

THE EFFECTIVENESS OF THE @CERITA_ASAHAN INSTAGRAM ACCOUNT AS A NEWS AGGREGATOR TO FULFILL THE INFORMATION NEEDS OF FOLLOWERS

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Abstract

The effectiveness of Instagram accounts and the information conveyed to the internet community have a close relationship. Effectiveness is the expected impact, and then it can be assessed from the results of success or achievement of previously planned goals. The @cerita_asahan Instagram account acts as a news aggregator because it collects news from primary sources and delivers important information to the internet community quickly so that its effectiveness can be measured in terms of meeting the information needs of their followers. So the purpose of this study is to measure the effectiveness of the @cerita_asahan account in meeting the information needs of its followers. The study population was the followers of the account, with 100 people sampled. Using quantitative methods, the results showed the effectiveness of the @cerita_asahan account as a news aggregator in fulfilling followers' information needs with a simple linear regression coefficient and partial t-test, which resulted in a partial correlation of 0.846, in accordance with the high category according to Cohen's d interpretation criteria. The t-count value of 11.475 is greater than the t-table of 1.987, indicating that the null hypothesis is rejected and the alternative hypothesis is accepted, which means that there is a significant and positive effectiveness between the @cerita_asahan account and the fulfillment of the information needs of its followers. Therefore, it is concluded that the @cerita_asahan Instagram account is very effective in meeting the information needs of its followers, so this research is expected to be a good suggestion for the development of the @cerita_asahan Instagram account.

Keywords: *Aggregator, Effectiveness, Followers.*

Abstrak

Efektivitas antara akun Instagram terhadap informasi yang disampaikan kepada masyarakat internet memiliki hubungan erat. Salah satu akun Instagram @cerita_asahan berperan sebagai news aggregator karena mengumpulkan berita dari sumber utama dan menyampaikan informasi penting kepada masyarakat internet dengan cepat sehingga dapat diukur keefektifitasannya dalam hal memenuhi kebutuhan informasi pengikut mereka. Studi ini dijalankan guna mengukur keefektifan akun @cerita_asahan terhadap pemenuhan informasi yang dibutuhkan para pengikutnya. Populasi studi ini ialah pengikut akun tersebut, dengan 100 orang dijadikan sampel. Melalui pemanfaatan metode kuantitatif, hasil studi memaparkan jika efektivitas akun @cerita_asahan sebagai news aggregator terhadap pemenuhan kebutuhan informasi followers dengan koefisien regresi linier sederhana dan uji t parsial yang menghasilkan korelasi parsial sebesar 0,846, sesuai dengan kategori tinggi menurut kriteria interpretasi Cohen's d. Nilai t-hitung sebesar 11,475 > t-tabel 1,987, memperlihatkan penolakan hipotesis nol serta penerimaan hipotesis alternatif, artinya terdapat efektivitas dengan arah positif serta signifikan antara akun @cerita_asahan dan pemenuhan kebutuhan informasi pengikutnya. Oleh karenanya temuan ini menunjukkan bahwa akun Instagram @cerita_asahan memiliki tingkat keefektifan yang tinggi atas pemenuhan informasi yang dibutuhkan pengikutnya sehingga penelitian ini diharapkan menjadi saran yang baik seperti untuk pengembangan akun instagram @cerita_asahan.

Kata Kunci : *Aggregator, Efektivitas, Followers.*

INTRODUCTION

Nowadays, technology is experiencing very rapid development, and humans have become very dependent on it. As a result, people increasingly receive information, such as news, through new media compared to print media such as newspapers, magazines, tabloids, or bulletins. The public's information needs are influenced by ongoing events, current phenomena, and the need for current notifications (Ilmi, 2022). According to Wilson, information needs are influenced by individual factors, social roles, and the environment. These three factors are interrelated and can influence each other (Juhaidi & Syawqi, 2016: 33). Understanding these factors helps develop effective strategies to meet the information needs of both individuals and groups within a community.

