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UTILIZATION OF SRIPOKU.COM ONLINE MEDIA AS A MEDIUM TO MEET THE INFORMATION NEEDS OF JOURNALISM STUDENTS

Muzdalifah Ar'robby

UIN Syarif Hidayatullah Jakarta

muzdalifaharrobby12345@gmail.com

Wahyunengsih

UIN Syarif Hidayatullah Jakarta

wahyu.nengsih@uinjkt.ac.id

ABSTRAK

Kebutuhan manusia akan berbagai jenis informasi yang berkembang di sekitarnya dipahami sebagai sebuah fakta, dan ini merupakan bukti bahwa manusia sebagai makhluk sosial memiliki rasa ingin tahu yang naluriah. Dalam penelitian ini akan membahas seberapa manfaat Sripoku.com sebagai media pemenuhan kebutuhan informasi bagi mahasiswa jurnalistik. Penelitian ini menggunakan metode kualitatif. Teknik yang digunakan dalam penelitian ini yaitu teknik Random Sampling. Penelitian ini dilakukan di kalangan Mahasiswa Jurnalistik UIN Syarif Hidayatullah Jakarta yang menggunakan Sripoku.com. Teknik pengumpulan data yang digunakan oleh peneliti adalah penelitian lapangan (field research) dengan menggunakan angket dan wawancara sebagai instrument penelitian. Tujuan dari penelitian ini untuk mengetahui Tingkat kepuasan mahasiswa jurnalistik terhadap informasi yang disajikan media online Sripoku.com dan untuk mengetahui Bagaimana mahasiswa jurnalistik memanfaatkan media online Sripoku.com sebagai pemenuhan kebutuhan informasi. Hasil Penelitian adalah Hal ini menunjukkan bahwa Sripoku.com dianggap sebagai sumber informasi yang sangat berguna dan bermanfaat bagi mahasiswa jurnalistik dalam menunjang aktivitas mereka dalam menulis artikel atau laporan berita.

Kata Kunci: *Pemanfaatan Sripoku.com; Informasi; Mahasiswa Jurnalistik.*

ABSTRACT

The human need for various types of information that develops around him is understood as a fact, and this is proof that humans as social beings have an instinctive curiosity. This research will discuss how useful Sripoku.com is as a medium for meeting the information needs of journalism students. This study uses a qualitative method. The technique used in this study is the Random Sampling technique. This research was conducted among journalistic students at UIN Syarif Hidayatullah Jakarta who used Sripoku.com. The data collection technique used by researchers is field research using questionnaires and interviews as research instruments. The purpose of this research is to find out the level of satisfaction of journalistic students with the information presented by online media Sripoku.com and to find out how journalism students use Sripoku.com online media to fulfill their information needs. The research results show that Sripoku.com is considered a very useful and useful source of information for journalism students in supporting their activities in writing articles or news reports.

Keywords: *Utilization of Sripoku.com; Information; Journalism Student.*

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A. INTRODUCTION

Research related to this title is as follows. First, research focuses on factors that influence students in using social media to fulfill their information needs. According to Hidayah (2022) entitled *"Effectiveness of Using Detik.com Instagram Social Media for Fulfilling Information Needs for Students (Quantitative Descriptive Study of @Detik.com Accounts in UIN Bandung Students)"*. stated that Instagram is a social media where information can be easily and quickly obtained.

Furthermore, research focuses on the lack of social media as a fulfillment of information needs. According to Wuwungan, et al. (2022) entitled *"Utilization of TikTok social media as an educational tool for students"* mention that Tiktok can quickly spread hoax information that its users can easily trust.

Likewise, research focuses on the influence of social media as a fulfillment of information needs. According to Wulandari and Salma (2022) entitled *"The effect of using Instagram social media on fulfilling information needs"* explain that there is a relationship between the use of social media and the information needs to be carried out by the Instagram account @halobandung by uploading content that contains information related to the region. Bandung City whose information will be received by the people of Bandung City. Second, according to Wibisono, et al. (2022) entitled *"Analysis of the use of the @Indozone.id Instagram account as a means of meeting the information needs of Instagram followers"* figure out that there is influence through Instagram social media, the @indozone.id account provides variety of varied and up-to-date information so that it influences as a means of finding information for meet the information needs of followers.

