

THE EFFECT OF RECEIVING @INEZKRISTANTI INSTAGRAM ACCOUNT INFORMATION ON FOLLOWERS' SEX UNDERSTANDING

Rizka Nurfitriani¹, Santi Delliana²

Institut Teknologi dan Bisnis Kalbis^{1,2}
Jalan Pulomas Selatan Kav. 22, Jakarta 13210
anastasia.santi@kalbis.ac.id

ABSTRACT

Sexual education in Indonesia experienced a development as the percentage of teenagers who received sexual education increased. In this digital era, information is received mouth-to-mouth with the help of social media, such as Instagram. The Instagram account @inezkristanti is one of many Instagram users who uses Instagram to spread sexual education. This research aims to determine the effect of receiving information from the Instagram account @inezkristanti on its followers' sexual knowledge or sexual education and how the effect is. The research focuses its content on reels uploaded consistently by Inez Kristanti. This study uses Integration Information Theory by Martin Fishbein, using a quantitative approach with a survey method explanative. The data used in this research is obtained from an online questionnaire. The results showed that Instagram content affected the followers' sexual education. Furthermore, based on the results, the Instagram content Inez Kristanti posted supported the followers' translation, interpretation, and extrapolation in building a sexual education understanding by 22.9%.

Keywords: sexual education, Instagram content, followers, reels.

A. Introduction

The internet now makes acquiring information easier, so humans do not have to communicate face-to-face to obtain information. In addition, many social media sites have been introduced and are popular worldwide. Therefore, it can be concluded that the internet has become one of the human needs in their daily lives.

Following the data from a survey related to “Indonesian Internet User Penetration” conducted by the Indonesian Internet Service Providers Association (APJII) for 2019-2020, internet user penetration in Indonesia in 2019 amounted to 73.7%, in contrast to 2018, which amounted to 64.8% (Irso, 2020). This percentage of data proves that more than most Indonesians are proven to use the internet.

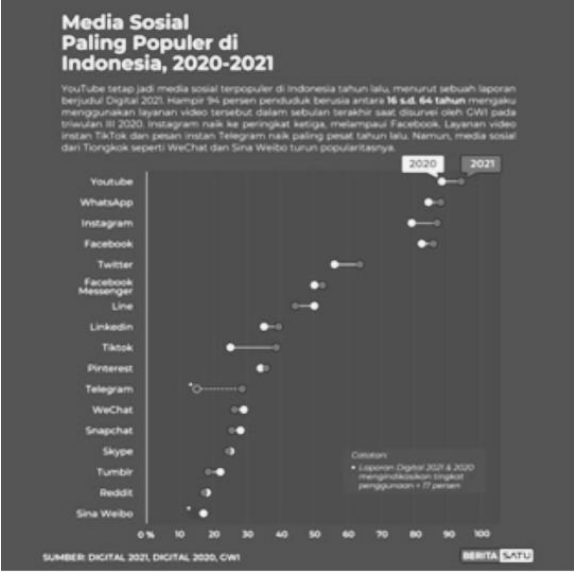


Figure 1 Percentage of Most Popular Social Media in Indonesia

Data on the Percentage of the Most Popular Social Media in Indonesia in 2020-2021 shows that Instagram is ranked third with a total of 91.77 million users (Dahono, 2021). Instagram is a social network that its users widely use to express themselves through images and videos. As time goes by and the development of Instagram, many users use social media to spread information and education by uploading content.

One Instagram user who uses her account to spread sexual educational content is Inez Kristanti. A 28-year-old woman born in Jakarta on the stairs; on October 20, 1992, is a clinical psychologist, sexual educationist, and Instagram user who uses the platform as a place to pour his understanding into the form of content.

