

The Effect of the Intensity of Accessing Instagram @humas_indonesia on the Fulfillment of Public Relations Information Needs

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INFO ARTIKEL

Keywords

Information Needs
Instagram
Intensity of Accessing
Public Relations

ABSTRAK

The prospect of a public relations (PR) career is now starting to be recognized along with the development of the digital era. To keep pace with the existence of advanced technology, both PR candidates and PR beginners need to update their knowledge, skills, and experience by accessing various media as sources of information and education. Therefore, this study was conducted to measure how much influence the intensity of accessing Instagram @humas_indonesia on the fulfillment of public relations information needs. The researcher uses a quantitative descriptive approach by distributing questionnaires to respondents who follow the @humas_indonesia account. The results of this study based on the t hypothesis test, coefficient of determination, and simple linear regression analysis showed that the access intensity variable (X) had a significant positive effect on the information needs variable (Y). This research is expected to be a reference for Instagram users in comparing an account with Instagram accounts belonging to other public relations media.

1. Introduction

In this digital era, the condition of communication technology and the internet is increasingly easy to reach with the emergence of new media so that it has an impact on the surrounding culture or commonly called the digital revolution. New media helps in providing unlimited information to the public. The presence of new media also seems to be accompanied by the existence of social networking innovations that provide connections between one individual and another at different locations. New media has more or less influenced social media which is now a fun means of communication with various interesting features. In addition, through social media, people also use communication patterns from ten to ninety on social media. That is, only ten percent of the population produces information, while ninety percent tends to distribute it (Kominfo, 2018).

The popularity of social media platforms is increasing among the public, one of which is Instagram. Instagram is one of the social media that has the largest user base in the world and offers a higher level of engagement per post than other social media. As an application that implements digital features, Instagram has managed to reach 93 million users in Indonesia, which is the fourth country with the largest number of Instagram users in the world (Statista, 2021). This number causes Instagram to have 58 times more engagement per follower than Facebook (Ahlgren, Matt, 2021).

From this research, Instagram users in Indonesia judge that this platform can create creativity, provide inspiration, find educational accounts to follow, and know everything to learn. One of the content that is usually sought after by the younger generation of Indonesia is about public relations as part of career development. The prospect of public relations or PR (PR) is starting to be

recognized along with the development of digital technology which also opens new career opportunities for each individual.

However, the Covid-19 pandemic has changed the world of work, according to a report titled "Future of Jobs Report 2020" by the World Economic Forum (WEF), it is recorded that 85 million jobs will be replaced in the next five years. . It can be said that companies are currently adopting the use of technology to streamline the workforce which is in line with the business goals of the Industrial Revolution 4.0 era. This era is due to the emergence of various advanced technologies such as artificial intelligence (artificial intelligence), advanced robotics, big data, and the concept of the Internet of Things (IoF), where internet connections can exchange information with other objects. The next question is how the public relations world reacts to this disturbed development (Marhaeni, 2020).

This situation can be seen as a threat and creates a pessimistic attitude toward the future of public relations, but it can also be seen as an opportunity to develop an optimistic attitude towards the future of public relations. This optimistic attitude still has various consequences, especially related to the competencies required by the PR profession. The era of the industrial revolution 4.0 is in line with the development of Public Relations. The PR 1.0 to PR 4.0 phases show the development of PR functions and tasks according to time.

PR 4.0 itself represents the era of artificial intelligence (AI) and big data. The impact of this phenomenon is not yet felt, but the potential presence of advanced robots will replace many public relations activities. Some of the PR jobs that will be replaced by this technology are news clipping, social listening and media monitoring, media relations & stakeholder relations and release distribution (Arief & Saputra, 2019).

Based on Arief's research results in collaboration with the Indonesian Public Relations professional organization and the BUMN Public Relations Forum in 2019, most of the PR jobs have been replaced by the development of big data and AI technology. However, at a more strategic level of public relations, a human component is still needed. Such as further analyzing the results of media monitoring that has been done with machine learning. After reviewing the results of media monitoring, the human component is still needed in communicating strategic thinking to internal and external companies (Arief, 2019).

Thus, the human factor in public relations will not be replaced by new technology. Then, when PR transforms itself by continuously developing new skills, it can be a combination of human and technological factors. As a result, the future of the PR profession will continue to develop in all companies. Because this team will maintain the company's reputation (Payne, Claire, 2016). To keep up with technological advances, both PR aspirants and PR novices need to update their knowledge, skills and experience to keep up with what's going on.