Moreover, research focuses on the effectiveness of social media as a medium for meeting information needs. According to Wibawa and Mayangsari (2022) entitled *"Communication Effectiveness of the Instagram Account @turnbackhoaxid in Fulfilling Followers' Information Needs"* elaborate that followers of the Instagram account @turnbackhoaxid agree that the account is a source of information that can be easily understood, useful, and can influence them in participating in eradicating news. lie in Indonesia. This means that the @turnbackhoaxid account is quite effective in meeting the information needs of its followers. Second, Musfiah (2020) entitled *"Utilization of Line Today to Fulfill the Information Needs of Students of the Faculty of Cultural Sciences, Diponegoro University Semarang"* say that the information in Line Today is quite up-to-date and relevant. This means that Line Today is quite effective in meeting the information needs of Undip FIB students. Third, according to Fauziyyah and Rina (2020) entitled *"Digital Media Literacy: The Effectiveness of the @infobandungraya Instagram Account in Fulfilling Followers' Information Needs"* discuss that the @infobandungraya Instagram account is very effective in meeting the information needs of followers. This means that the information provided by the Instagram account @infobandungraya has been properly conveyed

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to its followers. Fourth, according to Ridho (2020) entitled *"Effectiveness of News Portals by Berita Cilegon Online (Bco.Co.Id) in Fulfilling Information Needs for Students in Cilegon City"* express that the news published on the news portal owned by Berita Cilegon Online has very deep information. in because it can provide information that contains valid and accurate data because it is compiled based on facts that occur in the field. It can be concluded that the news portal owned by Berita Cilegon Online is very effective in fulfilling the information needs of students in Cilegon City.

Hereinafter, research focuses on the use of social media as a fulfillment of information needs. Cendrawan and Ajisuksmo (2020) entitled *"Factors influencing students' desire to use social media"* declare that social media is useful in obtaining information that can provide knowledge related to academic processes and general insights. This helps students in carrying out the socialization process. Second, according to Lubis, et al (2019) entitled *"Use of the Instagram @palembangterkini social media account in fulfilling the information needs of followers in the city of Palembang"* convey that the Instagram account @Palembangterkini is useful in the information needs of followers in the city of Palembang. With the @Palembangterkini Instagram account, Palembang city residents can find out what is happening in Palembang through their Instagram posts.

The difference between this research and previous research is that first, the author of the previous research in his research addressed followers (related to Instagram). While the writer in his research is addressed to journalism students. Second, previous research authors in their research discussed the factors, effectiveness, and shortcomings of social media as a medium for meeting information needs. While the author in his research discusses the use and influence of social media as a medium for fulfilling information needs.

The reason for choosing the subject of this study is the use of Sripoku.com online media as a medium for information needs as follows. First, Sripoku.com is a website that operates under the auspices of the Sriwijaya Post print media, in collaboration with Tribunnews.com and joining the Kompas Gramedia Group it has been ensured that the Sripoku.com website is trusted and the news being shared is not a hoax. Second, Sripoku.com is not only present as a print media, Sriwijaya Post also provides updated information or news. And Sripoku.com does not only cover news in South Sumatra Province but also national and international news. With this, students can easily get updated information, so students don't miss any news.

The reasons for choosing the object of this research are Journalistic Students as follows. First, the writer chooses journalism students as subjects because journalism is the writer's major, with that the writer can easily collect the necessary data and information. Second, because journalism students are a group that is relevant to the author's research topic. As future journalists or journalists, journalism students have wider access to online media. Therefore, the authors' research may provide useful insights to this group.

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Based on the explanation above, the researcher will focus this research on several problems, namely as follows:

1. What is the level of satisfaction of journalistic students with the information presented by online media Sripoku.com?
2. How does the use of Sripoku.com online media fulfill the information needs of journalism students?

Therefore, the purpose of this research is as follows:

1. To find out how the level of satisfaction of journalism students with the information presented online media Sripoku.com.
2. To find out how journalism students use online media Sripoku.com to fulfill their information needs.

