

@WE.THE.FEST INSTAGRAM USING TO GET INFORMATION AND INTEREST IN VISITING WE THE FEST 2023

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ABSTRACT

The rapid development of technology today has given rise to numerous new media such as the internet and smartphones, which play an important role in fulfilling daily communication and information needs. One of these new media is social media platform, currently being popularly used is Instagram. By maximizing the Instagram platform as the primary communication channel with users, it hoped that the information needs can be fulfilled and influence followers interest in visiting an event. This research adopts a quantitative approach with a positivist paradigm and survey method. The theories employed include new media theory and uses and gratification theory, focusing on the concept of social media, information needs, and visitation interest. The population of this study consist of Instagram followers of We The Fest, with a sample size of 100 respondents selected through simple random sampling technique. Data analysis involves simple regression analysis, t-test, and coefficient of determination test. The results of the study indicate that Instagram usage variable (X) has a significant positive effect on the information needs variable (Y1) and visiting interest (Y2).

Keywords: information needs, uses and gratification, visiting interest, we the fest

1. INTRODUCTION

The rapid development of technology in recent decades has also been influenced by advances in science and technology. Increased computing, connectivity and data processing capabilities are the most important factors in technological development. Technological developments also make it easier for people in their daily activities, including meeting information needs. Fulfillment of information is important for every individual. Information is an important need in increasing knowledge, updating information and becoming a basis for making decisions (Safira, 2022). Humans use various methods to search for information, such as through communication with other people or using the media. The phenomenon of using media as a means to fulfill information needs is explained in the Uses and Gratification theory. This theory states how media can influence a person's personal interests in their social life, using media to achieve a specific goal according to their needs (Dian, 2011). In other words, the audience has a fairly active role in choosing the best media to fulfill their need for information.

The Uses and Gratification theory was first put forward by two communication scholars, namely Elihu Katz and Jay Blumer in 1974 (Sutrisno & Mayangsari, 2022). This theory is a response to a more passive approach to mass communication. This theory explains that people are not only recipients of information but also active information seekers. In other words, as satisfying someone's information needs. Katz and Blumler also emphasize that in this theory, individuals have the ability to choose media and content that suits their needs, where the use of this media can provide different satisfaction for each individual. This theory does not look at how the media can change or replace the attitudes and behavior of audiences, but rather how the media can influence a person's personal interests in their social life. Using media to achieve a specific goal according to their needs (Dian, 2011). This refers to the choice of medium that will be used by someone because there are many choices for someone to send a message, which ultimately results in a tendency to choose based on the needs of each individual. This theoretical perspective refers more to the reasons behind choosing the medium and at certain times they choose and use it (Karunia H et al., 2021). According to Kriyantono, 2006 in (Sutrisno & Mayangsari, 2022), the media tries to meet the needs of the audience. If there is media that can meet their needs, then the media can be said to be effective.

The internet is one example of the most popular technological advances and is widely used by society today. The role of the Internet is to become a global network that can connect billions of people throughout the world, including in Indonesia. This makes it easy for internet users to exchange information and collaborate quickly and efficiently at any time. According to survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period, namely 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. The results of the 2023 We Are Social - Digital Survey show that the main reason users access the internet is as a source of searching for information that they need with a figure of 57.8% of

the total number of respondents. And one of the platforms that is integrated with the internet is social media. Social media platforms will be very popular in 2023. According to the We Are Social - Digital 2023 survey, WhatsApp is in first place, reaching 15.8%. In second place is Instagram with a percentage of 14.3% of the total number of respondents.

New media is understood as a communication technology device that has digital characteristics, wide availability and personal use. New media allows this media to be used or functioned as a communication medium. According to McQuail in (Kusumaningrum, 2021), even though it has various types, new media is generally associated with internet use, especially for public use, such as online news, advertising, broadcasting applications, forums and discussion activities, the world wide web (WWW), information search platforms. as well as the potential in forming a particular community. With new media, users can freely interact with other users through the media content they create and consume. According to Stephen W. Littlejohn and Karen A. Foss (2011) in (Miranda, 2018), this refers to the choice of medium that will be used by a person due to the many choices for someone to send a message which ultimately creates a tendency to choose based on each person's needs. individual. This theoretical point of view refers more to the reasons behind choosing the medium and at certain times they choose and use it. New media, including social media, gives users the opportunity to be more open with each other. New media provides greater opportunities for users to interact and chat with new or old friends, and allows the formation of virtual communities. Apart from that, the connection between media and its users is an important factor in new media. Because users can use more than one media. Therefore, the connection between media and users as well as between one media and another must be considered in a new media (Miranda, 2018). Media is not just an information instrument or a way to achieve self-interest, but also unites individuals in some form of society and provides a sense of mutual belonging. This theory does not look at how the media can change or replace the attitudes and behavior of audiences, but how the media can influence a person's personal interests in their social life who use it to achieve a specific goal according to their needs (Dian, 2011).