Therefore, Instagram is one of the social media chosen as a source of information for the younger generation who are interested in a career in public relations. From various Instagram accounts that contain education about public relations, the @humas_indonesia platform is one of the accounts that is quite attractive to followers because apart from educating young public relations candidates about tasks and facts about public relations, this account also acts as a medium of information. a forum that supports the emergence of government public relations innovation.

The growth of followers on the @humas_indonesia account has been quite significant since the activity of this platform was established in February 2019. In less than five years, @humas_indonesia has reached 1,200+ active followers with consistent content issues discussing PR information in detail. This platform is also active in posting useful content on a regular basis and generates quite intensive Instagram user engagement, while other accounts often don't upload content intensely all the time making it difficult to get engagement.

Table 1. PR Instagram Media Account

Account Name	Posting Time Frequency	Content Issues	Engagement Rate
@humas_indonesia	Every day (weekday)	Detailed public relations information	Enough involved
@indoneprid	1-5 times a month (Last active February 2022)	Detailed public relations information	Very rarely
@majalah_mixmarcomm	Uncertainly (daily dominant)	Integrated marketing communication information	Enough involved

^a Source: (processed September 14, 2022)

Humas Indonesia dot ID is an online media platform (news portal) that provides readers with various information, opinions, and insights about Government Public Relations in Indonesia. Driven by young people who have a passion in the field of public relations journalism, Humas Indonesia dot ID has a vision to encourage the strengthening of the position and authority of Government Public Relations as a strategic element of management that plays a role in maintaining the image and reputation of the company or agency. This is the main attraction for Humas Indonesia dot ID as an object of research with a specific target audience, namely public relations between the government and public agencies, communication academics, and students of communication science and public relations. So that there is a correlation with the research objective, which is to see how much influence the intensity of accessing Instagram @humas_indonesia has on meeting the needs for information about public relations.

Broadly speaking, some groups, especially young public relations candidates or public relations beginners in government, need solutive information to update their public relations skills. This is to balance self-capacity in the world of career side by side with the latest cutting-edge technology. Therefore, many people access various public relations information through Instagram which is considered easier to obtain. Content uploads posted by @humas_indonesia from May to July 2022 were able to invite more followers, initially around 500+ followers. Significantly, there are new followers who consume public relations information for three months.

This study applies the theory of information retrieval with the Johnson model. This is indicated by the human need for information to fulfill certain goals. Efforts to find these goals are realized through interaction with digital information systems, in this study using Instagram social media. Included as part of the theory of mass communication effects, this information-seeking theory has the same goal as media exposure theory which contains an element of intensity. Based on this explanation, the information-seeking theory that applies Instagram as a medium can produce a certain effect, namely the emergence of an intensity. Furthermore, this intensity has aspects such as frequency (frequency level) and duration (length of access) in using Instagram.

Therefore, the researcher views Instagram followers @humas_indonesia as people who have a specific goal, namely to increase the ability and knowledge of public relations using the media so that they are motivated to meet their information needs by accessing Instagram @humas_indonesia. On the basis of this background, it became a trigger for the author to make a research journal article as a thesis with the title "The Effect of Accessing Intensity Instagram @humas_indonesia on Fulfilling Information Needs Regarding Public Relations". This study accurately examines the informative content of @humas_indonesia, the period May-July 2022, and its relevance to the needs of followers. This study aims to explain how strong the influence of intensity of accessing Instagram @humas_indonesia is on the fulfillment of information needs about public relations. The results of this study can be used as guidelines and evaluations for the Instagram admin @humas_indonesia in providing public relations information for public relations provisions. In addition, it can also be a reference for Instagram users compared to Instagram accounts belonging to other public relations media.

2. Methodology

2.1. Research Approach

This research method uses a quantitative approach because the research data is in the form of numbers and the analysis uses statistics (Sugiyono, 2015). The descriptive method is a method that seeks to accurately describe the characteristics of a particular individual, condition, symptom, or group, and determine the frequency or spread of a symptom that has to do with other symptoms in society (Bajari, 2015). This research belongs to the positivistic paradigm which shows that science is deductive logic and is based on universal causal laws that are used to explain social events and the relationships of variables in them (Haryono, 2020). Therefore, this study has a quantitative descriptive approach because the statistical data displayed is the result of highlighting the influence between research variables, namely one independent or independent variable, namely the intensity of access as X1 to the dependent or dependent variable, namely information needs as Y and measuring the predetermined hypothesis.

