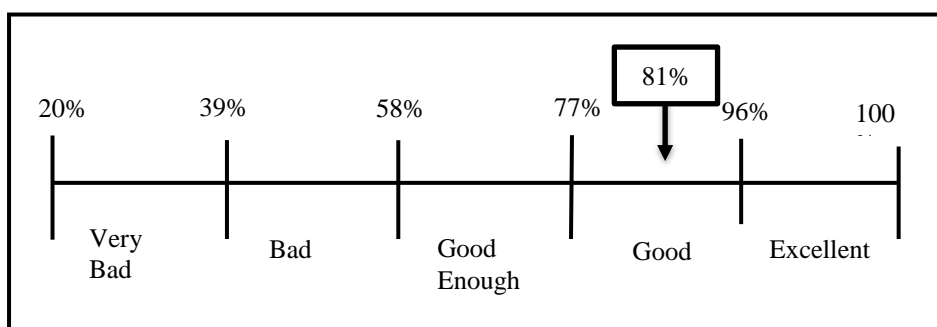


Figure 3. Information Needs Variable Continuum Line (Y)

As for the Information Needs variable, the dimension that produces the highest percentage is the *Catching-up Need Approach* dimension with a percentage of 84%, falling into the good category on the continuum line. Meanwhile, the lowest percentage is in the *Current Need Approach* dimension with a percentage of 74% in the good category on the continuum line. It was concluded that referring to the respondents' responses, the Information Needs variable was included in the good category. This research aims to examine the magnitude of influence given by Instagram @fanirahm towards fulfilling the information needs for beauty products for Generation Z in Bandung City. Referring to the results of the data processing carried out by researchers, it was found that content related to beauty products on Instagram @fanirahm had an influence on fulfilling the beauty product information needs of Generation Z in Bandung City.

3.2. Discussion of the Influence of Instagram @fanirahm on Fulfilling Beauty Product Information Needs

Based on the results of this research, it was found that there was an influence that Instagram @fanirahm had on fulfilling the information needs for beauty products among Generation Z in Bandung City. This can be proven by the results of the hypothesis test, which was carried out to determine whether there is an influence between variable H_0 is rejected and H_1 is accepted. It can be interpreted that there is a significant influence of the use of social media Instagram @fanirahm (X) on fulfilling the information needs regarding Generation Z beauty products in Bandung City (Y).

Furthermore, in this research, a correlation test was also carried out to determine the correlation between variables, with a significance value of $0,000 < 0,05$. It means that there is a correlation between variables. The correlation coefficient (r) value obtained was 0.929, including the interval 0.80 – 0.1000, which can be interpreted as being in the very strong correlation level category. Therefore, these results can be interpreted as meaning that there is a very strong correlation between the variables X and Y being studied. Meanwhile, the coefficient of determination test was also carried out to determine the magnitude of the influence on the using social media variable (X) and the variable for fulfilling information needs on beauty products (Y). The coefficient of determination test result was 86,3%, it can be concluded that the influence of social media use Instagram @fanirahm (X) has an influence of 86,3% on the Information Needs (Y) of Generation Z in Bandung City.

In this study, a simple linear regression analysis test was also carried out to determine the cause and effect relationship of the independent variable (X) and the dependent variable (Y). The result obtained is that the value of accounting (a) is 7.791, meaning that if the social media use variable Instagram @fanirahm (Y) has a value of 0, then the variable for fulfilling information needs for beauty products (Y) is 7,791 units. The regression coefficient (b) is 0.671, which means that the Using Social Media variable as variable X increases by 1%, then the value of Information Needs (Y) will increase by 0.671.