According to Hutahayan in (Kusumaningrum, 2021), social media can be defined as a digital platform that allows users to participate, produce and share content through social networks, blogs, forums and cyberspace. Social media utilizes internet technology as a means to facilitate social interaction between users and disseminate information widely to all levels of society. Thus, social media can be considered as a forum that allows the creation of various forms of communication and dissemination of diverse information. According to Howard and Parks (2012) as quoted by (Rahadi, 2017) social media is a media consisting of 3 (three) components, namely: infrastructure, information, and tools used to disseminate media content. The media content can be in the form of personal messages, news, ideas and cultural products in digital form. Individuals, organizations and industries can be producers and consumers of media content.

Social media and the internet can influence change and evolution in almost all lines of work. One of them is the role and duties of Public Relations practitioners. This change also encourages how the role of Public Relations can be more effective in utilizing the internet and new media platforms such as social media. So there was a change in terms of strategy and activities and programs carried out by Public Relations. According to Emerson (in Hasibuan, 2005) defines that effectiveness in Digital Public Relations activities is a measurement of the realization of the goals and objectives that have been previously determined as the goals and targets of Digital PR activities. To achieve success in carrying out Digital Public Relations activities, there are 4 (four) elements that are basic and need to be considered. These elements are described by Phillip & Young (2009), including Transparency, Porosity, The Internet as an Agent, Richness in content, and Reach (Meirianti, 2018).

Ismaya Live is the organizer of a music festival entitled We The Fest. In 2023, Ismaya will utilize social media as the main channel of communication and dissemination of information to its fans. If managed well, this method is considered effective in building relationships with fans or with potential viewers. One of the strategies carried out is through interactive content and utilizing the features available on Instagram. When this research was conducted on April 1 2023 at 14.01, We The Fest had an Instagram account @we.the.fest. The number of followers is 283,000 and posts are 2,567. Instagram is a social media platform used to share photos and videos. Has more than one billion users. Instagram provides a space for its users to share everyday moments, express creativity and share their life experiences through images and short videos. There are supporting features such as photo filters, hashtags, stories and IG Reels. Instagram provides flexibility and creativity for its users to be able to edit, share and access content according to their wishes and needs (Fathoni, 2017). According to Chris Heuer in (Elvetta et al., 2018), communication media, including modern social media such as Instagram, cannot be separated from the basic concept of communication itself. In this case, social media has 4 (four) communication elements known as the 4Cs. This element can be drawn into an indicator dimension in measuring Instagram content. Among other things, Context shows how users can describe an information message from each content upload. Communication, how each social media conveys a message and responds by

sharing, responding, listening, and developing a message for each content uploaded to the audience so as to create a sense of comfort with the message conveyed. Collaboration, collaboration between givers and recipients of information messages that supports the dissemination of information so that it can be conveyed more effectively and efficiently. Connection, maintaining and maintaining the relationship that has existed between the sender and recipient of the message so that it can be developed on an ongoing basis.

Ismaya believes that We The Fest's success in the realm of music festivals is influenced by the strategy and role of the organizing team and especially the public relations team by utilizing social media Instagram as the main communication channel between the organizers and their fans.

Ismaya as the organizer of We The Fest realizes that preparation for this event requires maximum effort. They are committed to planning and presenting the best performance. Apart from post COVID-19, this has become a critical focus in organizing festivals. The process of bringing international artists to Indonesia is also not easy. Various considerations such as: schedule, permits and negotiations must be addressed to ensure their attendance at this event. Like the holding of the We The Fest event in 2022 which has drawn a lot of criticism, complaints and disappointment regarding the communication process and flow of information dissemination. The 2022 event is considered inadequate in providing the information needed by fans. The experience of the 2022 event also gave rise to a petition from fans to postpone or cancel the next We The Fest event (Henry, 2022). Thus challenge is a driving force so that the dissemination of information to the public at the We The Fest 2023 event can be much better. Based on the background, researchers are interested in conducting research entitled @WE.THE.FEST INSTAGRAM USING TO GET INFORMATION AND INTEREST IN VISITING WE THE FEST 2023. It is hoped that this research can become a reference for increasing the effectiveness of using the Instagram platform as a means of disseminating information in the future come.