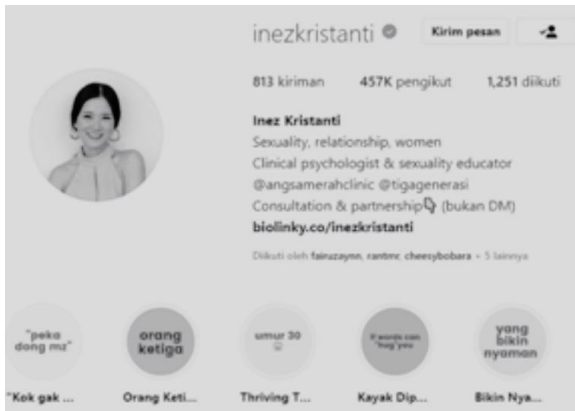


Figure 2 @inezkristanti Instagram profile

Through her Instagram account, Inez Kristanti shared her understanding of romantic relationships, to tips related to sexual activities with other Instagram users, especially people who follow her Instagram account. Inez Kristanti's background as a sexual educator and clinical psychologist made her very open about something related to both of them. According to the statement (Littlejohn & Foss, 2016: 76), Regarding the credibility of the communicator, who can give more value to the information conveyed so that the communicant can more easily accept the information provided by the communicator? Strong credibility minimizes the possibility of communicants questioning the veracity of the information consumed.

As an educator, Inez Kristanti actively uses the reels feature to spread information. Reels are used because they have their own space on Instagram and can increase the content creator's followers (Aida, 2021). The superiority of reels, which can attract a wider audience, attracted the attention of researchers to examine whether there is an influence of receiving @inezkristanti Instagram account information on the understanding of the sex of their followers and how much influence they have.

B. Theoretical Review

The theory used in this study is the theory of information integration which is a theory about organizing messages proposed by Martin Fishbein. Information

integration is an approach to information sources (communicators) regarding the way individuals collect and organize information related to individuals, objects, situations, and ideas to form an attitude, as well as the tendency to take action positively or negatively towards certain objects (Littlejohn & Foss, 2016: 75).

Fishbein (Littlejohn & Foss, 2016: 76) mentions two components that have an important role in influencing the occurrence of attitude changes, namely:

1. Valence (direction) refers to whether information can support or deny a person's beliefs. If a piece of information can support someone's beliefs, then the information has a positive valence or direction, and vice versa.
2. Weight is a use of credibility. If you have a presumption that the information is reliable, then you will give higher weight to the information. Otherwise, it means that the weight given is lower. Therefore, it can be concluded that the greater your weight, the greater the impact that information has on a person's beliefs.

Both aspects effectively influence a person's attitude if they go hand in hand. For example, suppose information has a high degree of valence but does not have the support of a high weight of judgment. In that case, it cannot greatly affect the individual's attitude (Littlejohn & Foss, 2016: 76). Information retrieval can be obtained from anywhere and through anything. In the modern digital era, many individuals gain information through new media that is much more sophisticated than the old media.

Technology's rapid development helps humans work to meet needs, especially the need to communicate. As a result, rapidly developing technology has succeeded in giving rise to new media. Over the past few years, humans have widely used new media to seek information and entertainment and establish relationships with other humans. New media is defined as a variety of communication technology devices similar to conventional media but supported by widespread digitization and accessibility beyond personal use as a means of communication (Mcquail, 2012: 148). From this explanation, new media is a term used for all forms of mass communication media based on communication and information technology.

There are also environmental features possessed by the new media proposed by McManus (Severin & Tankard, 2014: 4) as follows:

1. Two different technologies, such as printing and broadcasting, are now combined

2. A shift from media scarcity toward abundant media
3. The shift from what originally led to the satisfaction of the mass of the collective audience towards the satisfaction of the group or individual
4. Shift from one-way media to interactive media

Through this presentation, the use of technology utilized by every product assisted by technological developments is a characteristic of the birth of new media. Furthermore, the scope owned by new media is also wider when compared to conventional media because the internet supports new media.

Social media is a forum that can increase the possibility of individuals conveying messages to others to achieve certain goals (Wenno & Delliana, 2021: 1). Humans have widely used social media by utilizing the internet network as a means of communicating as well as searching for information. Quoted by Shirky (Nasrullah, 2016: 11), Social media and other social software are tools that can be utilized to enlarge the ability to share and cooperate (to cooperate) that can be done between users and perform actions collectively that everything outside the institutional framework.