More and more news is attracting people's attention and requires speedy information by requiring social media, which makes it easier for people to see various information. Social media like Instagram currently represents a new paradigm shift in the news industry and is considered by many to be the future of news. Current, relevant, and useful information is the main advantage of digital media. Instagram can update information from time to time so that people can see the truth of the messages they receive (Maulida & Nistanto, 2022). The truth of the information conveyed must not be mixed with information in the form of messages whose truth is unclear. As in the word of Allah in Surah al-Baqarah, verse 42:

وَلَا تَلْبِسُوا الْحَقَّ بِالْبَاطِلِ وَتَكْتُمُوا الْحَقَّ وَأَنْتُمْ تَعْلَمُونَ

Meaning: "And do not mix the right with the false, and do not hide the right while you know."

Today, the large amount of news content available online makes it increasingly important, as curation and aggregation combine relationships and services that help people understand and select the range of content that is important to readers or the internet community. The content in the form of information previously conveyed must first be checked to see if it is true or not so that the recipient of the information does not feel lied to about the various information they are looking for and need. In line with the reference to the word of Allah written in Surah al-Hujurat verse six:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحِحُوا عَلَىٰ

مَا فَعَلْتُمْ نَدِيمِينَ.

Meaning: “O you who believe! If an evil person comes to you with news, then examine it carefully so that you do not harm people because of your ignorance, which will result in you regretting your actions.”

A new term for digital media to help disseminate information quickly is called a news aggregator. A news aggregator is a platform or service that collects, groups, and presents news from various sources into one location that is easily accessible to users. News aggregators allow users to access news from multiple sources on one platform, so they can gain comprehensive and diverse views on a topic or event (Cinthy, 2023). News aggregators often present breaking news and updates in real-time. Users can find the latest information without having to view multiple websites or news apps separately. By gathering news from multiple sources on one platform, news aggregators help users save time.

Currently, the Cerita Asahan Instagram account is one of the news aggregators on Instagram, particularly in Asahan district. The selection of this account is based on curiosity about how effective the account is as a news aggregator in fulfilling the information needed by followers. This study was conducted to measure the effectiveness of the @cerita_asahan Instagram account as a news aggregator in meeting the information needs of its followers. Born in 2015, the Instagram account is one of the pioneering content aggregators in Asahan district in the Instagram social media application. Cerita Asahan is an Instagram account that includes a news aggregator because it collects news sources from the main news sources and displays them in its own account posts regarding news or information that must be quickly conveyed to the internet community. The content on the @cerita_asahan account is presented attractively by topic, so that readers are interested in continuing to read other news recommended by Cerita Asahan.

As an Instagram account that has posts and followers, the @cerita_asahan Instagram account has become a source of information for the community, with 65.2 thousand followers. The account also has more than 2,105 posts on their Instagram account. The account regularly provides the latest information to its followers. With the presence of this Instagram account, people can easily and effectively find information about current events in Asahan.

Uses and Gratification Theory is described as a concept in mass communication that studies the impact of media on individuals. Media utilization in fulfilling people's needs is the main explanation for this theory (V. K. M. Putri, 2023). This theory is relevant to research on the use of social media, with a focus on the effectiveness that users feel from media content and how it is

used. In the context of this research, the author wants to know whether the use of the @Cerita_Asahan Instagram account can fulfill the information needs of its followers regarding various events in Asahan.

The effectiveness of Instagram accounts and the information conveyed to the internet community have a close relationship. Effectiveness is a condition where quality, quantity, and time are as expected, which can then be assessed through the level of success or the acquisition of predetermined targets (Ambia, 2018: 217). In the context of communication, effectiveness occurs when the sender of the message successfully conveys information to the recipient so that the message can be received correctly. Each type of media has its own methods to ensure effectiveness in delivering information. Effective communication can be achieved if the information content of an account provides a good attitude and followers know things that were previously unknown (Susilo, 2023). As in the word of Allah al-Quran and Nahl, verse 125 is as follows:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجِدْهُمْ يَأْتِيهِمْ بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ.