2. METHOD

This research uses a positivism paradigm. This paradigm focuses on facts and objective reality that can be measured, observed and identifies causal relationships that emphasize research objectivity. According to Sugiyono in (Hardani, 2020), positivism ensures that research results are not influenced by the opinion or bias of the researcher. This research takes a quantitative approach, which according to Crews (2014) states that quantitative research is an approach to testing objective theory by testing the relationship between variables. This variable can later be tested measurably by processing using instruments and can be analyzed using statistical procedures (Dr. Wahidwarni, 2017). So this type of research is explanatory quantitative, because this research aims to see the influence of each variable studied in detail using statistical analysis. The explanatory format can help develop or improve theories or can even weaken or invalidate existing theories (Mulyadi, 2019). The data collection technique is carried out by distributing questionnaires to respondents to obtain information about certain variables that will be examined in the research. The results of data collection were obtained from the population sample (Susilana, 2017).

In this study, the population was followers of the Instagram account @we.the.fest, totaling 283,000 as of April 1 2023. Researchers used the Taro Yamane formula to calculate the sample size. The Taro Yamane formula is a technique for sampling data that is known precisely (Sugiyono, 2019). The Taro Yamane formula determined to determine the research sample is as follows:

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

Information:

n : Calculated sample size

N : Population size àpeople

d : Sampling Error à 10%

1 : Constant

$$n = \frac{283.000}{283.000 (0,12)^2 + 1}$$

$$n = 99,96$$

$$n = 100 \text{ peoples for sample}$$

3. RESULT AND DISSCUSSION

In this research, the sampling technique used by researchers is probability sampling using simple random sampling. Samples were taken randomly from We The Fest Instagram followers. In reality, this is done using the spinning wheel lottery tool feature which is available online via the Google platform, namely wheelofnames.com. Data collection tools have an important role as special devices used to collect data such as questionnaire sheets, Google forms (digital) (Sugiyono, 2019). This technique is divided into 2 (two) categories, namely: (1) Primary Data, refers to information collected by researchers directly from respondents or other sources. Researchers sent messages via Direct Message (DM) to respondents and asked them to fill out a questionnaire that had been created via the Google Form link. (2) Secondary Data, obtained from various sources or from primary data from previous research which has been processed into images, graphs or tables, or other book sources with other materials relevant to Instagram social media. In this way, a sample of 100 respondents from a population of 283,000 can be determined and then distribute the questionnaire that has been created in the form of a Google Form. Next, the data analysis technique used is simple linear regression analysis. This technique is to determine the influence of using Instagram @we.the.fest on fulfilling information needs and the influence of using Instagram @we.the.fest on visiting interest which is formulated according to Mulyono (2010) in (Arafah, 2022) as follows:

$$Y1 = a + bX$$

$$Y2 = a + Bx$$

Information:

Y1: Dependent Variable (information needs)

Y2: Dependent Variable (interest in visiting)

a : Constant

b : Regression Coefficient

X: Use of Instagram @we.the.fest

Apart from that, a coefficient of determination test was also carried out. According to Sugiyono in (Arafah, 2022), this technique is to evaluate the extent of the influence of the independent variable on the dependent variable partially. Can be calculated using the following formula:

$$KD = R2 \times 100\%$$

Information :

KD: Coefficient of Determination

R2: Squared correlation coefficient

A statistical partial test (t-test) was also carried out which was used to determine the extent to which the independent variables individually contributed to the observed variation in the dependent variable. According to Ghozali in (Magdalena & Angela Krisanti, 2019), the basis for drawing conclusions on the partial t test in accepting or rejecting hypothesis testing is carried out with the criteria: $t \text{ count} > 0.05 (\alpha)$, then the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) rejected. If $t < 0.05 (\alpha)$, then the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected.