There are also seven characteristics of social media (Nasrullah, 2016: 15), namely as follows:

1. A network is commonly understood in the technology field with the infrastructure capable of connecting computers. For example, and the network formed is mediated by technological devices, such as computers, cell phones, or tablets. Although the network that has been formed then helps other users to connect, it is possible that, in real life, these users know each other or not.
2. Information (information) is an important entity in social media. Unlike other media that can be found on the internet, social media users have complete freedom to create representations of their identity, produce content, and interact according to information. Therefore, information is a networked (network society) commodity.
3. An archive (archive) is a record of activities that can explain that information has been stored and can be accessed at any time and through any device.
4. Interaction, where social media users can connect and easily interact, as stated by Gane & Beer (Nasrullah, 2016: 27), The basic character of social media is the formation of relationships between users.

5. In a social simulation (simulation of society), users of social media networks can be referred to as digital citizens based on openness, without any restrictions. However, just like a society that lives in a country, social media also has certain rules and ethics that bind its members.
6. User-generated content shows that on social media, people are not only given freedom in content, but people also have the choice to consume content that has been created or uploaded by other users.
7. Sharing is a characteristic of social media to show that people can spread content to others to expand the reach of information spread.

Social media differs from conventional media and is famous for its nature that is not limited by time and space. There are also 12 benefits of social media summarized by Tosepu (2018: 45-50), namely communication media, self-expression, seeking information, learning media, adding friends, media for sharing, building community, making money, seeking charity, promotional media, entertaining yourself, and storage media.

Reels is a feature on Instagram that was released in June 2021. Instagram users who are familiar with the TikTok application will feel familiar with this latest feature of Instagram because reels are not much different from the TikTok application. Videos uploaded in reels have a duration limit of 90 seconds. Reels can be found between the shop and explore icons in the explore section and the reels category. The reels feature on Instagram is an opportunity for users to attract new followers and increase the time to use the application daily, thus establishing themselves as a video entertainment platform (Aida, 2021).

Instagram users can make the made reels even more interesting with the help of the music, filters, and effects that have been provided. Furthermore, Instagram users can use the reels feature to build and increase followers, as Instagram gives a special space for reels in the app (Aida, 2021). Because the reels feature has its own space, Instagram users who do not follow a certain account will still see reels videos made by users who are not followed.

From this explanation, it can be concluded that the reels feature is very useful for Instagram users to expand exposure so that more users know the creator's account and follow it if they feel interested in the content presented. Unlike other features, reels show content created by anyone, even if it is not followed before. It is also supported by the ease of sharing content, making reels an effective forum in increasing the awareness of other users toward the creator's account.

Sexual education, or what is widely known as sex education, is an understanding that every individual, both adults, and children, must possess. Parents' responsibility lies in material needs and all aspects of the baby's life, including meeting the child's needs for sexual education. Sexual education itself can be interpreted as an education that is centered on recognizing the anatomy of body organs, which then continues the introduction of sexual reproduction, and is well done following the rules of law, religion, as well as applicable customs, considering a person's mental and material readiness. Sexual education has meaning as a way of teaching related to the introduction of sexual organs, sexual drive, and the function of the reproductive apparatus, which is expected to be able to minimize the misuse of the function of sexual organs (Lestari, 2019: 60).

According to Komisi Nasional Anti Kekerasan Terhadap Perempuan (Komnas Perempuan), the total number of violence cases against women during 2020 was 299,911. A total of 299,911 cases in 2020 has decreased by 31% from the cases that occurred in 2019, which recorded 431,471 cases. Among the 299,911 cases in 2020, Komnas Perempuan's partner service institutions only handled 8,234 cases. The most dominating cases based on this data are in the personal realm, better known as domestic violence / RP (Domestic Violence / Personal Realm), with a total of 79% (6,480). In comparison, 21% (1,731) of cases are in the public domain. The varied cases were dominated by sexual violence, with as many as 962 (55%) cases accompanying other sexual violence, totaling 371. Followed by rape with 229 cases, obscenity cases with 166, sexual abuse with 181 cases, copulation with 5 cases, and attempted rape with 10 cases. (Putri, 2021).

