

## THE INFLUENCE OF MAGDALENEID INSTAGRAM ACCOUNTS ON THE NEED FOR FOLLOWERS' INFORMATION ABOUT GENDER EQUALITY

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### ABSTRACT

The government through the Ministry of Women's Empowerment and Child Protection (KPPA), urges the importance of the media's role in gender equality in society (Zulfikar, 2020). This shows the importance of the issue of gender equality being socialized through the mass media with various patterns of distribution of the message. This is the focus of this research in examining the effect of messages about gender equality that are socialized through the @magdaleneid Instagram account for their followers. This study aims to analyze the effect of the Magdaleneid Instagram account on the information needs of followers regarding gender equality, and also the interaction of the Magdaleneid Instagram account in meeting the information needs of gender equality. In this study, the authors use the Uses and Gratification Theory and the concept of Social Media and Information Needs as the basis. This research is a quantitative research by distributing questionnaires to 49 samples through a non-probability sampling technique using purposive sampling and open questioners for 7 followers to added more information about their need for gender equality information. And based on the results of this study, there is also a significant effect on the use of @magdaleneid Instagram account, which has an effect on followers' knowledge of gender equality.

**Keywords:** instagram account, information needs, gender equality

### 1. INTRODUCTION

Gender equality is one of the Sustainable Development Goals (SDG's) programs initiated by the United Nations. In the Women's Studies Encyclopedia quoted by Musdah Mulia (Mulia, 2020) it is explained that gender is a set of attitudes, roles, functions, and responsibilities inherent in men and women as a result of cultural formation or the influence of the community environment in which humans grow and are raised.

Media ideology is influential in placing women in equality discourses, until now there has been no mass media that has rejected advertisements with a "male gaze" view or made women as subordinates to be displayed in the mass media. The patriarchal culture of society emphasizes women as "kanca winking" which gives women a double burden. The success of women is not only calculated from one success factor in the public world, the completeness of success is only assessed if women have succeeded in their domestic sphere. The presence of special media for women presents content regarding awareness of equality between men and women.

One of the media that was present to promote gender equality was Magdalene.co which carried advocacy media for women. Madgalene.co on its website provides content and perspectives that are inclusive, critical, empowering and entertaining to its readers. Readers besides being able to access articles through the website, Magdalene also has an Instagram account @Magdaleneid which has published 2206 content with 99800 followers. The content is presented through videos, reels, infographics, quizzes, instastories, and live IG as a means to convey messages about gender equality.

In Katadata.co reported by Napoleon Cat, in November 2021, the majority of Instagram application users in Indonesia were 53.2% women and 46.8% men (Annur, 2021). In the Women's Studies Encyclopedia quoted by Musdah Mulia (Mulia, 2020) it is explained that gender is a set of attitudes, roles, functions, and responsibilities inherent in men and women as a result of cultural formation or the influence of the community environment in which humans grow and are raised. Gender equality refers to an equal condition between men and women in the fulfillment of rights and obligations. The gap in obtaining women's rights in Indonesia in particular is still happening and this has become a concern for the content voiced through the @magdaleneid account.

The government through the Ministry of Women's Empowerment and Child Protection (KPPA), urges the importance of the media's role in gender equality in society (Zulfikar, 2020). This shows the importance of the issue of gender equality being socialized through the mass media with various patterns of distribution of the message. This is the focus of this research in examining the effect of messages about gender equality that are socialized through the @magdaleneid Instagram account for their followers.

This study aims to analyze the effect of the Magdaleneid Instagram account on the information needs of followers regarding gender equality, and also the interaction of the Magdaleneid Instagram account in meeting the information needs of gender equality.

Based on the research of Meydiana Andinda Putri(2021), regarding the effect of using the media of feminism Magdalene.co on feminism awareness among Twitter followers. The research that aims to see the effect of using feminist media Magdalene.co on feminist awareness uses a quantitative method with a simple random sampling technique. From the linear regression analysis used, it is found that there is an effect of using feminist media Magdalene.co on feminism awareness among Twitter followers (Putri, 2021).

