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Analysis of Information Integrity of The Instagram Account @Kemenkes_Ri Through The Information Seeking Behavior Theory

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Abstract: Research Objective: This study aims to examine the information integrity of the Instagram account @kemenkes_ri through the variable exposure (X1); Instagram Account Credibility (X2) and the variable Information Needs Fulfillment (Y). Theory: This research uses the Information Seeking Behavior Theory through David Ellis's model. Research Method: the type of research is quantitative, the paradigm used is positivism,The sampling technique used is non-probability sampling, with sample determination using purposive sampling, while the sample size determination uses the Slovin formula with a 10% margin of error and a total of 100 respondents.The questionnaire was distributed via Google Form to the followers of the Instagram account @kemenkes_ri.Analysis was conducted using SPSS version 26. Research Results: This study found that the exposure and credibility of the Instagram account @kemenkes_ri positively influence the variable of information fulfillment for followers.Analysis through the Information Seeking Behavior Theory found that followers seek information through the following stages: [1]starting; [2] chaining; [3] browsing; [4]differentiating [5]monitoring; [6]extracting; [7]verifying; [8]ending. Research Novelty: The novelty in this research focuses on the Instagram account @kemenkes_ri, which provides specific information about health.This explores the impact of exposure and the credibility of the Instagram account @kemenkes_ri on meeting the information needs of followers. satisfaction.

Keyword: Information Integrity; Information Seeking Behavior Theory; David Ellis; Instagram @kemenkes_ri

INTRODUCTION

The development of internet technology today allows information from various corners of the world to be delivered responsively and accessed anywhere and anytime without being limited by distance, region, and time (Rabbani & Najicha, 2023). The internet as a new medium has given birth to one of its products, namely social media (Indrayani et.al., 2024). Based on

data quoted from WeAreSosial.Net in 2024, Instagram social media users in Indonesia reached 85.3%, making it the second most used after WhatsApp, which reached 90.9% in January 2024.Here is the data on social media users in Indonesia in 2024:

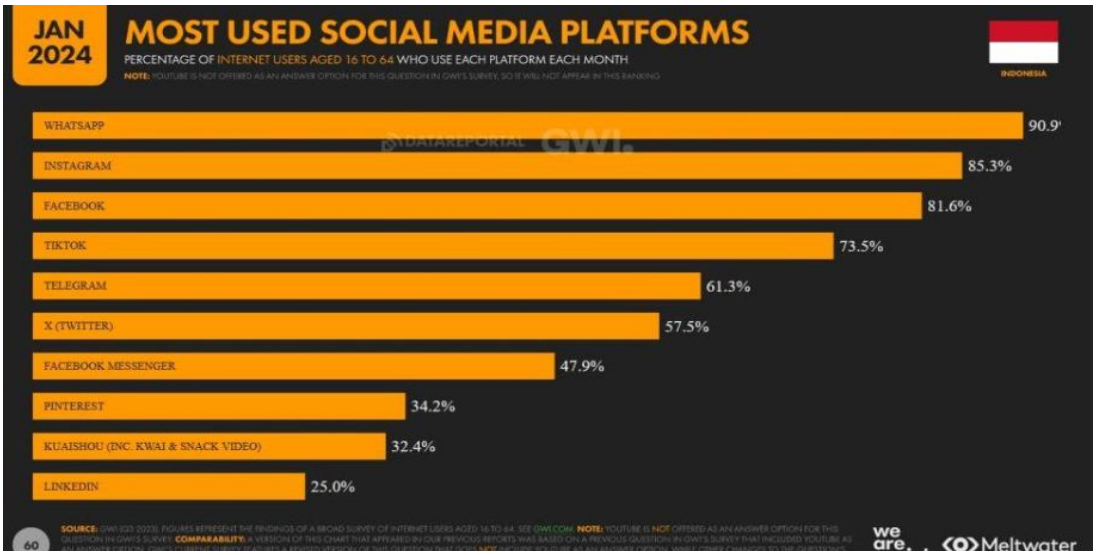

Figure 1: Social Media Users in Indonesia in 2024
Source: We Are Social, 2024.