Sexual education is important to teach a child, even from an early age. Some sexual education materials can be given to children, as summarized by Suhasmi and Ismet (Suhasmi & Ismet, 2021: 166-171) as follows:

1. Identification of Limbs, In the limb identification material, children will not only be taught about the names of limbs and their respective functions, but also that female and male organs are different. Sexual education in a child starts by introducing the anatomy of the body, so the child needs to understand the parts of his body.
2. Closing the Aurat, the material of closing the aurat is given to the child to cultivate shame so that the child is accustomed to wearing clothes that cover his aurat. Children are also required to be able to understand the nature of others so that children can limit themselves from promiscuity.

3. Gender Identity Recognition, At the time when a parent introduces gender identity to a child, parents need to elaborate on several topics as follows: Introduce sex to children by including clear and easy-to-understand examples, Explaining the differences between women and men through certain traits, Explaining the shape and likeness of sexual organs belonging to women and men using good language, and Introducing the names of sexual organs belonging to women and men according to their original names.
4. Skills to Protect Yourself from Sexual Crimes, There are also several topics that parents should elaborate on in delivering material on the skills of protecting themselves from sexual allotment to children, such as: Explaining to the child that if something disturbs and makes the child feel uncomfortable, then the child must dare to give resistance, The child must understand the limb that should not be touched by others, even if it is a member of his own family, Invite children to watch movies about self-protection so that children understand the importance of taking care of themselves, Explaining that children are very welcome to tell stories about anything and teaching children to shout if the child feels uncomfortable, Introduce inappropriate behavior that others sexually engage in through images, posters, or movies that the child can easily understand.
5. Identify Situations That Lead to Sexual Exploitation Tendencies, this material contains efforts to recognize various situations that tend to sexual exploitation (utilization), such as teasing, touching body parts, peaking at other people's body parts, undressing, and touching reproductive organs.
6. Toilet Training, when toilet training materials are provided, parents must establish good communication with children and provide directions using easy-to-understand language. Toilet training is a way that can be done to accustom children to relieve themselves where they should.

C. Research Methods

This research uses quantitative methods, known as traditional methods because quantitative methods have long been used, so the use of this method has become a tradition in a study (Sugiyono, 2019: 7). The type of research used by researchers is explanatory survey research. Survey research is carried out by

distributing questionnaires or questionnaires to respondents. The type of research used by researchers is explanatory survey research. Survey research is carried out by distributing questionnaires or questionnaires to respondents. Researchers use online questionnaires (Google Forms) to obtain data. The results obtained from distributing questionnaires will be used in looking for relationships between variable X (free variable), which is estimated to have an influence on variable Y (bound variable).

Various content provided by the @inezkristanti Instagram account, in the form of images, writings, and videos, can influence the audience, especially followers of the @inezkristanti Instagram account itself. The effects or consequences of Instagram content @inezkristanti be described as sexual understanding. Uploads on the Instagram account @inezkristanti are not only the subject of research but also used as a benchmark for how much influence the content provided by the Instagram account has and whether followers easily accept messages. Other Instagram users will then see the message or content provided by Inez Kristanti, and information processing occurs by followers of the @inezkristanti Instagram account. There are also hypotheses in this study as follows:

H₀: Instagram content does not influence followers' sexual understanding.

H₁: Instagram content influences followers' sexual understanding.

D. Result and Analysis

The operational definition of a variable is the determination of the nature to be studied by the researcher, which allows the variable to be measured (Sugiyono, 2018, p. 31). The variables in this study are independent variables and dependent variables.