The representation of women in the media was positively investigated by Dyaning Pangestika (2017) by conducting research on the positive representation of women in alternative media as an effort to empower women: a case study of Magdalene. In connection with this phenomenon, this study aims to see how Magdalene as an online media uses articles containing positive representations of women in the Health & Beauty rubric as an effort to empower women. By using the theory of culture industry by Theodor W. Adorno and Max Horkheimer, the research shows that the exploitation of women's bodies in the mass media is an attempt to attract the attention of men as the main target market in a patriarchal environment. Meanwhile, through the theory of feminine writing, we will see how positive representations made to women through writing will make it easier for women to regain awareness of their original identity which has been changed in such a way in the mass media and make that awareness an effort to realize empowerment of their people(Pangestika, 2017).

In this research, the writer uses Uses and Gratification Theory and Information Needs Theory as the basis. As is known, theory is the basic thing used to predict an answer to a research problem, by explaining the relationship between concepts, between variables and various explanations of existing social phenomena.

As Blumer and Katz accept, there is not just one way for the masses to take advantage of the media. They believe that there are many reasons people take advantage of the media. This hypothesis states that media audiences have the opportunity to choose how (through which media) they use the media and how the media will affect themselves.

Littlejohn (1996) in Kriyantono (Kriyantono, 2008), says that a person's belief in the media can still be raised by his lifestyle and social order, social conditions such as media accessibility, and certain attitude factors, such as introvert-extrovert and dogmatism.

From the explanation above, the author sees the match between the topics to be discussed with the Uses and Gratification theory.

Table 1. Conceptual Operation

Independent Variable (X) Magdalene.co Instagram Account Usage Chris Heuer dalam (Solis, 2010: 263)		Dependent Variable (Y) Information Needs on Gender Equality Guha dalam (Syaffril 2004)	
Dimension	Indicator	Dimension	Indicator
<i>Context</i>	1. Information in interesting form	<i>Current Need Approach</i>	1. Current information needs are met
	2. Information is presented in an innovative form		2. Information received quickly
	3. The information presented is in easy-to-understand language		
	4. The suitability of the caption on the upload		
	5. Visual quality on uploads		
	6. Audio quality on upload		
<i>Communication</i>	1. Re-sharing feeds via instastory which makes it easy to get information	<i>Everyday Need Approach</i>	1. Information can be accessed at any time
	2. Submission of information is easy to understand		2. Information received specifically
	3. Good response from Instagram account owners		

<i>Collaboration</i>	<ol style="list-style-type: none"> <li>1. Account owner relationship with audience</li> <li>2. Additional information obtained from other users</li> </ol>	<i>Exhaustive Need Approach</i>	<ol style="list-style-type: none"> <li>1. The information presented is relevant to the needs</li> <li>2. Information is presented in depth</li> <li>3. Information is presented accurately</li> </ol>
<i>Connection</i>	<ol style="list-style-type: none"> <li>1. The information presented gets a response in the form of likes</li> <li>2. The information presented gets a response in the form of comments</li> <li>3. The information presented gets a response in the form of re-share</li> <li>4. The information presented gets a response in the form of saved</li> </ol>	<i>Catching-up Need Approach</i>	<ol style="list-style-type: none"> <li>1. Information is presented concisely and completely</li> <li>2. The development of new information is required</li> </ol>

Source: Researcher Process, 2022

## 2. METHODOLOGY

The use of the positivism paradigm in this study, because it sees social reality in the process of creating content on Instagram which is based on phenomena that occur in people's lives. Then the research results obtained are real, and can be measured by the presence of data in the form of numbers obtained from measurements. Using a quantitative approach, the type or format of the research used in this research is explanatory, and survey methods are used to collect data. While the population in this study were followers of the Instagram account of Magdaleneid, amounting to 103 thousand as of July 1, 2022. And getting 49 samples through non-probability sampling techniques, namely sampling techniques that cannot provide equal opportunities for the population to be selected as samples. and by choosing a purposive sampling method where the sample selection is based on the characteristics determined in the previously known population. (Ruslan, 2017) As for the characteristics that can be sampled, respondents are active Instagram users, and respondents are followers or follow Magdaleneid Instagram accounts.