2.2. Data Collection

In this case, the researcher uses a questionnaire as a tool to collect research data. Thus, primary data sources can be taken from respondents who filled out research questionnaires in the form of google forms distributed through Instagram's direct message feature. The list of questions applied is closed in which alternative answers have been provided with an attitude scale test that refers to the Likert scale parameters. A Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of social phenomena (Amalia, 2019). Thus the questionnaire instrument is in the form of statements whose answers are graded from very positive to very negative.

For secondary data, researchers collect various data through literature study. The population in this study is Instagram followers @humas_indonesia totaling 1,248 (data created on October 16, 2022, by the author through a search on Instagram). In this study, researchers obtained 93 samples who became research respondents from followers of the @humas_indonesia Instagram account.

Sampling was carried out using a probability sampling technique that applied a simple random sampling type, namely a simple technique and samples were taken randomly using tables, regardless of the level or strata that existed in the population so that each element of the population had the same chance at random to be selected as a sample (Sugiyono, 2013). This is because members of the population are considered homogeneous, namely Instagram users who are looking for information about public relations. The sample size in this study was determined through the Slovin formula to calculate the minimum number of samples.

The accuracy recommended by researchers in determining the sample is 10 percent. Although the population of this study was more than 1000, the researcher applied an error accuracy rate of 10 percent. This is because it facilitate researchers from a large number of research populations so that the greater the error rate, the smaller the number of samples taken (Kriyantono, 2014).

3. Teori

Researchers have conducted a literature study on the use of Instagram social media in answering followers' information needs. The credibility of Twitter and Instagram affects users, including students, in consuming information that is disseminated digitally (Arceneaux & Dinu, 2018). The results show Instagram from professional news accounts most improves that information retention. This finding further confirms that the contribution of social media is able to meet information needs, mainly if applied to post-secondary education in America. In line with research from the United States, this research on the influence of Instagram as a source of fashion information also shows a significant relationship (Tomovska, 2020). The analysis was conducted in North Macedonia using the variables of fashion innovation, information seeking, and influencer followers. From the sample examined, 46% of Instagram users apply fashion trends from influencer accounts daily.

In addition, regarding the use of Instagram @humasbdg social media, it was found that there was a significant influence between the use of Instagram @humasbdg social media on the fulfillment of followers' information needs (Sutrisno & Mayangsari, 2022). As evident from the results of the questionnaire, 69.72% of respondents agreed.

When compared with previous studies, the uniqueness of this study is the variable Y studied, namely the fulfillment of information needs about public relations because so far there have not been many topics about the effect of using Instagram on meeting information needs about public relations. . In addition, the @humas_indonesia Instagram account is an online news portal that should be used as a trusted source of information and public relations education. This involves respondents from Instagram followers @humas_indonesia who are public relations and government communication students who need to update public relations information in the form of hard skills and soft skills to face the PR 5.0 era.

According to Donohew and Tipton (in Bungin, 2017: 174), searching, sensing, and information is said to have roots in social psychological thinking about attitudes. The approach in this information or information search theory has one of the main assumptions, namely that people tend to search for information that is in accordance with their description of reality because the information can be useful to them. Information-seeking behavior is an individual's behavior towards information sources such as reading articles, internet-based, and more. Faturrahman (2016) shows that there are various models of information-seeking behavior based on the causes of observations, observation factors, and observation results. First, Wilson's information-seeking behavior model is formed based on needs according to one's circumstances.

Second, information-seeking behavior in the Kriclass model is formed based on information needs in line with individual circumstances. Third, Johnson's model shapes information behavior based on demographic conditions, a person's role in society, and work. Fourth, Leckie's model is considered from the point of view and individual tasks. Fifth, information-seeking behavior in the Ellis model which consists of observations in research activities. The search pattern in this study uses the Johnson model which discusses the involvement of individuals to try and determine the uncertainty in their lives through space and time (Rizkiyah & Mayangsari, 2020).

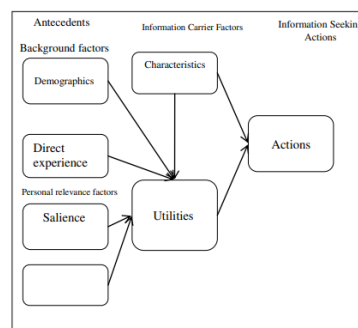


Fig. 1.Model Johnson

This model contains seven factors based on three parts. starting with four factors from two categories. In this model, contextual factors and personal relationships motivate individuals to seek information. Background factors become demographics and work experience. Demography itself includes age, gender, ethnicity, education, employment status, and happiness of a person. In this model, a person's direct experience also affects information needs. For example, direct experience comes from Public Relations and Communication Studies students seeking information on public relations to support future career development for the better. Then, personal relationship factors such as self-confidence and the importance of information can motivate individuals to seek information about public relations.