1. Free variables, Free variables are variables that influence the existence of changes that occur in bound variables. In addition, free variables are independent, which means they stand alone and do not have the influence of other variables. For example, the free variable in this study is the content of @inezkristanti's Instagram account.
2. Bound variables, Bound variables are variables that are influenced by the existence of free variables. The bound variable in this study is the sexual understanding of followers of the @inezkristanti Instagram account.

The population is defined as a general area consisting of objects/subjects of study that have a quantity, as well as certain characteristics that have been

determined by the researcher so that they can be studied further before concluding (Siyoto & Sodik, 2018: 64). Population in the study is the overall followers of Inez Kristanti on Instagram, which is more than 457,000. A sample is a part of the whole, as well as the characteristics possessed by a population, as well as a small part of the population that will be used according to certain procedures so that the sample is declared capable of representing its population (Siyoto & Sodik, 2018: 64). The sample in this study was followers of Inez Kristanti's Instagram account. The existence of samples is expected to represent the entire population in this study. That is, the sample is part of the population but does not involve the population as a whole and only takes or involves a portion of the population to assist the researcher in obtaining the data he wants. The way to determine the sample that is by calculating the size of the population selected as the research sample using the Slovin formula with a sample allowance of 5% and obtaining the following calculation results:

$$\begin{aligned}
 n &= \frac{N}{1 + Ne^2} \\
 &= \frac{433.000}{1 + (433.000 \times 0.05^2)} \\
 &= \frac{433.000}{1.083.5} \\
 &= 399.63 \\
 &= 400
 \end{aligned}$$

Data collection is carried out by combining data from a study conducted. A study needs data to get valid results. The first data collection technique to be carried out by the researcher is divided into two parts: primary and secondary. A primary data collection technique is the primary data source where data is generated. The second data collection technique is a secondary data collection technique obtained from a second source or other sources outside the main data collection source.

Researchers make questionnaires the primary source for obtaining data. The questionnaire will be distributed to followers of @inezkristanti Instagram accounts. The questionnaire contains a series of statements that have been systematically compiled, the results of which will be useful in the study. In

addition, a questionnaire is given in the form of a google form for respondents to fill out. The secondary data collection techniques used in this study came from external sources, such as books and journals, to previous research.

Validity tests are carried out to measure the validity (correctness) of data from the questionnaire results. Researchers use Pearson’s Correlation formula to calculate the correlation value between variables on each statement of the total score (Suryadi, Edi; Darmawan, Deni; Mulyadi, 2019: 185). Researchers carried out the reliability test to determine the reliability of the data from the draft questions on the questionnaire that had been distributed to respondents to be filled out.

Researchers use associative data analysis techniques to test for variable relationships between two or more groups. Researchers use Likert scales to assist in measuring variables. For example, a Likert scale is often used to measure a person’s attitude towards something (Kriyantono, 2020: 138). Researchers are assisted by the SPSS version 26 program to process data. Researchers also use several data analysis techniques. The correlation coefficient test is carried out to determine the degree of a relationship between a dependent variable and an independent variable in the study. If the significance < 0.05 , H_0 is rejected and declared to correlate. The results obtained from studies using the Alpha Cronbach formula are interpreted through the following levels of coefficient reliability (Kriyantono, 2020: 332):

Table 1 Correlation Reliability Level

No.	Coefficient r	Reliability Level
1.	0,800 – 1,000	Very high
2.	0,600 – 0,799	High
3.	0,400 – 0,599	Quite meaningful
4.	0,200 – 0,399	Low yet sure
5.	0,000 – 0,199	Very low

Researchers perform hypothesis testing to find out the extent of the influence of the free variable (X) partially on the bound variable (Y) (Ghozali, 2018: 152). This test used a significance level of 0.05 ($\alpha = 5\%$). When $t_{count} > t_{table}$ or the significance value of the t-test < 0.05 , the free variable partially influences the bound variable.

The coefficient of determination is done to measure the amount of influence that is free, which Inez Kristanti's Instagram content has on bonded, namely sexual understanding belonging to her followers. If the coefficient of determination is close to one, then Instagram content greatly influences followers' sexual understanding.