BASIC THEORY

A. Mass Communication

1. Definition of Mass Communication

Mass communication is the process by which media organizations create and disseminate messages to the public using certain means (media) to influence the behavior of message recipients.

Suprpto (2009) put forward the definition of mass communication as the process of conveying information, ideas, and attitudes to many people (usually by using machines or media that are classified into mass media, such as broadcast radio, broadcast television, newspapers/magazines, and films.

Joseph A Devito (2009) formulates a definition of mass communication which is essentially an explanation of the mass and the media it uses. Devito put forward his definition in two items, namely the first is that mass communication is communication aimed at the masses, to an extraordinary number of audiences. Second, mass communication is communication channeled by transmitters through audio or visual media, (Zaenab, 2013:6).

Based on the definition above, it can be concluded that mass communication is a form of communication addressed to a large audience through print or electronic media simultaneously and openly. Currently, mass communication is growing day by day with the emergence of various types of social networks such as Facebook, Website, Twitter, Line, and Youtube.

2. Characteristics of mass communication

Basically, mass communication is to use mass media channels and broadcast information, and ideas, which vary in large quantities using the media, even though the number of communicants can reach millions of contacts. mass has its own characteristics that are different from interpersonal communication and group communication (Kaja, 2021: 204).

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The book written by Assegaff (1998:11) entitled *Today's Journalism* describes the characteristics of mass communication including:

1. Generally communication is unidirectional communication.
2. Presenting a wide range and variety of choices, both in terms of the audience to be reached and from the choices made by the mass media audience.
3. The nature of the mass media can reach a number of scattered audiences because the number of media is less than its audience.
4. Because of its nature to attract the attention of a large and large audience, it must be able to reach the average (general) level of intellect.
5. An organization that organizes mass communication is a community institution, which must be sensitive to its environment.

The statement above shows that mass communication is one-way communication and communication reaches a large number of dispersed audiences but the media is smaller than the audience.

B. Online Media

1. Definition of online media

Nadin & Ikhtiono (2019) argue that online media is known as digital media, and internet media, which are types of communication that involve online from an internet site. All forms of communication channels that can only be accessed through an internet connection or that are on the internet together are referred to as online media, (Anggrayni, et al. 2023: 2).

In general, online media can be interpreted as any type or form of media format that can only be accessed via the Internet. The media format can be text, photo, video or audio. Whereas in the context of mass communication, online media is media that present journalistic works, including news, articles and features online.

2. Types of online media

(Hamdani, et al. 2021: 190) describes the types of online media that we know and know so far can be classified as follows:

a. Search engine

Websites that become gateways/entrances to the various information you want or need, such as Google, Bing, and Yahoo.

b. Portal

Websites that provide various types of information, namely news portals or news sites such as CCN, BBC, Detik, Republika Online, Sindo, Sripoku.com, Okezone, and so on.

c. Social Media or Social Network

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Websites that become online forums for interacting, making friends, sharing information, chatting or greeting, such as Blogs, Facebook, Twitter, Youtube, Flickr, Instagram, LinkedIn, MySpace, Path, Kaskus, and so on.

d. Chat Application

Namely software or programs that allow people to chat online without geographical boundaries, such as Skype, Yahoo Messenger, Whatsapp, Line, WeChat, and so on.

C. Fulfillment of information needs

Information, in fact, is a necessity for human life, including in this case information about the development of the community around where humans live. Therefore, curiosity becomes very important in human life as a social being. A person with a bad instinct of curiosity is impossible to move forward quickly, but on the contrary, he will become smarter and more developed if his potential and thinking abilities are used optimally in life.

The human need for various types of information that develops around him is understood as a fact, and this is proof that humans as social beings have an instinctive curiosity. The curiosity instinct is then guided by the information media that is often used from time to time. In the past, the media was very simple, such as drums or pulpits as a means of conveying information, but in today's increasingly advanced technological era, the media is increasingly modern and very accessible to the general public. liaison (Ishak, 2014:38).

Ishak (2014) argues that humans feel less than perfect in their daily lives if a variety of developing information has not been obtained or read through the media. Information in human life has become of interest, especially to find out quickly what events are happening today. The need for information in human life is not a coincidence but is already a primary commodity of society.