Table 1. Linear Regression Results of Variable (X) Against Variable (Y1)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.767	2.011		1.873	0.064
	Instagram @we.the.fest	.483	.032	.834	14.966	0.000

a. Dependent Variable: Fulfillment of Information Needs (Y1)

Source: Processed researcher data

Based on table 1, the following simple linear regression equation is obtained regarding the influence of Instagram use (X) on fulfilling information needs (Y1):

$$Y = 3,767 + 0,483X$$

From the equation above, it is known that the constant value is 3.767. Then the regression coefficient value for Instagram use (X) is 0.483. This has a positive value, which means that the better the conditions for using Instagram (X), the fulfillment of information needs (Y1) will increase.

Table 2. Regression Test Results for Lined Variables (X) against Variables (Y2)

Coefficients^a						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	(Constant)	4.933	2.420		2.038	0.044
	Instagram @we.the.fest	.463	.039	0.769	11.918	0.000

a. Dependent Variable: Interest in Visiting

Source: Processed researcher data

Based on table 2, a simple linear regression equation is obtained regarding the influence of Instagram use (X) on visiting interest (Y2) as follows:

$$Y = 4,933 + 0,463X$$

From the equation described above, it can be interpreted and it is known that the constant value is 4.933. It is known that the regression coefficient value of Instagram use (X) is 0.463, which is positive. Where it is indicated that the better the use of Instagram (X), the more interest in visiting (Y2).

Table 3. Coefficient of Determination of Variables (X) to Variables (Y1)

Model Summary^b				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.834 ^a	0.696	0.693	2.788

a. Predictors: (Constant), Instagram Usage @we.the.fest (X)

b. Dependent Variable: Fulfillment of Information Needs (Y1)

Source: Processed researcher data

Based on table 3, it can be seen that the coefficient of determination (R-square) is 0.696. With this value, it can be interpreted that the Instagram usage variable (X) is able to influence the fulfillment of information needs (Y1) by 69.6%. The remaining 30.4% is explained by other variables or factors.

Table 4. Coefficient of Determination of Variables (X) to Variables (Y2)

Model Summary^b				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.769 ^a	0.592	0.588	3.354

a. Predictors: (Constant), Instagram Usage @we.the.fest (X)

b. Dependent Variable: Interest in Visiting (Y2)

Source: Processed researcher data

Based on table 4, it can be seen that the coefficient of determination (R-square) is 0.592. With this value, it can be interpreted that the Instagram usage variable (X) is able to influence visiting interest (Y2) by 59.2%. The remaining 40.8% is caused by other variables or factors.

Table 5. T test of Variable (X) against Variable (Y1)

Coefficients^a					
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	3.767	2.011		1.873
	Instagram @we.the.fest	.483	.032	.834	14.966

a. Dependent Variable: Fulfillment of Information Needs

Source: Processed researcher data

Based on the t test results in table 5, the regression coefficient value for Instagram use (X) is 0.483, which is positive. This means that the use of Instagram (X) has a positive influence on fulfilling information needs (Y1). It is known that the calculated t value is 14.966 and the Sig value. = 0.000 < 0.05. So it is concluded that the use of Instagram (X) has a significant effect on fulfilling information needs (Y1).

Table 6. T test of Variable (X) against Variable (Y2)

Coefficients^a					
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	4.933	2.420		2.038
	Instagram @we.the.fest	.463	.039	0.769	11.918

a. Dependent Variable: Interest in Visiting

Source: Processed researcher data

Based on the results of the t test in table 6, the regression coefficient value for Instagram use (X) is 0.463, which is positive. It can be interpreted that the use of Instagram (X) has a positive influence on visiting interest (Y2). It is known that the calculated t value is 11.918 and the Sig value. = 0.000 < 0.05. So it is concluded that the use of Instagram (X) has a significant effect on visiting interest (Y2).