Simple regression is used in looking for functional relationships between one free variable and one bound variable (Sugiyono, 2018: 148). The researchers' efforts in determining the existence of a significant influence between the two variables used the following formula:

$$Y = a + bX$$

Information:

X = free variable

Y = bound variable

a = constant value or Y value when X = 0

b = regression coefficient, the number of increases or decreases of a bound variable (y) based on an unbound variable (x). If b (+), then there is an increase. If b (-), then there is a decrease.

The subject of this study was Inez Kristanti's followers on Instagram, who consumed reels content. Followers of the @InezKristanti Instagram account have the same interest, namely in the field of sexual education (sex education). Inez Kristanti's Instagram account has more than 457,000 followers.

Table 2 Respondent Age

Category	Sum
20-24 years	94
25-29 years	219
30-34 years	62
>35 years old	25
Total	400

Table 2 states that Inez Kristanti's followers in this study were dominated by followers aged 25-29 years with 219 respondents, 20-24 years old as many as 94 respondents, 30-34 years old with 62 respondents, and some respondents were more than 35 years old, namely 25 respondents.

Table 3 Respondent's Gender

Category	Sum
Female	308
Male	92
Total	400

Table 3 shows that the respondents in this study were dominated by women, with a total of 308 respondents, and men, as many as 92 respondents.

The validity test in this study was assisted by the IBM SPSS program version 26 and was carried out on various statements in the questionnaire. Therefore, there is also a significant level, which is 5% (0.05), and the number of respondents (n) is 30.

Table 4 Variable X Pre-Test Validity Test

Item	r count	r table	Information
X1	0,545	0,361	Valid
X2	0,727	0,361	Valid
X3	0,664	0,361	Valid
X4	0,647	0,361	Valid
X5	0,758	0,361	Valid
X6	0,531	0,361	Valid
X7	0,671	0,361	Valid
X8	0,437	0,361	Valid
X9	0,109	0,361	Invalid
X10	0,365	0,361	Valid
X11	0,561	0,361	Valid

The validity test results on the Instagram content variable (X) showed that ten items on the questionnaire were declared valid because the r count had a value greater than the r table. In contrast, one item was declared invalid because the value obtained was less than 0.361.

Table 5 Variable Y Pre-Test Validity Test Results

Item	r count	r table	Information
Y1	0,394	0,361	Valid
Y2	0,655	0,361	Valid
Y3	0,397	0,361	Valid
Y4	0,875	0,361	Valid
Y5	0,576	0,361	Valid
Y6	0,744	0,361	Valid
Y7	0,663	0,361	Valid
Y8	0,735	0,361	Valid
Y9	0,759	0,361	Valid
Y10	0,875	0,361	Valid
Y11	0,798	0,361	Valid
Y12	0,103	0,361	Invalid

Table 5 shows that out of the 12 statements listed on the follower sexual comprehension variable (Y), one statement was declared invalid according to the validity test results. Therefore, those invalid 12 statements will not be disseminated to the population in this study.

Table 6 Instagram Content Variable Reliability Test (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.783	10

Reliability testing on variable X, Alpha Cronbach results with a value of .783. Therefore, the results conclude that Cronbach's Alpha value > 0.60 and the variable X is declared reliable. While in the reliability test of variable Y, variable Y obtained a result of 0.911, and it can be stated that variable Y is reliable because of Cronbach's Alpha value > 0.60 . The results of the two variables declared reliable would be used to continue the research to the next stage.

The correlation coefficient test is carried out to test the magnitude of the degree of a relationship between variable X and variable Y to be studied by the researcher.