Meaning: "Invite people to the path of your Lord with wisdom, good teaching, and discussion in a better way. Verily, your Lord is the One who knows best who strays from His path, and He knows best who is guided."

One of the attractions of this Instagram account lies in the information needs of the Asahan community itself. The @cerita_asahan Instagram account contains information about stories or news in Asahan which makes it easier for people to find updated information at any time according to the information needs of the community. People can find out what new things are happening in Asahan and include evidence or sources of information where it came from. According to the bio of the @cerita_asahan Instagram account, namely "Social Media Asahan No.1", the account is the main source of information or news for the community. The @cerita_asahan Instagram account also often provides information through its Instagram story feature by including the followers' Instagram accounts as news sources. The information in the Instagram account posts is in the form of crime news, culinary tours, tourist attractions in Asahan, national news from other news sources and other information that is a need for information and makes it easier for the community.

Regarding the explanation of information needs for the community, there are four approaches. The first approach is the current need approach, which refers to information seekers

utilizing the media to develop their knowledge. The second approach is the everyday need approach, where users need information that is immediate, clear, and regular or continuous. The third approach is the exhaust need approach, which emphasizes media users with dependence on the information needed. The last approach is the catching-up-needs approach, which focuses on media lovers who hunt for the latest information according to their needs (Sutrisno & Mayangsari, 2021: 125).

There are previous studies that have relevance to this study, namely a study conducted by Rahmi Wennadia Putri (2020) with the title of the effectiveness of the @Infosubar Instagram account in fulfilling the information needs of Muslim students. The study used quantitative descriptive methodology, and the results showed that the level of effectiveness of the Instagram account was calculated at 74.45%, classified as high, and the information was fulfilled at 77%, also classified as high, and was found to have a positive impact. (R. W. Putri, 2020: 9).

Research conducted by Helen Nadya Saraswati, Idola Perdini Putri, and Almira Shabrina (2022) with the title effectiveness of the @Infoserang Instagram account in fulfilling the information needs of followers, which uses descriptive quantitative methods and gets results and obtains 64.4% when fulfilling the information needed by followers (Saraswati dkk., 2022: 10000). As well as research conducted by Agnes Pertiwi Sutrisno and Ira Dwi Mayangsari with the title "The Effect of Using Instagram and @Humasbdg Social Media on Fulfilling Followers' Information Needs." The research uses quantitative methods, with the result that Instagram (@humasbdg) is a digital platform that contributes 69.72% to the information needs of its followers, while other variables not tested in this study account for the remaining 29.28% (Sutrisno & Mayangsari, 2021: 118).

Of the three studies, there are differences with the research conducted by the author. Because in this study, the special focus of this research is on the Instagram account @cerita_asahan, which has not been widely studied, especially as a news aggregator. This research uses a quantitative method with data analysis through SPSS version 25 and a Likert scale questionnaire to measure information effectiveness and satisfaction. This research highlights the important role of social media, especially Instagram, in influencing the way followers consume and respond to news information.

The reason researchers want to choose the @cerita_asahan Instagram account as the object of research is because the @cerita_asahan Instagram account conveys information that is packaged in a varied (diverse) and specific (detailed/cclear) manner and includes news sources not only in the form of writing but also in the form of images and videos as tangible evidence of

the information conveyed. Then the information and news are displayed characteristically, and the @cerita_asahan Instagram account is utilized as a news aggregator so that people can find it faster and easier when they need effective information.