The researchers chose Instagram as a medium because Instagram is the second most popular medium and is highly favored by the public.The features of Instagram as a social media platform, which are visually informative and well-organized, can provide added value.Instagram's presence on social media is the subject of this research because, although social media offers many advantages compared to conventional media, social media is useless without interesting and beneficial information.Vaynerchuk (2016) explains that exposure is the king of social media; it will eliminate noise in communication on social media when done correctly, with the right media, and at the right time.

The account @kemenkes_ri is the official account of the Ministry of Health of the Republic of Indonesia (KEMENKES RI).It is recorded that since the Instagram account @kemenkes_ri was created in April 2015 until June 26, 2024, this account has uploaded 3,372 posts and has been followed by 2.7 million followers.The Instagram account @kemenkes_ri disseminates health information by uploading it through photos, videos, and captions.The posts on this account provide information about health, especially in Indonesia, in the form of photos, videos, and are accompanied by captions that contains a brief explanation regarding the uploaded photo or video.

METHOD

Type of Research

The type of research is quantitative, conducted using the survey method, which is a data collection method regarding the opinions of a group, actions, and characteristics of representative respondents considered as the desired population (Samatan, 2017).The type of research is non-probability sampling, which does not give equal opportunities to the entire population (Samatan, 2018). This research uses the positivist paradigm.The population in this study is the Instagram account @kemenkes_ri, which had 2,700,000 followers in August 2024. Sampling was determined using purposive sampling, which is a type of sampling that does not give equal opportunity to the population.The population was selected based on the criteria: [1] being followers of the Instagram account @kemenkes_ri; [2] having joined at least 6 months

before this research was conducted.The determination of the sample size used Slovin's Formula (Samatan, 2017), with a margin of error of 10%, resulting in a total of 100 respondents.The distribution of the questionnaire was conducted via Google Form through the Instagram account @kemenkes_ri.The distribution of the questionnaire was conducted from August to November 2024.

Operationalization Variable

The variables in this study consist of Variable X1 (Instagram Account Exposure); Variable X2 (Credibility); and Variable Y (Information Needs Fulfillment). Variable Exposure (Deborah and Anggraeni, 2022), with indicators: [1] Frequency; [2] Duration; [3] Attention. Credibility Variable (Jayanti and Rumiris, 2021), with indicators: [1] Trust; [2] Expertise; & [3] Attractiveness.Meanwhile, the variable Information Needs Fulfillment as variable Y (Dewi, et al., 2016), with indicators: [1] Current Need Approach; [2] Everyday Need Approach; [3] Exhaust Need Approach; [4] Catching up Need Approach. While the variable of Information Needs Fulfillment is the Y variable (Dewi, et al., 2016), with indicators: [1] Current Need Approach; [2] Everyday Need Approach; [3] Exhaust Need Approach; [4] Catching up Need Approach.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to assess the legitimacy or accuracy of a statement made in measuring a variable to be studied (Samatan, 2018).

The criteria for determining the validity of a questionnaire are as follows:

1. If the calculated r > table r, then the statement is declared valid.
2. If the calculated r < table r, then the statement is declared invalid.

The results of the validity test for variable X1 are represented in the following Table 1:

Table 1: Results of Validity Test for Instagram Account Exposure Variable (X1)

Statement	R Count	R Table	Explanation
X1.1	0,732	0,361	VALID
X1.2	0,612	0,361	VALID
X1.3	0,717	0,361	VALID
X1.4	0,535	0,361	VALID
X1.5	0,556	0,361	VALID
X1.6	0,631	0,361	VALID
X1.7	0,758	0,361	VALID
X1.8	0,830	0,361	VALID
X1.9	0,439	0,361	VALID

Source: Researcher Data Processing Results, 2024

Table 1 shows that the validity value of the statements on the variable X1 (Instagram Account Exposure) is valid.This is evident from the coefficient values of each statement being greater than the r table value of 0.361.

Table 2: Results of the Credibility Account Validity Test Variable X2

Statement	R Count	R Table	Explanation
X2.1	0,727	0,361	VALID
X2.2	0,582	0,361	VALID
X2.3	0,713	0,361	VALID
X2.4	0,546	0,361	VALID
X2.5	0,562	0,361	VALID

X2.6	0,637	0,361	VALID
X2.7	0,762	0,361	VALID
X2.8	0,784	0,361	VALID
X2.9	0,365	0,361	VALID

Source: Researcher Data Processing Results, 2024

Table 2 shows that the validity value of the variable X2 (Account Credibility) statements is valid.This is evident from the coefficient values of each statement being greater than the r table value of 0.361.