Table 7 Correlation Coefficient Test Results

		Correlations	
		Instagram content	Understanding the Sex of the Followers
Instagram content	Pearson Correlation	1	.478**
	Sig. (2-tailed)		.000
	N	400	400
Understanding the Sex of the Followers	Pearson Correlation	.478**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

The significance value of the Instagram content variable that was successfully obtained from the test results was $0.000 < 0.05$, so it can be concluded that the Instagram content variable correlates with the follower sexual understanding variable. This also applies to the results of the correlation coefficient test obtained by the follower sexual understanding variable, which got a $0.000 < 0.05$, which means that the follower's sexual understanding variable correlates with the Instagram content variable. Furthermore, the test results with Pearson

A partial test (t-test) is performed to test for the influence of an unbound variable on a partially bound variable. Regression results were tested using a t-test at a degree of confidence of 95% or $\alpha = 5\%$.

Table 8 Hypothesis Test Results (T-Test)

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.811	1.867		10.073	.000
	Instagram content	.585	.054	.478	10.867	.000

a. Dependent Variable: Understanding the Sex of the Followers

The influence of Instagram content on the sexual understanding of followers, according to the test results in the table above, has obtained a regression coefficient

value of .585 and a calculated t value of 10,867 with a significance value of .000. Significance test results are known to be lower than the established fault tolerance ($0.000 < 0.05$), and it can be concluded that H_0 is rejected and H_1 is accepted. The data shows that Instagram content partially influences followers' sexual understanding.

Table 9 Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.478 ^a	.229	.227	3.19299

a. Predictors: (Constant), Content Influence

Testing the regression equation yielded an R square with a value of 0.229. The results showed that the ability of Instagram content to explain changes in followers' sexual understanding was limited to 22.9%, with the remaining 77.1% explained by other variables outside the study.

Table 10 Simple Linear Regression Analysis Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	18.811	1.867		10.073	.000
	Instagram content	.585	.054	.478	10.867	.000

a. Dependent Variable: Understanding the Sex of the Followers

The constant of 18,811 means that although Instagram content is worth 0, the value of the sexual understanding of followers remains at 18,811. The coefficient of Instagram content is positive, which is 0.585, which means that if Instagram content increases by 1 point, followers' sexual understanding will increase by 0.585.

In this all-digital era, most people use internet technology to obtain information and knowledge. One of the media widely used to obtain information is Instagram social media, and of course, there are various sources of information and education from various fields. Sex education is one example that can be

found on Instagram. Inez Kristanti (@inezkristanti) is a clinical psychologist who created her Instagram account to share sex education, especially with her followers. This study aims to determine whether there is an influence of Instagram content @inezkristanti as a communicator on the sexual understanding of his followers using Information Integration Theory. Inez Kristanti's followers who were respondents in this study were dominated by women aged 25-29 years who have a profession or are busy as housewives.

Looking at the results obtained in the study, it can be concluded that the Instagram content uploaded by Inez Kristanti influences the sexual understanding of her followers. The study's results proved that the Information Integration Theory has an influence and relationship with stimulus, which is the dimension possessed by Inez Kristanti's Instagram content consisting of valence and weight. Information Integration Theory is used to see how Inez Kristanti's followers on Instagram, who are exposed to various information about sexual understanding through reels content, can integrate the information. The information integration theory assumes that individuals accumulate information to form attitudes toward a concept. Judging from the test results, the valence and weight dimensions prove that the credibility possessed by Inez Kristanti as a communicator and the information provided by her gives a positive attitude to her followers on Instagram.

E. Conclusion and Recommendations

This study has two main objectives: to determine whether Instagram content influences followers' sexual understanding and how much influence it has. After the researcher had conducted a series of studies, the following results were obtained:

1. The results of research and testing state that Instagram content uploaded by Inez Kristanti has a positive influence on the sexual understanding of her followers. The higher the acceptance of Instagram content, the higher the sexual understanding of Inez Kristanti's followers.
1. The influence of Instagram content owned by Instagram content is supported by two factors, namely valence, and weight. First, Inez Kristanti's credibility seems to be no longer in doubt by her followers, given Inez Kristanti's background as a clinical psychologist, lecturer, and sex educator. Judging from the study results, this raises followers' trust in the information

provided through uploaded reels.