RESEARCH METHODS

This study utilizes a quantitative method approach, which includes measuring and testing the variables used to reach the desired conclusions (Waruwu, 2023: 2903). The subject of this research is the followers of the @cerita_asahan Instagram account, which is the source of information when collecting data or commonly known as respondents. The object of this study is the effectiveness of information conveyed by the @cerita_asahan Instagram account towards fulfilling the information needed by its followers. Researchers used followers of the @cerita_asahan Instagram account as a population, 100 people were utilized as respondents in the study.

Instagram @cerita_asahan shows that there are 65,200 people who are followers of the account as of March 20, 2024. In this study, the authors applied the Slovin Formula in determining the sample size, in accordance with the method described by Siregar (2013). The Slovin formula is:

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

Description:

n: The number of samples to be taken by researchers

N: Total population

e: Sample error tolerance level

Researchers used an error rate of 10% with the number of followers @cerita_asahan of 65,200. In a population of this size, the use of the Slovin formula to calculate the total sample of this study is:

$$\begin{aligned} n &= \frac{65.200}{1 + 65.200 (0,1)^2} \\ &= \frac{65.200}{653} \\ &= 99,84 \end{aligned}$$

The minimum total sample for this study was 99.84, using rounding numbers, a total of 100 respondents were obtained.

RESULTS

Questionnaire Distribution on Social Media

In conducting research on the effectiveness of the Instagram account @cerita_asahan as a news aggregator in meeting the information needs of its followers, researchers collected data through a survey on the Instagram account. This account has 65.2 thousand followers (as of March 20, 2024). The questionnaire was distributed by the researcher to a sample of 100 people. The questionnaire from this study was also distributed, then the questionnaire returned to the researcher and processed the data through the SPSS (Statistical Product and Service Solutions) version 25 application to analyze quantitative research data which showed a percentage of questionnaires as much as 100%.

This study uses an instrument with a questionnaire model containing 20 questions given directly to each follower respondent and distributed via the Instagram social media platform. The questionnaire contains a list of questions that are distributed to followers of the @cerita_asahan Instagram account, which is the sample of this study. Furthermore, the questionnaire is arranged in a Likert scale format consisting of 4 categories, namely, score 1 for strongly disagreeing statements (STS), score 2 for disagreeing statements (TS), score 3 for agreeing statements (S), and score 4 for strongly agreeing statements (SS).

Research Instrument Testing: Validity Test

Variables	Question Items	r-count	r-table	Validity
Instagram account @cerita_asahan	E1	0,663	0,195	Valid
	E2	0,645	0,195	Valid
	E3	0,747	0,195	Valid
	E4	0,709	0,195	Valid
	E5	0,699	0,195	Valid
	E6	0,680	0,195	Valid
	E7	0,681	0,195	Valid
	E8	0,730	0,195	Valid
	E9	0,728	0,195	Valid
	E10	0,761	0,195	Valid

Fulfillment of followers information needs	P1	0,605	0,195	Valid
	P2	0,528	0,195	Valid
	P3	0,541	0,195	Valid
	P4	0,455	0,195	Valid
	P5	0,614	0,195	Valid
	P6	0,540	0,195	Valid
	P7	0,489	0,195	Valid
	P8	0,454	0,195	Valid
	P9	0,513	0,195	Valid
	P10	0,610	0,195	Valid

1.2 Validity Test Table

Based on this table, it can be concluded that of the 20 question items tested, consisting of 10 questions for variable X (the effectiveness of the @cerita_asahan Instagram account) and 10 questions for variable Y (fulfillment of followers' information needs). The results show a correlation value (r_{xy}) of 0.195 with a significance of $0.000 < 0.05$, which indicates that all question data on both variables are valid.

Reliability Test

Reliability testing was carried out using the Cronbach Alpha formula in the SPSS version 25 application, with the following results:

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	20

1.3 Reliability test table

Based on this data, the results of the reliability test on 20 question items show that according to Ghazali's decision, the research instrument is considered consistent (reliable) if the Cronbach's Alpha value is > 0.6 . The Cronbach's Alpha value on all variables is 0.941, which exceeds 0.6, indicating that all questionnaire items for all variables are reliable. Based on reliability standards, the level of reliability based on the Cronbach's Alpha coefficient obtained is 0.941.