As an explanation of the discussion, the phenomena that occur in this research use New Media and Uses and Gratification theories. These theories are used by researchers to describe the influence of using Instagram @we.the.fest on fulfilling information needs and interest in visiting the 2023 we the fest event. Currently, the use of social media such as Instagram has a quite significant impact. Not only is there a need for socialization among its users, but it has developed and is used for the benefit of organizations and companies as a digital platform for distributing information. According to Belkin (1978) quoted from (Deanawa, 2016) "...when a person recognizes something wrong in this or his state of knowledge and wishes to resolve the anomaly". This statement can be interpreted as meaning that an information need can arise or occur when an individual realizes that there is a deficiency in their level of knowledge regarding a particular topic or situation and has the desire to overcome this existing deficiency. According to Guba (1978) in (Helen & Rusdi, 2019), there are 4 (four) types of individual information needs. These include: Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, Catching-up Need Approach. Then, a review of interest, according to Slameto (2003) in (Soraya, 2015), is related to the existence of a movement that motivates a person to face people, objects, activities and experiences stimulated by that activity. Interest is a feeling, which shows interest and liking that arises naturally from oneself and without any pressure from other parties. Followers' interest in visiting music festival events can also be translated as buying interest according to Philip Kotler, et al (2016) in (Satria Nugraha & Adialita, 2021). Both can be measured using the same indicators. When someone has an interest and desire to visit an event, this is in line with their interest in taking action that can fulfill that desire. By purchasing tickets, or purchasing services or products related to the event. According to Suwandari in (Bachrani, 2021), the indicators of buying interest or interest in visiting potential consumers are: Attention, Interest, Desire and Action. The

results of the data processing that has been processed by the researcher show that there is a significant influence between the use of Instagram @we.the.fest on fulfilling information needs and interest in visiting the 2023 we the fest event. This is in line with the findings from the researcher's interview with Galih Prastomo Adjie , Digital Social Media Executive. Saying that social media, especially Instagram, is the main focus which is used as the main source of information related to upcoming events. Based on this, it indicates the importance of maintaining and ensuring that the information needs of followers are met, which can also stimulate their desire to visit We the Fest 2023.

The research processed data also shows that there is a significant influence where the use of Instagram @we.the.fest has an influence of 69.9% on fulfilling information needs. The remaining 30.4% is influenced by other variables or factors. Apart from that, the use of Instagram @we.the.fest also has a significant influence of 59.2% on interest in visiting. The remaining 40.8% is explained by other variables or factors. So the results of this research data can be concluded that followers choose to use the social media platform Instagram and follow the @we.the.fest account not without reason. With digital footprints and the experiences that fans have had in participating in the we the fest event in the previous year, they are willing to become followers of the Instagram account @we.the.fest. The aim is to meet their information needs regarding the event. One of them is detailed information on the implementation of the 2023 we the fest event which will be held on 21-23 July 2023. And with content presented through attractive visuals, it provides the latest information consistently which is sufficient for followers. I @we.the.fest can be used to make a decision about attending the 2023 we the fest event. Messages can be packaged more interactively and interestingly and the reach covered is very wide, allowing the Instagram platform to more efficiently reach more new audiences. Information needs are a situation or condition where someone feels there is a lack or gap in knowledge about a particular topic or problem that needs to be met. This need for information arises when individuals feel the need to obtain new knowledge, data or facts in order to understand a topic better, and to be able to make better decisions. Apart from that it solves a problem or fulfills a specific goal. In line with the statement made by Belkin in (Tawaf & Alimin, 2014) which states that this information need will occur when someone realizes that there is a deficiency in their level of knowledge about a particular situation or topic and wishes to overcome this deficiency. From the research results it can be concluded that new media theory and Uses and Gratification theory are still relevant to the current phenomenon of new media use.

4. CONCLUSION

Based on the results of data processing and analysis explained in the previous section, it can be concluded that there is a significant influence between the use of Instagram @we.the.fest on fulfilling information needs by 69.9% and the remaining 30.4% is influenced by other variables not examined in this study. The regression coefficient for fulfilling information needs, has a positive value of 0.483 for each additional variable using Instagram @we.the.fest. Apart from that, the use of Instagram @we.the.fest also has a significant influence of 59.2% on interest in visiting the 2023 we the fest event and the remaining 40.8% is influenced by other variables or factors. The regression coefficient in the visiting interest variable also produces a positive value of 0.463 for each additional variable using Instagram @we.the.fest. The direction of influence of variable X is positive on variables Y1 and Y2. Ismaya can continue to use of Instagram to convey messages to their public. From the research results it also can be concluded that new media theory and Uses and Gratification theory are still relevant to the current phenomenon of new media use. Researchers realize that in this research there are still many shortcomings and weaknesses. So, with great hope, researchers hope that research that will use data, both on the same subject or object, can contribute to increasing references both on a national and international scale in the development of theories, concepts and indicators in research.

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