## 3. RESULTS AND DISCUSSION

Based on the 4C components of social media according to Chris Heuer, namely context, communication, collaboration, and connection, it was found that the results of the recapitulation of the variable scores for using Magdaleneid's Instagram accounts were included in the good category. Where the @magdaleneid account makes maximum use of the features contained in Instagram to spread various information related to gender equality.

Then, according to the 4 approaches regarding information needs put forward by Guha, namely the current need approach, everyday need approach, exhaustive need approach, and catching-up need approach, it was found that the recapitulation results of variables meeting followers' information needs regarding gender equality were included in the good category. Where followers feel that their various information needs are fulfilled through posts on the @magdaleneid instagram account.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	38.724	8.102		4.780	.000
	TOTAL_X	.988	.258	.488	3.830	.000

a. Dependent Variable: TOTAL\_Y

Based on the simple linear regression coefficient table above, the regression equation formed is as follows:

$$Y = a + bx$$

$$Y = 38.724 + 0.988x$$

This shows that if there is an increase of 38,724 it will cause an increase of 0.988 in the Y variable.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.488 <sup>a</sup>	.238	.222	8.655

a. Predictors: (Constant), TOTAL\_X

Based on the coefficient of determination test, it can be seen that the level of influence of the Instagram account @magdaleneid on knowledge about gender equality in followers is 0.238. this means that the effect that occurs is 0.238 x 100 percent = 23.8 percent. then the rest of 100-23.8 percent = 76.2 percent is influenced by other factors outside the studied. This may be due to the abundance of information on gender equality in other sources and media.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	38.724	8.102		4.780	.000
	TOTAL_X	.988	.258	.488	3.830	.000

a. Dependent Variable: TOTAL\_Y

Meanwhile, based on the results of the t-test table, it can be explained that there is a positive and significant effect of the Instagram account @magdaleneid on knowledge about gender equality in followers.

In addition to quantitative data, the researchers also conducted interviews with 7 women aged 20-50 years who were followers of the @magdaleneid Instagram account which was also used as qualitative data, this data was used to obtain more in-depth information regarding the impact they felt after they became followers of the Instagram account. @magdaleneid.

The information that researchers are trying to dig deeper includes how they can use the @magdaleneid account as a source of information about gender equality, how they consume this information so as to increase their understanding of gender equality in their daily lives. Other data that was explored was also about how the attractive format presented by the @magdaleneid account made them willing to consume it, including the use of language and illustrations.

For the things mentioned above, the researcher summarizes them in the compilation table of the results of interviews with the seven informants as shown in the table below.

No	Question	Informant 1 D 31 years old	Informant 2 CE (46)	Informant 3 S (23)	Informant 4 K (27)	Informant 5 D (30)	Informant 6 Di (28 old)	Informant 7 Sa (26)
1.	How long have you been following the @magdaleneid account?	2018	2016	more than 6 months	About 3 years ago	more than 1 year	6 months	6 months
2	What information do you prefer from the @magdaleneid account?	All information regarding various efforts to increase self-capacity as a woman.	Almost everyone likes it. Information about career, household, kbgo and others	About Equality	Gender equality, what are the articles that break old-fashioned thinking / doctrine in society?	Parenting, lifestyle	About gender equality	Lifestyle
3	Why did you choose the @magdaleneid account as a source of information on gender equality?	Because the information is light and easy to understand. The information is also quite up to date and a lot of it relates to my daily life.	Initially because of a friend's recommendation, then I found a lot of information that turned out to be very related to many aspects of my life. The	what I found was only Magdalene's account	The explanation is easy to digest.	Because Magdalena provides clear information regarding equality and other social issues, sometimes with accurate data	Because the information conveyed is easy to understand and digest	Because the information about gender equality and social issues conveyed is quite informative with accurate data