Classical assumption test

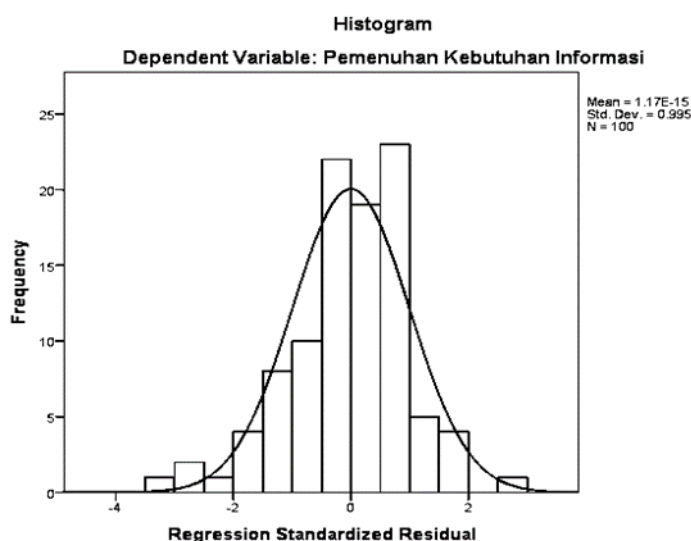
In order to ensure the fulfillment of classical assumptions, tests are carried out before applying the regression method to the hypothesis. This classical assumption aims to verify the correctness and acceptability of regression coefficients and to avoid possible violations of basic assumptions in regression analysis. The following are the results of the classical assumption test:

Normality test

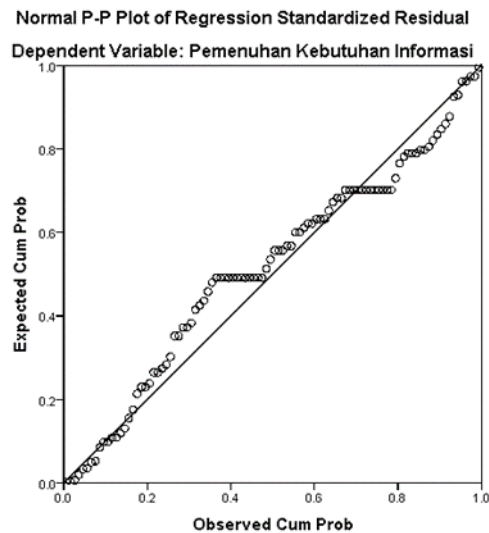
The application of the normality test is used in determining whether the data distribution is normal or not. A normal distribution can be referred to as a distribution that leads to normal data; this determination is a correct regression model. To take this into account, a graphical analysis approach is used, such as assessing the normality of residuals or using a histogram to compare the distribution of observation data with the distribution in the normal approach. In addition, a normal probability plot is often used, the purpose of which is to compare the cumulative distribution with the normal distribution.

In analysis, data normality can be seen from the distribution of samples on the longitudinal latitude axis in the residual histogram. If the residual data is normally distributed, the lines in the data will be drawn obliquely in a normal probability plot. Conversely, if the data is not normally distributed, the points will be spread far from the histogram pattern, or the diagonal line will not follow a normal distribution.

In using SPSS version 25 for this analysis, the normal distribution graph model can be seen as follows:



The previous histogram graph shows that the research data shows a pattern close to a normal distribution with a non-sloping distribution line, indicating that the data in accordance with the assumption of normality meet the assumption of normality. The probability plot data (P-Lot) on the SPSS 25 for Windows analyzer is shown:



Based on the graph, it looks like the points spread out to form a sloping line according to a pattern like a regression model that matches the assumption of normality because it looks like the data spreads widely around the sloping line.