The results show that there is an influence of Instagram @fanirahm on fulfilling the information needs for beauty products among Generation Z in Bandung City, which is in accordance with the accepted hypothesis. These results are in line with the opinion of Atmoko (2012) in (Rusdi & Helen, 2019), who said that Instagram is a social media that exists in the form of an application via mobile phone used as a means of sharing information in the form of images or videos, where in this case, respondents get information about the beauty products needed via social media Instagram @fanirahm. This research also utilized *new media* theory as Instagram is a form of new media that is used as a forum for sharing information in the form of images, photos, videos, and captions by its users. Laughey (2007) explains that the main characteristic of *new media* is that there is access provided to the audience as recipients and senders of messages, with the use of the media itself as a medium that can be opened and accessed anywhere and at any time. Therefore, in this research, Instagram @fanirahm was able to fulfill these characteristics, referring to the answers from the majority of respondents who agreed that Instagram @fanirahm had fulfilled the beauty product information needs of Generation Z in Bandung City. In line with the opinion of Rubin (2010) in (Musfiah & Christiani, 2020), it is said that the need for information can occur when someone is in a condition of feeling deficient regarding something where the person makes an effort to fulfill the perceived deficiency.

The study results obtained in this study are also related to the objectives of the uses and gratifications theory. Overall, the data that has been obtained can show that the respondents' responses can fulfill the basic assumptions of the theory. Referring to the processed data, it is known that respondents consciously use media by focusing on certain goals, such as in the respondents' responses to the *exhaustive need approach* dimension, namely "I get complete information regarding beauty products on Instagram @fanirahm" with a percentage of 83.8% so it is included in the high percentage category. Then the next assumption states that users can quickly provide actions with the same meaning to combine need satisfaction with media. Referring to the processed data, it is known that respondents can fulfill these assumptions, which can be proven by the respondents' responses on the *collaboration* dimension, namely "@fanirahm content makes it easy for followers to search for information related to beauty products" with a percentage of 83%, which is included in the high percentage category.

The third assumption in the use and gratification theory states that media is used as a need that is in conflict with other sources of satisfaction. This assumption can be fulfilled by the coefficient of determination test, which states that variable X provides a contribution value of 86,3% to variable Y and has the remaining 13,7%. It can be concluded that there are other influences that affect the use of social media Instagram @fanirahm towards fulfilling the information needs of Generation Z in Bandung City. Furthermore, the fourth assumption refers to users being able to understand media use so that they can provide constant media use. This can be proven by the results of respondents' responses in the *collaboration sub-chapter* with a total percentage of 82,3%, which means that the efforts made between Instagram

@fanirahm and her followers for the purpose of messages that can be conveyed well, effectively and efficiently and can be declared successful.

The fifth assumption states that media users can provide assessments of the media. This assumption can be proven by the results of respondents' responses in the *collaboration dimension* regarding the statement "The level of involvement of followers in providing *comments* on @fanirahm's uploads" getting a percentage of 8%, which is in the good category. In this case, it means that media users can freely provide criticism and suggestions through their involvement in using the comment feature on Instagram @fanirahm.

The results of the study by sharing the tests provided results that it was in line with previous research entitled "The Influence of the Use of Social Media Instagram @halobandung on Fulfilling Information Needs" by Ahmadi (2018), which stated that there was a significant influence on the use of social media Instagram @halobandung on fulfilling the information needs of the community. Then previous research entitled "The Influence of Using Social Media Instagram @humasbdg on Fulfilling Followers' Information Needs" by Sutrisno & Mayangsari (2022) stated that the use of Social Media @humasbdg had a 67,72% influence on followers' information needs.

4. Conclusion

Based on the results of research by distributing questionnaires, data processing, descriptive analysis, and several other tests related to "The Influence of Using Social Media Instagram @fanirahm to Fulfill the Information Needs of Beauty Products for Generation Z in Bandung City", it can be concluded that the social media Instagram @fanirahm has an influence on fulfilling the information needs of beauty products for generation Z in Bandung City with a percentage of 86,3% based on respondents' answers in this research. The dimension that has the highest influence on the social media usage variable (X) is the *Connection* dimension with a percentage of 84,5%. This means that the content presented on Instagram @fanirahm is easy to understand so that respondents feel closer to Fani Rahmawati. Meanwhile, in the Fulfillment of Needs (Y) variable, the highest percentage was obtained by the *Catching-up Need Approach* dimension with a percentage of 84%, which means that respondents can get information about beauty products via Instagram @fanirahm in a concise, complete and factual manner. Then, the variable use of social media Instagram @fanirahm has a positive and significant influence on fulfilling information needs for beauty products.

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