



The Effect of Uploads on Folkative on the Fulfillment of Information for Z Generation

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ABSTRACT: A rapid development, especially in the technology industry, led to a big impact on media development. A lot of media companies switched from conventional media to digital media because of fear of being eroded and disability to adapt with the digital advances. not only that, there were also a lot of new online media appearance based on social media, one of which is Folkative. We cannot deny that social media is a new platform which is loved by lots of people, especially Z generation, so the appearance of new online media such as Folkative created a uniqueness of it. Folkative itself is a new online media platform based on Instagram which focused on news, art, culture, and local products, Folkative was called as new media since it was established on 2018. This research aims to determine the effect of uploads on Folkative on the fulfillment of information for Z generation. This research is quantitative research which defines phenomenon with numbers. This research also focused on communication major student at Universitas Negeri Jakarta especially on class of 2020 as the population. This research tests the validity and reliability of data, simple linear regression test to check the effect, and hypothesis test using IBM SPSS (Statistical Product and Service Solutions) version 25. Based on the results of this research, it was determined that there was a positive impact of 15,6%, so it was concluded that there was an effect of uploads on Folkative on the fulfillment of information for Z generation.

KEYWORDS: Folkative; uploads; fulfillment of information; new media; Z generation

1. Introduction

The rapid and fast development of technology means that all aspects of human life are required to continue to follow the changes that occur. One thing that we can easily see is how to communicate. Since the 21st century, social networking sites have grown and developed [1] The development of this technology makes humans adapt by abandoning conventional ways of communicating to become digital. This change also caused the conventional media industry to experience disruption and become completely digital in order to meet the challenges of technological developments. The change in media towards a more digital direction is also accompanied by the presence of new media, one of which is social media. In Nasrullah, Van Dijk argues that social media is a platform that focuses on the presence of users which provides

facilities for activities and collaboration [2]. Meike and Young also stated that social media is a convergence between communication between individuals to the public without any individual specificity [3].

Reporting from www.telkomsel.com, based on We Are Social, in early January 2024, active social media users in Indonesia reached 139 million people, or around 50% of the national population. Meanwhile, internet usage time in Indonesia per day reaches 7 hours 38 minutes, and 3 hours 11 minutes of that is used for using social media. Then, as reported by rri.go.id, social media users are dominated by productive ages, namely 18-34 years old at 54.1% with 51.3% female and 48.7% male [4]. Still based on research from We Are Social, one of the most widely used social media in Indonesia is Instagram, which is 85.3% of the population, just below Whatsapp which is in first place. Instagram itself is a platform for sharing photos and videos with other people [5]. Instagram itself defines itself as a platform that seeks to connect other people through photos.

Based on the GlobalWebIndex (GWI) survey, generation Z, aged 16-23 years, determined Instagram as the most favorite application worldwide. Apart from that, based on data from dataindonesia.id, Indonesia is ranked number 4 below India, America and Brazil with Instagram users of 93 million users in April 2024 [6]. Reporting from NapoleonCat data, Instagram users in Indonesia as of June 2024 will reach 90,183,200 users. Looking at the age range of Instagram users, the majority of whom are 18-34 years old, shows that many of the Generation Z age group use Instagram. Generation Z, or what is usually abbreviated as Gen Z, according to Abramson has several characteristics, including: ambitious, digital-native, and self-confident. Digital native is a term that describes people who were born in the digital era [7].

With so many internet and social media users today, it is not strange for conventional media to make changes to a more digital direction by entering new media, one of which is Instagram, as a medium for disseminating information. Apart from that, social media itself is a new, interactive media so that young people can chat with their target audience. This is also due to the nature of social media which is free and open to anyone, so that information can be found and absorbed by anyone practically, easily and quickly [8]. However, not only is there a shift from conventional media to digital media, new media portals have also emerged which are based on social media. One of these new media portals is Folkative. Reporting from id.linkedin.com, Folkative is an online media portal that focuses on Indonesian news, arts, culture and local brands under the Folkative Group. Folkative, which was founded in 2018, can be said to be a new online media portal. The news in Folkative is targeted at millennials, the majority of whom have used social media, especially Instagram [8].