2. Researchers use three factors to measure follower understanding: translating, interpretation, and extrapolation. Through the test results, it has been proven that followers have a good understanding of the education provided by Inez Kristanti through her Instagram account uploaded via reels.
3. The influence of Instagram content on the sexual understanding of its followers is stated to be sufficient. This shows that although factors dominate followers' understanding of sex outside of research, Inez Kristanti's posts still help followers to understand sex education better.
4. The degree of strength of the relationship between the Instagram content variable (X) and the follower sexual comprehension variable (Y) is stated to be quite meaningful.
5. Judging from the results of the calculation test, Information Integration Theory has a very meaningful role in this research. Inez Kristanti, a communicator in this study, has weight and valence for his information. This makes the information provided by Inez Kristanti trusted and accepted by his followers.

References

- Aida, N. R. (2021, June 24). Mengenal Apa Itu Instagram Reels, Fitur Baru yang Disebut-sebut Mirip TikTok Halaman all - Kompas.com. Kompas.Com. <https://www.kompas.com/tren/read/2021/06/24/073100065/mengenal-apa-itu-instagram-reels-fitur-baru-yang-disebut-sebut-mirip-tiktok?page=all>
- Dahono, Y. (2021, February 15). Data: Ini Media Sosial Paling Populer di Indonesia 2020-2021. BERITASATU. <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021>
- Ghozali, I. (2018). Aplikasi Analisis Multivariete SPSS 25 (9th ed.). Universitas Diponegoro.
- Irso. (2020, November 9). Dirjen PPI: Survei Penetrasi Pengguna Internet di Indonesia Bagian Penting dari Transformasi Digital. Kominfo. https://www.kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita_satker
- Kriyantono, R. (2014). Teknik Praktis Riset Komunikasi. Prenada Media Group.

- Kriyantono, R. (2020). teknik praktis riset komunikasi kuantitatif dan kualitatif (2nd ed.). renadamedia group.
- Lestari, W. (2019). Model Komunikasi Pendidikan Seksualitas Orang Tua Pada Remaja. *IJIP : Indonesian Journal of Islamic Psychology*, 1(1), 55–80. <https://doi.org/10.18326/ijip.v1i1.55-80>
- Littlejohn, S. W., & Foss, K. A. (2016). *Theories of Human Communication* (9th ed.). Long Grove : Illinois.
- Mcquail, D. (2012). *Teori Komunikasi Massa (Keenam)*. Salemba Humanika.
- Nasrullah, R. (2016). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.
- Putri. (2021, March 6). Komnas Perempuan: Ada 299.911 Kasus Kekerasan terhadap Perempuan Sepanjang 2020 - Nasional Tempo.co. Tempo.Co. <https://nasional.tempo.co/read/1439271/komnas-perempuan-ada-299-911-kasus-kekerasan-terhadap-perempuan-sepanjang-2020/full&view=ok>
- Severin, Werner J. & Tankard, J. J. W. (2014). *Teori Komunikasi: Sejarah, Metode dan Terapan di Dalam Media Massa (Kelima)*. Kencana.
- Siyoto, S., & Sodik, M. A. (2018). *Dasar Metodologi Penelitian*. In *Dasar Metodologi Penelitian*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2019). *metode penelitian kuantitatif kualitatif dan R&D*. Alfabeta.
- Suhasmi, N. C., & Ismet, S. (2021). Materi Pendidikan Seks Bagi Anak Usia Dini. *Journal of Islamic Education for Early Childhood*, 5(1), 164–174.
- Suryadi, E., Darmawan, D., & Mulyadi, A. (2019). *Metode Penelitian Komunikasi dengan pendekatan kuantitatif*. PT. RemajaRosdakarya.
- Tosepu, Y. A. (2018). *Media Baru dalam Komunikasi Politik (Komunikasi Politik I Dunia Virtual)*. Jakad Publishing.
- Wenno, B., & Delliana, S. (2021). Hubungan Kualitas Konten Channel YouTube Gadgetin terhadap Kepuasan Viewers Konten Gadget. 1(2), 1–10.