In addition to these factors, there are also personality factors that influence the emergence of information needs. These factors give rise to the need for information, which leads to information-seeking behavior. This theory shows that if someone better understands the search system used from Instagram features, then search behavior will result in a wider and deeper process such as accessing public relations topics through Instagram.

Part of the theory of mass communication effects, this information-searching theory has the same goal as the media exposure theory which contains an element of intensity. Hastika (2019) defines intensity as a quantitative property of sense associated with a stimulus. According to Andarwati and Sankarto (2005), the intensity aspect of social media access is frequency and duration.

Based on this explanation, the information-seeking theory that applies Instagram as a medium can produce a certain effect of the emergence of an intensity. Furthermore, this intensity has aspects such as frequency (frequency level) and duration (length of access) in using Instagram. This is to find information about the needs of public relations which according to the assumptions of the theory of information needs in Helen & Rusdi (2018), there are 4 types of needs to meet information needs. Among them are the Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, and Catching-up Need Approach.

4. Temuan dan Pembahasan

This study distributes questionnaires to 93 respondents who have followed the @humas_indonesia Instagram account with a percentage of 54% women and 46% men. Respondents have an age range of 18-47 years which is dominated by students of communication science or public relations with a percentage of 60% and the second highest number of respondents is from public relations of public agencies (BUMN) or private public relations which are around 22% of the vote. As many as 68% of respondents have followed Instagram @humas_indonesia for more than the last three months and most of the respondents are domiciled in Bekasi, West Java. More details can be seen in table 2.

Table 2. Respondent Description Analysis

<i>Category</i>	<i>Frequency</i>	<i>Percent</i>	<i>Category</i>	<i>Frequency</i>	<i>Percent</i>
<i>Gender</i>			<i>Access Frequency</i>		
<i>Female</i>	<i>50</i>	<i>54.0</i>	<i>1-2 times</i>	<i>42</i>	<i>45.0</i>
<i>Male</i>	<i>43</i>	<i>46.0</i>	<i>3-4 times</i>	<i>46</i>	<i>50.0</i>
			<i>> 4 times</i>	<i>5</i>	<i>5.0</i>
<i>Age</i>			<i>Access Time</i>		
<i>18 – 32 years</i>	<i>83</i>	<i>89.3</i>	<i>1 hour a day</i>	<i>25</i>	<i>27.0</i>
<i>33 – 47 years</i>	<i>10</i>	<i>10.7</i>	<i>2-3 hours a day</i>	<i>57</i>	<i>61.0</i>
			<i>>3 hours a day</i>	<i>11</i>	<i>3.0</i>
<i>Domicile</i>			<i>Total</i>	<i>93</i>	<i>100.0</i>
<i>Java Island</i>	<i>75</i>	<i>81.1</i>			
<i>Outside Java</i>	<i>18</i>	<i>18.9</i>			

^a. Source: (processed October 23, 2022)

Based on the results of the validity test with 20 statements, the questionnaire was distributed so that all statements on variables X and Y were declared valid because all items had an r count of 0,748 which was greater than the r table of 0,202 [16]. The calculated R was obtained from the number of respondents as many as 93. Then based on the results of the reliability test, with 20 questionnaire statements it was analyzed that all statements from the X and Y variables were declared reliable because the Cronbach Alpha value was 0.933 where the value was more significant

than 0,60. In looking for the correlation between these variables, it can be seen in the table value of the dependent variable Pearson correlation with the following results:

Table 3. Variable Dependent Pearson Correlation

		Intensity	Fulfillment
Intensity	Pearson Correlation	1	.527**
	Sig. (2-tailed)		.000
	N	93	93
Fulfillment	Pearson Correlation	.527**	1
	Sig. (2-tailed)	.000	
	N	93	93

** . Correlation is significant at the 0.01 level (2-tailed).

^b. Source: (processed October 23, 2022)

Correlation coefficient analysis was used to determine the direction and strength of the relationship between the two research variables. The direction is expressed in the form of a positive and negative relationship, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient [17]. Based on the results of the correlation analysis in the table above, the correlation coefficient (r) is 0,527. When viewed from the guidelines for interpretation of the correlation coefficient criteria, this value is categorized at the moderate level of relationship with an interval scale of 0,40 – 0,599. This shows that the relationship between the Intensity of Accessing Instagram (X) variable has a positive relationship with a moderate level of correlation to the Fulfillment of Information Needs (Y).