According to Tjiptasari & Ridwan (2017), the need for information occurs because of the knowledge gap they have. This means that a person feels a lack of information so he tries to fulfill his needs (Pandrianto, et al. 2020: 120).

B. METHODOLOGY

This study used a qualitative method. The technique used in this study is the Random Sampling technique. This study uses the uses and gratification theory, which explains how humans use media to meet their needs and get satisfaction. This research was conducted among Journalism Students at UIN Syarif Hidayatullah Jakarta who used Sripoku.com. In this study, researchers got three informants with the following criteria: First, around 18-22 years old. Second, have used the news portal site Sripoku.com. Third, not just reading, the subject also understands how to use Sripoku.com as a medium for meeting information needs.

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The data collection technique used by researchers is field research using questionnaires and interviews as research instruments and data analysis techniques in this study data belonging to Miles and Huberman (Wibisono, et al. 2022), in which there are three stages, that is:

1. Data Reduction, In carrying out data reduction, the process carried out is selecting, summarizing, and focusing on important data, because according to Sugiyono (2017) argues that this can make it easier for researchers to carry out further data collection.
2. Data Presentation. Basically, data presentation can be done in various forms, such as tables, graphs, or narratives. According to Miles and Huberman (in Creswell, 2009) convey, in qualitative research data is most often narrative text.
3. Conclusion and Verification. The third stage is conclusion and verification. At this stage, the initial conclusions are considered temporary until other strong evidence is obtained. If the initial conclusions have the same results as the evidence that has been collected, then the initial conclusions can be considered credible (Sugiyono, 2017).

C. RESULTS AND DISCUSSION

Of the total 29 respondents described in **Figure 1**, the respondents consisted of 9 male respondents (31%) and 20 female respondents (69%) and aged 18-19 years.

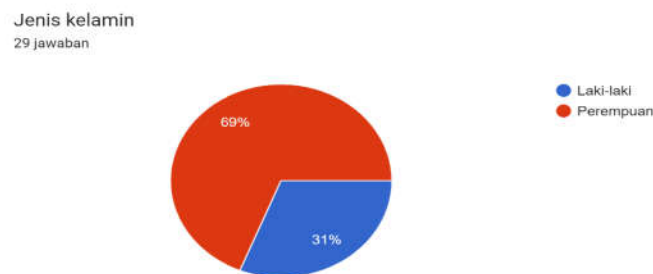


Figure 1. Gender of journalism student respondents in utilizing Sripoku.com as a medium for meeting information needs (N=29).

Furthermore, **Figure 2** shows the majority of respondents aged 18 years, namely 9 respondents (31%), 19 respondents aged 19 years (65.5%) and 1 respondent aged 20 years (3.4%).

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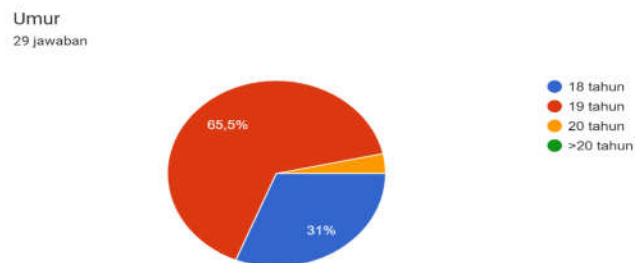


Figure 2. Age of journalistic student respondents in utilizing sripoku.com as a medium for fulfilling information needs (N=29).

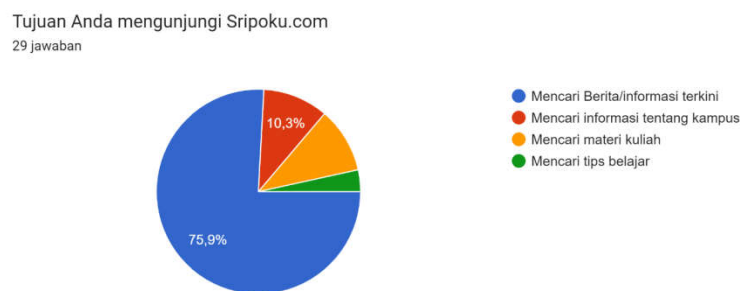


Figure 3. Purpose of visiting Sripoku.com (N=29)

Looking at **Figure 3** above, the purpose of journalism students visiting Sripoku.com is to "Search for the latest news/information" which is supported by 75.9% of respondents. While 10.3% of respondents answered "Searching for information about campus" and "Searching for lecture material". 3.4% of respondents answered "Looking for study tips" on Sripoku.com.