Table 3: Results of Y Validity Test (Information Needs Fulfillment)

Stament	R Count	R Table	Explanation
Y1.1	0,589	0,361	VALID
Y1.2	0,454	0,361	VALID
Y1.3	0,629	0,361	VALID
Y1.4	0,548	0,361	VALID
Y1.5	0,424	0,361	VALID
Y1.6	0,620	0,361	VALID
Y1.7	0,588	0,361	VALID
Y1.8	0,632	0,361	VALID
Y1.9	0,542	0,361	VALID
Y1.10	0,680	0.361	VALID
Y1.11	0,567	0,361	VALID
Y1.12	0,402	0,361	VALID

Source: Researcher Data Processing Results, 2024

Tables 1, 2, and 3 can be concluded that the validity test results for variables X1, X2, and Y indicate that all research statements are valid. This is indicated by the obtained rcount for each statement being higher than the obtained rtable (rcount > rtable 0.361) at the Sig 0.10 level. This is demonstrated by the acquisition of rcount on each statement being higher than the acquisition of rtable (r count > r table 0.361) at the Sig 0.10 level.

Reliability Test

Reliability testing is conducted to measure the accuracy of data collection methods and techniques. In the conventional background, one aspect of reliability is the "research instrument" (Samatan, 2018). A questionnaire is considered reliable if the respondents' responses to the statements of each variable remain constant or stable over time. The reliability test in this study uses SPSS version 26. The researcher conducted a reliability test on 30 respondents with a significance level of 10%.In this reliability test, the author uses a decision-making basis by observing the Cronbach's Alpha acquisition, the decision-making with Cronbach Alpha is as follows:

1. If the Cronbach's Alpha score < 0.6, the instrument can be considered unreliable.
2. If the Alpha Cronbach acquisition is > 0.6, the instrument can be considered reliable.

Table 4 Reliability Test Results

Variabel	**Cronbach's Alpha**	**N of item**
Terpaan Akun Instagram (X1)	0,820	9
Instagram Account Credibility (X2)	0,790	9
Meeting Information Needs (Y)	0,793	12

Source: Researcher Data Processing Results, 2024

The results of the reliability test in Table 4 show that the Cronbach's Alpha for X1 is 0.820 > 0.6.For X2, the value is 0.790 > 0.6, and for Y, the value is 0.793 > 0.6.Therefore, it can be concluded that the research instrument items assessing variables X1, X2, and Y are reliable and can be applied in hypothesis testing. Therefore, it can be concluded that the research instrument items assessing variables X1, X2, and Y are reliable and can be applied in hypothesis testing.

Normality Test

According to Ghozali (2016)The Normality Test functions to examine whether the variables used in a regression model have a normal distribution.An effective regression model must involve statistical testing as well as graphical analysis.In this study, the normality test was conducted using the Kolmogorov-Smirnov method with the following conditions:
1. If the Sig value or the probability value > 0.10, the hypothesis is accepted because the data is normally distributed.
2. If the Sig value or probability value < 0.10, the hypothesis is rejected because the data is not normally distributed.

In this study, the normality test was conducted on 100 respondents.The results of the normality test data processing using SPSS version 26 are as follows:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.22257311
Most Extreme Differences	Absolute		.095
	Positive		.048
	Negative		-.095
Test Statistic			.095
Asymp. Sig. (2-tailed)			.027[c]
Monte Carlo Sig. (2-tailed)	Sig.		.313[d]
	99% Confidence Interval	Lower Bound	.301
		Upper Bound	.325

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Figure 3: Results of the Normality Test
Source: Researcher Data Processing Results, 2024

Based on Figure 3, the results of the normality test using Kolmogorov Smirnov shows that the Sig value of 0.313 > 0.10 can be concluded that the data is normally distributed.