Simple Linear Regression Coefficient Test

Based on data analysis using SPSS 25 software, the results are as follows:

1.4 Coefficients^a Tables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.673	2.541		1.839	.069
Effectiveness of Instagram Account @cerita_asahan	.846	.074	.757	11.475	.000

Dependent Variable: Information Needs Fulfillment

The coefficient table above shows that the variable effectiveness of the @cerita_asahan Instagram account has a significance value of 0.000 at the 0.05 significance standard. That is, 0.000 is less than 0.05, which indicates that the variable effectiveness of the @cerita_asahan Instagram account has a significant relationship with the variable fulfillment of followers' information needs.

To evaluate the relationship between these two variables, please refer to the following table:

Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Medium (Strong Enough)
0,60-0,799	Strong
0,80-1.000	Very Strong

1.5 Correlation coefficient interpretation table

At the end of the calculation from the previous table, a correlation value of 0.757 was obtained. According to the correlation coefficient interpretation table, this value is included in the interval 0.60-0.799, which describes a large correlation. It can be concluded that the correlation between the success of the @cerita_asahan Instagram account and fulfilling the information needs of its followers has a strong level of relationship.

So, the simple regression formula will be formulated as follows:

$$[Y = 4.673 + 0.757 X]$$

The simple linear regression equation above is described as:

- The constant value of 4,673 indicates that the independent variable in the study is left or has a value of zero, so the value of fulfilling information needs (Y) is 4,673.
- The coefficient of the Instagram Account Effectiveness variable (X) of 0.757 is positive, which indicates that each one unit increase in the Instagram Account Effectiveness variable will increase the variable in fulfilling news needs worth 0.757.

Coefficient of Determination R Square

The extent to which the model can account for fluctuations in the independent variables is indicated by the coefficient of determination. The presence of independent variables indicates

the majority of all information needed to predict changes in the dependent variable, so the R-squared (R^2) value is close to one. The coefficient of determination in the equation is shown in the following table:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.569	2.789

Predictors: (Constant), Effectiveness of Instagram Account @cerita_asahan

The results of the previous analysis show that there is a correlation between the effectiveness of the @cerita_asahan Instagram account and fulfilling the news needs of its followers, with an R-square score of 0.573, which means that the determination value (R-square) is 57.3%, which indicates that the variable effectiveness of the @cerita_asahan Instagram account contributes 57.3% to the variation in the variable fulfillment of followers' information needs. The remaining 42.7% can be attributed to other variables outside the scope of the study (external factors).

T-test (partial)

The t test has a basis for decision-making, namely, if the t-count score $>$ the t-table score, which means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Conversely, if the t-count score $<$ t-table value, then H_0 is accepted and H_a is rejected. In this context, H_a states that the @cerita_asahan Instagram account is efficient in fulfilling followers' news needs, while H_0 states otherwise. Hypothesis testing is carried out with a partial t test to evaluate the effectiveness of the @cerita_asahan Instagram account in fulfilling followers' news needs.

Based on statistical calculations in the simple linear regression coefficient table, it can be concluded that the variable (X) has a t-count score of $11.475 >$ t-table worth 1.987. In addition, from the coefficient table, a significance score of $0.000 <$ the level of significance discussed is 0.05. Thus explaining if the variable effectiveness of the @cerita_asahan Instagram account has a strong and significant relationship to the variable in meeting the needs of followers. From hypothesis testing in this study, it shows that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, explaining that there is effectiveness on the @cerita_asahan Instagram account by meeting the news needs of followers. The t test can be found in this table as follows:

<i>Cohen's Standart</i>	<i>Effect Size</i>	<i>Persentase (%)</i>
High	2.0	97.7
	1.9	97.1
	1.8	96.4
	1.7	95.5
	1.6	94.5
	1.5	93.3
	1.4	91.9
	1.3	90
	1.2	88
	1.1	86
	1.0	84
Medium	0.9	82
	0.8	79
	0.7	76
Low	0.6	73
	0.5	69
	0.4	66
	0.3	62
	0.2	58
	0.1	54
	0.0	50

1.6 Cohen's Interpretation Criteria Table (d)

Based on the given table, the partial correlation is 0.757, which can be rounded to about 0.8. When viewed from the corresponding table, the percentage becomes around 79%. Thus, it can be explained if the effectiveness of the @cerita_asahan Instagram account in fulfilling followers' news needs can be considered high, with such a percentage.