To find out how big the influence of accessing Instagram @humas_indonesia on the fulfillment of information needs about public relations, the researcher used a simple linear regression test. The requirement for a simple linear regression test is that the data presented must be valid and reliable. In addition, the data must pass the basic assumption test, namely the normality test. Analysis of normality test data is used to see whether the data has a standard distribution or not [18]. Based on the results of the normality test, the researcher used the One-Sample Kolmogorov Smirnov Test with a significance level of 0,05 below.

Table 4. One-Sample Kolmogorov – Smirnov Test

		Unstandardized Residual
N		93
Normal Parameters^a	Mean	.0000000
	Std. Deviation	6.97233961
Most Extreme Differences	Absolute	.080
	Positive	.051
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.182*

a. Test distribution is Normal.

^c. Source: (processed October 20, 2022)

Following are the results of the normality test in the SPSS version 26 table above, a significant value (Asymp. Sig) is 0,182. Thus, the significance value is $0,182 > 0,05$. So it can be said that the residual value is normally distributed. After that, the researcher proceeded to a simple linear regression test which was conducted to determine whether the relationship between variables was positive or negative.

Table 5. Simple Linier Regression Test
ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1722.588	1	1722.588	35.049	.000 ^b
	Residual	4472.444	91	49.148		
	Total	6195.032	92			

a. Dependent Variable: Fulfillment

b. Predictors: (Constant), Intensity

^d Source: (processed October 20, 2022)

From these calculations, it is known that the calculated F value is 35.049 with a significance level ranging from $0,000 <$ to $0,1$. So that this simple linear regression model can be used to predict the intensity variable or in other words, there is an effect of the intensity variable on accessing Instagram @humas_indonesia (X) on the variable for meeting the needs of public relations information (Y).

Table 6. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.270	7.011

a. Predictors: (Constant), Intensity

^e Source: (processed October 20, 2022)

The table above explains the magnitude of the influence value (R) which is around 0,527. From these results, the coefficient of determination (R Square) is 0,278 which implies that the effect of the independent variable (intensity of accessing Instagram @humas_indonesia) on the dependent variable (fulfilling the need for information about public relations) is 27.8%.

While the remaining 72.2% is the contribution of the influence of other variables not examined in this study. Other variables not examined in this study that affect the fulfillment of information needs are five factors that affect the information needs of users [19]. Among others, the type of work, personality, time, and access. Accessing Instagram is one of the sources of technology used to find information, so it is included in the five factors studied in this study.

5. Conclusion

The results of the research and data analysis that the author has put forward regarding "The Effect of Intensity of Accessing Instagram @humas_indonesia on the Fulfillment of Public Relations Information Needs". So it can be concluded that Instagram @humas_indonesia has a positive effect with a moderate level of correlation in providing information needs about public relations for its followers. This can be seen from the t-test through SPSS with the result that the t-count (0,748) is greater than the t-table (0,202) and the significance value is $0,000 < 0,05$.

Then it is proven by simple linear regression that the value of the magnitude of the effect (R) of this study is 0,527. Thus, the coefficient of determination (R Square) is 0,278 which implies that the effect of the independent variable (intensity of accessing Instagram @humas_indonesia) on the dependent variable (fulfillment of information needs about public relations) is 27,8%. While the rest is the contribution of the influence of other variables not examined in this study. Thus, it can be concluded that the alternative hypothesis (Ha) is accepted. This means that the higher the intensity of using Instagram @humas_indonesia, the more positive and significant the fulfillment of information needs for followers will be in updating balanced public relations skills in the digital era.

Suggestions to the admin of the @humas_indonesia Instagram account from researchers are expected to be able to innovate in producing informative and educative content about public relations in order to increase the intensity of access from followers. Examples of these innovations can pay attention to trending issues that will be reviewed based on public relations theory. It can also be done with government agencies, universities, and public relations practitioners so that @humas_indonesia can become a complete, relevant, and encouraging media for its followers to be ready with advanced technology in their future public relations careers.

This research is expected to provide scientific development for further research. The researcher only examines the effect of the intensity of accessing Instagram @humas_indonesia on the fulfillment of information needs about public relations. With the aim of knowing how much influence accessing Instagram @humas_indonesia has on meeting the needs of information about public relations for followers. Further research will certainly look at or test other variables that may have an influence such as the influence in disseminating information, and so on in meeting the information needs of public relations.

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