In this study there were 2 categories, namely "Level of journalistic student satisfaction with Sripoku.com" which was answered by 2 respondents from the results of interviews via WhatsApp and the results of the Google Form Questionnaire in table 1 to answer the category "Benefits of Sripoku.com as a medium for meeting information needs for journalism students. The results of the frequency are in the form of a pie chart from 29 research respondents from journalism study program students.

1. Satisfaction of Journalism Students in using Sripoku.com as a medium for information fulfilment

Satisfaction in accessing social media as a medium for meeting information needs is a condition in which users feel satisfied with the information obtained from the social media they use. This can happen when the information obtained is relevant to the needs and desires of users, is presented in an easy way to understand, and is considered accurate and trustworthy.

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Satisfaction can also be influenced by other factors such as social interactions with other people, pleasant use experiences, and ease of access to these social media.

The same thing was also stated by Rizky Fadilah (Communication Student 2022) who said that, the greatest satisfaction after accessing the Sripoku.com online media was found in presenting information relevant to the field of journalism, ease of access, and providing some additional information beyond the stated needs. will come in handy later.

"Sripoku.com provides information that is relevant to the field of journalism, so I prefer Sripoku.com over other information sites. And I am very satisfied, because Sripoku.com provides the information I need. Another factor I chose Sripoku.com was because of the ease of access and Sripoku.com provides some additional information that will be useful later."

The next respondent, Firna Nahwa Alpirdausi (Communication Student 2022), said that the greatest satisfaction after accessing the online media Sripoku.com lies in the ease of access, the presentation of news that is factual and up to date, and delivered effectively.

"I am very satisfied in accessing Sripoku.com as a medium for information needs because apart from being easy to access, Sripoku.com provides factual and up to date news. And the message conveyed is very effective.

Based on the description above, it can be concluded that respondents' satisfaction with online media Sripoku.com, on average, respondents were satisfied using Sripoku.com as a medium for fulfilling information needs because it provides information that is relevant to the field of journalism, is easily accessible, provides additional useful information, and provide news that is factual, up to date, and delivered effectively. User satisfaction with online media Sripoku.com is based on these factors.

2. The benefits of Sripoku.com as a medium for meeting the information needs of Journalism Students

Table 1. The benefits of Sripoku.com as a medium for meeting the information needs of journalism students

STATEMENT	SS	S	TS	STS
1) The information presented on Sripoku.com is quite relevant to your interests and needs as a student.	13,3%	70%	10%	6,7%
2) Sripoku.com can be used as a source of information trustworthy.	16,7%	73,3%	6,7%	3,3%
3) Sripoku.com is very useful as a source of information for course work or research.	10%	73,3%	13,3%	3,3%
4) Sripoku.com is a website that makes it easy to find the information	10,3%	79,3%	10,3%	-

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you need.

5) Sripoku.com has advantages over other media, namely real time or up to date in providing information.	24,1%	62,1%	13,8%	-
6) Sripoku.com has more complete or more specific information compared to other media.	9,1%	40,6%	46,9%	3,3%
7) Sripoku.com contributes greatly to help you broaden your knowledge and understanding of particular topic or subject.	17,2%	72,4%	10,3%	-
8) Sripoku.com has interactive features that are utilized by journalism student, such as online polls/discussions.	11,9%	42,9%	45,2%	-
9) Sripoku.com is very useful for journalism students in finding information related to figures or source who will be interviewed, such as profiles, career history, and other information.	20,7%	72,4%	6,9%	-
10) Sripoku.com is very useful for journalism students in finding references/reading sources related to topics they are interested in being written to complement the article or news report being produced.	10,3%	82,8%	6,9%	-
11) Sripoku.com is very useful for journalism students to find the latest news that can be used as material to write articles or news reports.	13,8%	82,8%	3,4%	-

It can be seen from **table 1** above that as many as 70% of respondents stated "agree" that the information presented on Sripoku.com is quite relevant to the interests and needs of students. Meanwhile, 10% answered "disagree" that the information on Sripoku.com is relevant to the interests and needs of students. This shows that most students find the information presented on Sripoku.com useful and according to their needs.