DISCUSSION

According to the findings of the study that has been conducted, there is a significant correlation between the effectiveness of the @cerita_asahan Instagram account and fulfilling the news needs of its followers. This correlation was found through the simple linear regression coefficient analysis used using the SPSS version 25 for Windows program. The statistical data seen in the coefficient table shows a t-count score of 11.475, which is greater than the t-table value of 1.987, and a significance value of $0.000 < 0.05$.

From the data, it explains that the effectiveness variable of the @cerita_asahan Instagram account (X) has a strong relationship with fulfilling followers' news needs, according to the requirement that the t-count is greater than the t-table, so H_a is accepted and H_o is rejected, which indicates a significant effectiveness and a high level of relationship between the @cerita_asahan Instagram account and fulfilling followers' information needs.

In the beta column listed in the coefficient table, the effectiveness value between variable X and variable Y is 0.757, equivalent to 75.7%. The results of this study provide an explanation described in this discussion that the effectiveness of the @cerita_asahan Instagram account as a news aggregator has been able to have a strong relationship and is characterized by a high effectiveness value in meeting the news needs of followers.

The study examines the effectiveness of the @cerita_asahan Instagram account as a news aggregator in meeting the information needs of its followers. In this case, the independent variable observed is the @cerita_asahan Instagram account (X). The dependent variable is the fulfillment of followers' information needs (Y). This data is collected and analyzed by researchers so that it gives the following meaning:

Based on the results of respondents' answers that have been tested for validity regarding the variable effectiveness of the @cerita_asahan Instagram account, it appears that statement points 1–10, especially E10 regarding the statement “Instagram account @cerita_asahan posts by including new news and info,” has the highest value of 0.761%, or 58 respondents responded “strongly agree,” indicating that they fully agree that the @cerita_asahan Instagram account provides the latest information, news, and updates. In terms of the effectiveness of Instagram accounts, especially in providing information, it is stated very highly, and the information shown in the results of the followers' answers strongly agrees that the @cerita_asahan Instagram account provides information and the latest things about the world of news and is successful in becoming a news aggregator. There are 58 followers who strongly agree and 42 followers who agree with the statement.

From the results of the respondents' answers that have been tested for validity regarding the independent variable sourced from E4 with the statement "I feel satisfied with the information and news delivered by the @cerita_asahan Instagram account," this statement shows a percentage of 0.709%, with 47 followers or respondents responding "strongly agree," while the other 50 respondents responded "agree." It shows that the majority of respondents from followers of the @cerita_asahan Instagram account feel satisfaction in receiving news and information constantly disseminated by the @cerita_asahan Instagram account.

Then, based on the results of respondents' answers that have been tested for validity on the variable of fulfilling the information needs of followers of the @cerita_asahan Instagram account, it appears that at statement points 11-20, especially P10 regarding the effectiveness of the @cerita_asahan Instagram account as a news aggregator on fulfilling the information needs of followers, in the statement regarding the application of information from the @cerita_asahan Instagram account in daily life "has the highest value of 0.610% or 61 people responded 'agree', indicating that they fully agree that the @cerita_asahan Instagram account is useful information to be applied in everyday life such as being new references about Asahan. This encourages followers to consistently follow the information provided by the @cerita_asahan Instagram account as the main source of information about the city of Asahan, and followers are always waiting for information shared by the @cerita_asahan Instagram account as information needs arise, especially in the city of Asahan.