Heteroscedasticity Test

The test conducted to observe a situation where there is a difference in the variance of a residual in a regression model is called the Heteroscedasticity Test.A good model in research is one where heteroscedasticity does not occur.The occurrence of heteroscedasticity causes the estimation between statements to become inefficient, which will later result in a very high value in the coefficient of determination test (Maesyarah, 2020). The basis for decision-making is to consider the probability figures according to the following provisions :

1. If the Sig acquisition or probability acquisition > 0.10, the hypothesis is accepted because the data does not have heteroscedasticity.
2. If the Sig acquisition or probability acquisition < 0.10, the hypothesis is rejected because the data has heteroscedasticity.

The heteroscedasticity test was conducted on 100 respondents.The results of the heteroscedasticity test data processing using SPSS version 26 are as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.635	3.323		1.696	.193
	Terpaan Akun Instagram	-.167	.086	-.194	-1.946	.555
	Kredibilitas Akun	.034	.076	.045	.456	.650

a. Dependent Variable: Abs_Res

Figure 4: Results of the Heteroskedasticity Test
Source: Data Processing by the Researcher 2024

Based on Figure 4, the results of the heteroscedasticity test using the Glejser test indicate that the Sig. value for the Instagram Account Exposure variable (X1) is 0.555 > 0.10, and the Sig. value for the Instagram Account Credibility variable (X2) is 0.650 > 0.10. Figure 3 shows that there is no heteroscedasticity in the distribution of the questionnaire in this study.

Multicollinearity Test

Ghozali (2018) explains that the multicollinearity test aims to examine whether a regression model shows a correlation between independent variables or free variables used to detect the presence of multicollinearity in regression, which can be done by checking the tolerance and Variance Inflation Factor (VIF) according to the following conditions:

1. If the tolerance value is > 0.10 and VIF < 10, this indicates no multicollinearity.
2. If the tolerance is less than 0.10 and the VIF is greater than 10, this indicates the presence of multicollinearity.

The Multicollinearity Test was conducted on 100 respondents.The results of the normality test data processing using SPSS version 26 are as follows:

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Terpaan Akun Instagram	.995	1.005
	Kredibilitas Akun	.995	1.005

a. Dependent Variable: Pemeneuhan Kebutuhan Informasi

Figure 5: Results of the Multicollinearity Test
Source: Researcher Data Processing Results, 2024

Based on Figure 5 of the multicollinearity test results, it is known that the tolerance values are 0.995 for Instagram Account Exposure (X1), 0.995 for Account Credibility (X2), which are greater than 0.1.Meanwhile, the VIF values are 1.005 for Instagram Account Exposure (X1) and 1.005 for Account Credibility (X2), which means they are less than 10.This means that there is no multicollinearity or correlation between the variables Instagram Account Exposure (X1) and Account Credibility (X2) in the regression model.

Multiple Linear Regression Test

The multiple regression analysis test is used to determine the direction of the relationship between the dependent variable or bound variable and the independent variable or free variable

(Ghozali, 2018).The following table indicates the data processing results for multiple linear regression, tested using SPSS version 26.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.808	4.958		3.171	.000		
	Terpaan Akun Instagram	.213	.148	.183	3.438	.000	.995	1.005
	Kredibilitas Akun	1.051	.174	.821	14.267	.000	.995	1.005

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Figure 6: Results of Multiple Linear Regression Test
Source: Researcher's Data Processing Results, 2024

Based on the equation mentioned earlier, it can be broken down as follows:
1. The Constant (a) obtained is valued at 5.808
2.The acquisition of the regression coefficient for the Instagram account exposure variableThe Instagram Account Exposure (X1) has a positive regression coefficient of 0.213, which means that the higher the exposure of the Instagram account, the higher the fulfillment of information needs will be.
3. The Regression Coefficient value of the Instagram Account Credibility variable. The credibility of the Instagram account (X2) has a positive value of 1.051, which means that the higher the credibility of the Instagram account, the greater the level of information needs fulfillment.

Coefficient of Determination Test

According to Ghozali (2016), the coefficient is used to measure the extent of the influence of the independent variable or free variable on the dependent variable or bound variable. In this study, the coefficient of determination was tested on 100 participants. The results obtained from the data processing stage of the coefficient of determination using the SPSS program are as shown in Figure 7 below:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.672	2.501

a. Predictors: (Constant), Kredibilitas Akun, Terpaan Akun Instagram

Figure 7: Results of the Coefficient of Determination Test
Source: Researcher's Data Processing Results, 2024.