			information is also presented in a clear and easy to understand way					
4	Did you become aware of gender equality by consuming the @Magdaleneid account? What information has an impact on daily life?	Very understanding. About my rights as a woman, especially at work.	Yes, so I understand more about the latest information, especially about women's health and also sexual crimes that often occur in society. So be more aware.	Yes	Yes	Yes, I understand, and I got a lot of information, especially parenting. Even though I'm not married, at least I know the importance of the parenting method, how to treat my nieces	That women can also be independent like men in terms of career	Yes I understand and I got a lot of insight
5	Is the @magdaleneid account information format correct in providing information on gender equality? What formats do you prefer? Reels, videos or infographics?	Infographics and reels. Sometimes if there's a live it's also interesting.	Most like the reels, maybe because the delivery is very light. but the infographics are also interesting.	already	Yes	Already, I like the infographic the most because it represents the data	Reels	Already, the infographic is easy to understand
6	Is the information provided in clear language and in accordance with your information needs regarding gender equality?	The language is quite clear and easy to understand	Clear and appropriate.	already	Yes	It's very clear	Yes	already
7	Are the illustrations used clear enough for your information needs on gender equality?	Are the illustrations used clear enough for your information needs on gender equality?	Clear	already	Yes	It is clear	Clear	already
8	What gender equality topic do you need? (Equality in the field of work, health, socio-cultural, or other?)	Currently more on the topic of equality in the field of work, but I also need information on other topics	Currently more on the topic of equality in the field of work, but I also need information on other topics	Everything	Socio-cultural	Education and Climate Change	Work	Socio-cultural and Health

9	What do you do most often when interacting with the @magdaleneid account, likes, reposts or comments?	Most often I like, occasionally repost.	Just like and repost. But sometimes if I feel the need I've asked in the comments column.	Like, repost	Always like, screenshot then post on igs, have commented but rarely.	Like, repost and comment	Likes	Likes and Save
10	Did you open the Magdalena.co website after reading the content on the Magdaleneid Instagram account?	Not. IG only	Ever, but very rarely. Just look at IG.	Sometimes	Yes	Sometimes	Not yet	Sometimes
11	Do you feel the need for an Instagram account that provides information about gender equality?	Need	Needed, and needed should be. Because information like this must be spread widely so that people can understand better. Especially in Indonesia, which is still very patriarchal.	Yes	Yes	Need	Need to increase knowledge	Need

If you look at the results of the compilation of the followers' answers above, it can be said that the @magdaleneid account does keep its content informative and interesting. This is illustrated by how the informants interviewed by the researchers were willing to stay and some even became followers of the @magdaleneid account for up to 6 years and made it the main source of information in gaining an understanding of gender equality. The reason they mostly state that the @magdaleneid account presents information in a light, accurate and easy to understand way. The information is also considered to be quite up to date and many are related to their daily lives. The use of illustrations is also considered to make it easier for them to understand the message conveyed by the @magdaleneid account, and this is the main attraction, besides making it less boring.

The informants also felt that they had a better understanding of their rights as women. The response they often do to @magdaleneid's posts that they like is likes and reposts, and occasionally enlivens them in the comments column.

Although they are very rare and many have never visited the website of @magdaleneid, they feel that their information needs regarding gender equality can be met. The informants felt that the information presented was important information so that women could not only broaden their horizons, but also be more aware of their rights as women, especially in Indonesia, which is still very patriarchal.

From the findings above, it is able to answer the purpose of this study, namely, the Instagram account @magdaleneid has a positive and significant influence on meeting the information needs of its followers. And the Instagram account @magdaleneid takes advantage of all the features contained in the Instagram application to disseminate the information that followers need regarding gender equality.

#### 4. CONCLUSION

Based on the results of the research findings presented in the previous chapter regarding "The Effect of Using Magdaleneid's Instagram Account on the information needs of followers on gender equality knowledge" it can be concluded that the @magdaleneid account makes maximum use of the features contained in Instagram to disseminate various information related to gender equality.

Meanwhile, based on the interaction of Magdaleneid content for followers in providing knowledge about gender equality, they give likes but do not repost or comment in the post column. The Instagram account @magdaleneid also utilizes all the features on Instagram in an effort to spread the information needed by its followers.

And based on the results of this study, there is also a significant effect on the use of Magdaleneid's Instagram account, which has an effect on followers' knowledge of gender equality.

Based on the results of the research that has been done, the authors found that followers do not need information about gender equality every day, therefore the author gives suggestions for the magdaleneid account to provide variations of content in each post.

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