From this explanation, the high interest of followers can be said to be effective when followers are looking for news or information about the world of news or about things that happen in Asahan, which is expected to help followers find or find out the latest information, and this can be a new source of reference and insight to meet the information needs of their followers.

In this case, what really becomes the focus of research is, first, whether communication, especially the information conveyed in the @cerita_asahan Instagram account, can be understood or not by its followers. Second, confidence and satisfaction, namely regarding the confidence and satisfaction of the followers of the @cerita_asahan Instagram account in sharing and posting information and news that occurs in Asahan, is indicated by the vigilance of the account holder or administrator in loading information so that there are no hoax elements. In accordance with the word of Allah, Surah Annur verse 15 is as follows:

إِذْ تَلَقَّوْنَهُ بِأَلْسِنَتِكُمْ وَتَقُولُونَ بِأَفْوَاهِكُمْ مَا لَيْسَ لَكُمْ بِهِ عِلْمٌ وَتَحْسَبُونَهُ هَيِّنًا وَهُوَ عِنْدَ اللَّهِ عَظِيمٌ.

Meaning: “When you receive news by word of mouth, you spread information that you do not actually know, and you trivialize it, even though it is a serious matter before Allah.”.

Third, influencing attitudes is seen in the choice of followers who are interested in the world of news and are always careful in choosing information and news that is a necessity for the followers themselves. Fourth, good social relations here are shown by the responses of followers or respondents who do not feel disturbed by the information posts shared and even feel satisfied and happy with the information shared. Fifth, action is shown by the vigilance of followers or respondents in seeking new information.

This is a representation that the delivery of information shared by the Instagram account @cerita_asahan as a news aggregator in loading information and news to fulfill followers' information needs is very effective. With the presence of the @cerita_asahan Instagram account, it is very motivating and helps followers to be able to find and receive information about the world of news and the latest things happening in Asahan.

Based on the explanation above, there are novel findings from this research in the form of the @cerita_asahan account successfully reaching 65.2 thousand followers, demonstrating the platform's ability to disseminate information widely and effectively. The survey results show that most followers are satisfied with the information provided, which is reflected in the high scores on the Likert scale. The use of questionnaires revealed that followers actively engage with and interact with the shared content. The data shows that followers perceive the information provided by @cerita_asahan as reliable and responsive to their information needs. The research findings show that followers are more likely to follow this account to get current and relevant information quickly than traditional news sources such as newspapers, magazines, tabloids, and others.

CONCLUSION

The explanation above, with the available data and tests that have been carried out on the effectiveness of the @cerita_asahan Instagram account as a news aggregator in fulfilling followers' information needs, namely based on research and analysis of test results or statistical analysis using the SPSS version 25 for Windows application, shows statistical test measurements with a calculated t value of $11.475 > t$ table of 1.987. In addition, the significance score (sig.) obtained is 0.000 in the coefficients table in the simple linear regression coefficient test, with a significance level (α) of 0.05 and a significance score of $0.000 < 0.05$, which indicates that the variable Instagram account @cerita_asahan (X) as a news aggregator is significantly effective in fulfilling followers' news needs (Y).

After analysis using SPSS, a partial correlation score of 0.757 was obtained, which can be rounded to around 0.8, equivalent to 79% when viewed from the interpretation table of Cohen's criteria (d). The data explains that the effectiveness of the @cerita_asahan Instagram account as a news aggregator in fulfilling followers' news needs is considered great.

To maximize the effectiveness of the @cerita_asahan Instagram account, the admin must actively monitor the quality and quantity of information disseminated to avoid misunderstandings. Improving the quality of information aims to keep followers from missing out on news in Asahan, providing satisfaction and comfort with the latest news in real-time. Researchers hope that future research can achieve more accurate data and add useful indicators to improve this research.

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