The assessment of the coefficient of determination can become biased as the number of independent variables included increases. If one independent variable is added, the value of R2 or R Square will definitely increase. Therefore, in this study, the value of Adjusted R Square is used to determine the coefficient of determination between the variables Instagram Account Exposure (X1) and Account Credibility (X2) on Information Needs Fulfillment (Y).

From the results of the coefficient of determination test in Figure 7, it can be seen that the R Squared value is 0.672, which means that 67% of the Information Needs Fulfillment variable (Y) can be influenced by the variable Exposure of Instagram Account (X1) and

Account Credibility (X2), while the remaining 33% is influenced by other variables not tested in this study.

Hypothesis Test (Partial T Test)

Partial Test (T-Test) is necessary to determine the extent to which the variable Exposure of Instagram Account (X1) and Credibility of Instagram Account (X2) have a partial influence on the variable fulfillment of information needs (Y).The T-test is conducted by comparing the obtained t-value with the t-table value, and the basis for decision-making in the T-test (Partial Test) is:

1. If the obtained sig value < 0.10 or the t-count value > t-table, Ho is rejected and Ha is accepted.
2. If the obtained sig value > 0.10 or the t-value < t-table, Ho is accepted and Ha is rejected. Here are the results of the hypothesis test (Partial T-Test) using SPSS version 26 as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.808	4.958		3.171	.000		
	Terpaan Akun Instagram	.213	.148	.183	3.438	.000	.995	1.005
	Kredibilitas Akun	1.051	.174	.821	14.267	.000	.995	1.005

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Figure 8: T-Test Results
Source: Researcher's Data Processing Results, 2024.

Based on Figure 8, the t-test results show that:

1. The results of the T-test statistic on the variable X1, namely Instagram Account Exposure, showed a calculated T value of 3.438, which means the calculated t > table t (3.438 > 1.940) and the significance value is less than 0.10 (0.000 < 0.10), thus the hypothesis testing results for Ha are accepted and Ho is rejected.It can be said that partially, the Exposure of Instagram Accounts (X1) affects the Information Fulfillment Needs (Y).
2. The results of the T-test statistic on variable X2, namely Account Credibility, showed a calculated T value of 14.267, which means the calculated T value > table T value (14.267 > 1.940) and the significance value is less than 0.10 (0.000 < 0.10), thus the hypothesis testing results for Ha are accepted and Ho is rejected.Therefore, it can be said that partially, Account Credibility (X2) affects the Fulfillment of Information Needs (Y).

Hypothesis Test (Simultaneous F Test)

The F statistic test (Simultaneous Test) aims to examine whether all independent variables and the dependent variable in the model affect the dependent variable as a whole. dependent in the model affect the bound variable or dependent variable as a whole (Ghozali, 2018).The F-test also uses a significance level of α = 10% (0.10).The criteria for hypothesis testing with the F statistical test are as follows:

1. If the sig value < 0.10, or the Fhitung value > Ftabel, Ho is rejected and Ha is accepted.
2. If the sig value > 0.10, or the Fhitung value < Ftabel, Ho is accepted and Ho is rejected.

The following are the results of the hypothesis testing (Partial T-Test) using SPSS version 26 as follows:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1281.289	2	640.645	102.425	.000[b]
	Residual	606.711	97	6.255		
	Total	1888.000	99			

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

b. Predictors: (Constant), Kredibilitas Akun, Terpaan Akun Instagram

Figure 9: F Test Results
Source: Researcher Data Processing Results, 2024.

Based on Figure 9, it is known that the F-value is 102.425 with a significance probability value of 0.000, far below 10% or 0.10.From the obtained Fhitung value, it is then compared with the Ftabel value used, which is 2.36.The formula for calculating Ftabel = F(k;n-k) with n being the number of distributed questionnaires and k being the number of independent variables.In this study, the value of n = 100 and the value of k = 2, resulting in Ftabel = F(2.36).From the F-test results above, it is known that the calculated F value is greater than the table F value (102.425 > 2.36) and the significance value is less than 0.10 (0.000 < 0.10), so it can be said that the research hypothesis test for Ha is accepted and Ho is rejected.