Journalism students answered "agreed" that Sripoku.com can be used as a trusted source of information supported by 73.3% of respondents. And only 3.3% of respondents answered "strongly disagree". It can be concluded that many students consider that Sripoku.com can be relied upon as a reliable source of information.

Moreover, 73.3% of respondents answered "agree" that Sripoku.com is very useful as information for coursework or research. While 13.3% of respondents answered "disagree". This shows that many respondents consider Sripoku.com to be of great benefit in supporting their coursework or research.

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79.3% answered "agreed" that Sripoku.com is a website that is easy to find the information they need. Meanwhile, 10.3% of respondents answered "disagree". It can be concluded that many respondents felt that Sripoku.com was easy to use and helpful in finding the information they needed.

Then, most of the respondents (62.1%) agree that Sripoku.com has advantages over other media, namely real time or up to date in providing information. Meanwhile, only 13.8% of respondents disagreed with this statement. It can be concluded that the majority of respondents consider that Sripoku.com has the advantage of presenting information that is always up-to-date and up-to-date compared to other media.

Futhermore, as many as 40.6% of respondents "agreed" that Sripoku.com has more complete or more specific information compared to other media. Meanwhile, 46.9% of respondents "disagree" that Sripoku.com has more complete or more specific information compared to other media. It can be concluded that Sripoku.com does not have more complete or specific information compared to other information media sources.

Most of the respondents (72.4%) agreed that Sripoku.com made a major contribution in helping to broaden knowledge and understanding of a particular topic or subject. Only 10.3% of respondents disagreed with this statement. Therefore, it can be concluded that most respondents consider Sripoku.com to provide added value for them in expanding their knowledge and understanding of a particular topic or subject.

As many as 45.2% of respondents answered "disagree" that Sripoku.com has interactive features that journalism students can use, such as polls or online discussions. Meanwhile, 42.9% agreed with the statement. It can be concluded that interactive features such as online polls or discussions on Sripoku.com are rarely used or rarely used by journalism students.

Likewise, 72.4%, agreed that the Sripoku.com statement was very useful for journalism students in finding information regarding the figures or sources to be interviewed. Meanwhile, only a few respondents (6.9%) disagreed with this statement. Therefore, it can be concluded that most respondents feel that Sripoku.com can help journalism students in finding information about the figures or sources to be interviewed.

Hereinafter, Most of the respondents (82.8%) agree that Sripoku.com is very useful for journalism students in finding references or reading sources related to the topic being written to complement the articles or news reports they are writing. Meanwhile, only 6.9% of respondents disagreed with this statement. This shows that Sripoku.com is considered a reliable and useful source of information for journalism students in supporting their academic activities.

Finally, most respondents, namely 82.8%, agree that Sripoku.com is very useful for journalism students in finding the latest news that can be used as material for making articles or news reports. Meanwhile, only 3.4% of respondents disagreed with this statement. This shows

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that Sripoku.com is considered a very useful source of information for journalism students in supporting their activities in writing articles or news reports.

D. CONCLUSION

It was acknowledged that journalism students had various responses to their satisfaction in using Sripoku.com as a medium to fulfill their information needs. The average respondent is satisfied using Sripoku.com as a medium for fulfilling information needs because it provides information that is relevant to the field of journalism, is easily accessible, provides additional useful information, and provides news that is factual, up to date, and delivered effectively. In addition, in terms of the benefits of using Sripoku.com as a medium for meeting information needs, most students (82.8%) agree that Sripoku.com is very useful for journalism students in finding references or reading sources related to the topic being written to complement articles or reports. news created and Sripoku.com is very useful for journalism students in looking for the latest news that can be used as material for making articles or news reports. This shows that Sripoku.com is considered a very useful source of information for journalism students in supporting their activities in writing articles or news reports.

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