

## **The Effect of Receiving Instagram Account Information @inezkristanti on The Understanding of Sex of Its Followers**

**Rizka Nurfitriani<sup>1)</sup> Santi Delliana<sup>2)</sup>**

<sup>1,2)</sup> Communication Studies, Faculty of Business and Communication, Institut Teknologi dan Bisnis Kalbis

South Pulomas Road Kav. 22, East Jakarta 13210

Correspondent author: anastasia.santi@kalbis.ac.id

Obtaining information is increasingly facilitated by the internet, so humans do not have to communicate face-to-face to obtain information. Many social media sites have been introduced and are famous around the world. 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. *Instagram* is a social network that its users widely use to express themselves through images and videos. As time passes 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 education 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 makes the *platform* a place to pour his understanding into the form of content. Inez Kristanti’s background as a sexual educationist and clinical psychologist made her very open about something related to these two things. Following the statement (Littlejohn & Foss, 2016: 76) regarding the communicator’s credibility, who can give more value to the information conveyed so that the communicant can more readily accept the information provided by the communicator? Strong credibility minimizes the possibility of communicants questioning the veracity of the information consumed. Sexual education, or what is widely known as *sex education*, is an understanding that must be possessed by every individual, both adults and children. The responsibility that parents must fulfil is not only based on

material needs, but all aspects of the baby's life, including meeting the needs of children for sexual education. Sexual education has meaning as a way of teaching related to the introduction of sexual organs, sexual impulses, and functions of the reproductive apparatus, which are expected to minimize the abuse of sexual organ function (Lestari, 2019: 60).

The research "The Effect of Instagram Account Information Acceptance @inezkristanti on Sexual Understanding of the Culprit" is a quantitative study that uses a *non-probability sampling* technique on 400 followers of @inezkristanti on *Instagram* as respondents in the study. This study aims to determine whether there is an influence between the receipt of information or content from *the Instagram* account @inezkristanti and the sexual understanding of its followers and find out how much influence the content of the *Instagram* account content @inezkristanti on the sexual knowledge of its followers. The efforts made by the researchers to answer the purpose of this study were to use measuring instruments that refer to the signs of individuals understanding information according to Benjamin S. Bloom (Widya, 2021:21), i.e. translating, interpreting, and extrapolating. Benjamin S. Bloom explains the understanding cited in (Sudijono, 2017: 50). Understanding is the ability possessed by an individual to understand a message or information after the message is known and remembered. The statement indicates that the individual can be expressed understanding if he can explain what is learned in the way he has. This research uses the Theory of Information Integration by Martin Fishbein (Littlejohn & Foss, 2016: 75), which explains how information can influence an individual's attitudes and tendencies in taking action. Following the explanation above, it is enough to explain that information and communicators have a mutually sustainable role. The theory has two indicators capable of influencing an individual in receiving information, which researchers then use to measure the receipt of information by Inez Kristanti's followers on *Instagram*. The two measuring instruments were then developed into the form of statements that were then distributed to 30 followers of @inezkristanti on *Instagram* to test the validity, as well as the reliability of the statements that had been made. Researchers used SPSS version 26 as a tool in testing and calculating data.

The results of statistical analysis that researchers have obtained prove that there is a significant influence on the receipt of information from *Instagram* accounts @inezkristanti in a positive direction on the understanding of sex followers. Data obtained by researchers shows that Inez Kristanti's followers on *Instagram* are dominated by women, with a total of 308 respondents out of a total of 400 respondents. In comparison, men have as many as 92 respondents from 400 respondents. Inez Kristanti has a following with an age range of 20-

24 years, as many as 94 respondents, dominated by 25-29 years old with a total of 2019 respondents, 30-34 years with a total of 62 respondents, and followers over 35 years old as many as 25 respondents out of a total of 400 respondents. Researchers also categorized the work or business of each respondent into four parts: employees, with 118 respondents. Students, as many as 53 respondents, and homemakers, who had the highest results, 174 respondents. And *entrepreneurs*, with a total of 55 respondents of 400 respondents. There are also results from testing the correlation coefficient worth .478, which can be interpreted to mean that there is a sufficiently meaningful relationship between the receipt of information and the understanding of the sex of the follower. Judging from the calculation of the coefficient of determination, the influence that *Instagram* content acceptance has is as much as 22.9% on the sexual understanding of its followers. To Inez Kristanti as the content owner, researchers strongly recommend maintaining consistency in uploading content and increasing content intended for male audiences. Researchers also suggested that Inez Kristanti develop content ideas in spreading sexual education information because competition in creating content is fierce. For the public, researchers suggest that the public be able to sort out the information received and always pay attention to the credibility of the source. Researchers also suggest to subsequent researchers to use *the New Media Theory* developed by Pierre Levy to examine the advantages of *Instagram* as a social media used by Inez Kristanti to spread sexual education content.

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