Analysis through the Theory of Information Seeking Behavior

Analysis through the Information Seeking Behavior Theory found that followers conduct information searches through the stages:[1] starting; [2] chaining[3] navegando; [4]; diferenciando[5] monitoring; [6] extracting; [7] verifying; [8] ending.

[1] At the starting stage, followers of @kemenkes_ri begin their search for information by exploring various sources, and for the search for information according to the desired needs (Case & Given, 2016).

[2] Chaining is a search process that, according to Ellis et al. (1993), can be done in two ways: Backward Chaining, which is a traditional method of following a bibliography to find core references for more accurate information; the second process is Forward Chaining, which involves searching using the author's name from the core reference, allowing for connections to be made forward with that author's name.Chaining is a search process that, according to Ellis et al (1993), can be done in two ways: backward chaining, which is the traditional method of following a bibliography to find core references for more accurate information; the second process is forward chaining, which involves searching using the author's name from the core reference, allowing for connections to be made forward with that author's name.The search for information among the followers of Instagram account @kemenkes_ri is linked to the search for health information, in accordance with the statements in the questionnaire distributed to the followers, regarding the desired health information.Followers choose the Instagram account @kemenkes_ri because the information on the account is trustworthy.

[3] Browsing, related to the process of information searching, among others by looking at the abstracts of published research journals, viewing the table of contents in journals or books.In

Browsing can be done in various ways, such as viewing abstracts from journals.Browsing the followers of the Instagram account @kemenkes_ri is related to searching for information about health with various expected health needs.

[4] Differentiating is an activity carried out in the selection of information that has already

obtained.The selection of this information can be done with knowledge and previously obtained

information. In this stage, the information seeker will identify the sources that have been previously obtained and then selecting the stronger sources to be used as references in writing or in knowledge (Ellis et al, 1993).Differentiating is the stage after browsing, at this stage, followers compare accounts that they consider the most credible.

[5] Monitoring is an activity of observing the developments occurring in the topic that to be known by the information seeker.This activity or task can be carried out by following the developments of sources or writings in journals or research. Monitoring is carried out by followers of the Instagram account @kemenkes_ri through a number of posts on the Instagram account @kemenkes_ri, and the accuracy of health information shared by this Instagram account.

[6] Extracting is an activity carried out by information seekers by continuing in-depth and detailed search in sources that have been filtered and monitored. This activity is aimed at delving deeper into the material and information contained in the sources or literature that have been obtained by this information seeker. This means that information seekers can be more focused on the specific information they want to obtain. The level of trust and accuracy on the Instagram account @kemenkes_ri causes followers to continue using this account as a reliable source of information after comparing it with similar Instagram accounts about health information.

[7] Verifying is the stage where the information seeker will recheck the information they have obtained, and additionally, the information seeker will select data that aligns with what they are looking for.The principle of this stage is to check whether the data is in accordance with the desires of the information seeker or not.Followers consider the Instagram account @kemenkes_ri to be verified because health information is official from the Ministry of Health of the Republic of Indonesia.

[8] The ending is the final stage in the information-seeking behavior. Information search can be considered complete when the desired information has been obtained and fulfilled. At this stage, the information seeker can leave the information search location such as the library or exit the site if accessed via smartphone because they have made a choice on the desired information source.

CONCLUSION

Based on the explanation of the research above, it can be concluded: The exposure of the Instagram account @kemenkes_ri and the credibility of the Instagram account @kemenkes_ri have a partial as well as simultaneous effect on the information fulfillment of followers. Analysis through the Information Seeking Theory, which consists of 8 (eight) steps, [1] starting; [2] chaining; [3] browsing; [4] differentiating; [5] monitoring; [6] extracting; [7] verifying; [8] ending, and overall, these steps are carried out by the followers, who then choose the Instagram account @kemenkes_ri, among various similar accounts about Health.The followers' decision to choose this Instagram account is partly because the Instagram account @kemenkes_ri is the official account of the Ministry of Health of the Republic of Indonesia, indicating that the followers' trust is linked to an official state institution. Setting followers to choose this Instagram Account, among others, is because the Instagram account @kemenkes_ri is the Official Ministry of Health of the Republic of Indonesia, indicating that the trust of followers is linked to an official state institution.

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