The emergence of Folkative has received quite a lot of attention from the public, because based on data from We Are Social, one of the main reasons Indonesian people access social media is to find out what other people are talking about, or you could say to get information. Apart from that, the news presented on the Folkative account is kept short, concise and clear, realizing that human focus only lasts for 8 seconds. Therefore, it is not surprising that the Folkative account on Instagram has reached 6.1 million followers [9]. With the large number of followers of the Folkative account as a new online media portal based on Instagram, researchers are interested in finding out the influence of uploads on the Folkative account as a new medium for providing information to generation Z, where generation Z is a technology-savvy generation [10]

The issue raised is whether uploads on the Folkative account have an influence in fulfilling the information needs of communication science students at Jakarta State University Class of 2020 as a new information medium, especially where there are so many new news portals that can be accessed by generation Z which is based on the uses and theory. gratification. The aim of this research is to find out the effect of uploads on the Folkative account on meeting the information needs of generation Z, focusing on communication science students at Jakarta State University class of 2020 [11]. There are several previous studies that are similar to research conducted by researchers, which can be used as references in this research. Researchers found three journal articles that had similarities to this research. The first research was research conducted by Arshinta Eka Putri with the title "The Influence of @jktinfo Instagram Account Content on Fulfilling Followers' Traffic Information Needs (Survey of @jktinfo Instagram Account Followers). The results of this research show that based on the results of the coefficient of determination test, 49.2% of traffic information needs are influenced by the content of the Instagram account @jktinfo. So it can be said that the content on the @jktinfo Instagram account has a positive influence on fulfilling the information needs of @jktinfo Instagram followers [12].

The second research was conducted by Nisrina Fajari and Diana Khuntari with the title "The Influence of Instagram Content on Fulfilling the Information Needs of @Wonosobozone Followers" The results of this research show that based on the results of the coefficient of determination test, 68.3% of the information needs of followers of the @wonosobozone account are influenced by Instagram content . So it can be concluded that Instagram content @wonosobozone has a positive influence on fulfilling the information needs of Instagram followers @wonosobozone [13]. The third research was conducted by Azizul Nazri Daulay and Muhammad Alfikri with the title "The Influence of Instagram Social Media Account Content @jayalabusel in Fulfilling the Information Needs of Followers' Regions". The results of this research show that, based on the results of the coefficient of determination, 47.7% of the information needs of @jayalabusel account followers are influenced by @jayalabusel Instagram content. So, it can be concluded that Instagram content @jayalabusel has a positive influence on fulfilling the information needs of Instagram followers @jayalabusel [14].

2. Materials and Methods

This research uses a quantitative research approach. A quantitative research approach is an approach that defines a phenomenon in numerical form [15]. From the data, researchers will conduct a simple regression test to determine the influence and R-Square value to determine the strength of the effect. Risyantoro states that quantitative research is research that explains a phenomenon and the results can be generalized [8]. The data collection technique in this research is to use a questionnaire which will be distributed online to respondents by sharing it through social media and by reaching the respondent out by contacting them in person. A questionnaire is a series of written questions, where respondents can record their answers [16]. This technique is used because online questionnaires can cover a wide range of respondents and can be filled in anytime and anywhere. The population is the entire research object that will be studied by the researcher. Research objects can be people, objects, or phenomena [16]. The population in this study were 80 active communication science students at Jakarta State University class of 2020. The sample is a subset of the population, which can describe the entire

existing population [16]. To be able to describe the entire population, samples will be drawn based on the Slovin formula, namely:

$$n = \frac{N}{1 + Ne^2}$$

With description: n = minimum sample size; N = population; e = margin error.

To make sure that the results of this research is approaching the real truth, this research will use 5% of margin of error. The following number of samples can be determined:

$$n = \frac{80}{1 + 80(0,05)^2} = 66,666 \dots$$

From the results of these calculations, researchers agree to rounding up to 67 people, so the results can really describe the truth of the population. The sampling technique used is simple random sampling which is a probability sampling technique, where each element (individual) has the same opportunity to be selected as a respondent [17]. This research uses simple linear regression analysis to see the relationship between variable X and variable Y. In quantitative research, regression analysis is used to determine the relationship between two variables in the form of a function [18].

3. Results and Discussion

3.1. Validity test of X variable.

Validity test is a test used to measure the degree of accuracy of data analysis. In this research, variable X consists of 6 questions about uploads to the Folkative account to fulfill research data (Table 1). The X validity test is carried out with the aim of finding out whether the questions about variable X are appropriate to the problem you want to research. [8].

Table 1. Validity test of X.

Statement	Counted R	Table R	Explanation
X1	0,687	0,240	Valid
X2	0,714	0,240	Valid
X3	0,736	0,240	Valid
X4	0,767	0,240	Valid
X5	0,684	0,240	Valid
X6	0,595	0,240	Valid

By using a significance level of 5% (0.05) on variable X, it can be seen that the R table for n = 67 is 0.240. Because R count > R table, it can be concluded that this data is valid and suitable for use for research. Statement on variable X are focused on the uploads on Folkative itself. Most respondents agree that uploads on Folkative are interesting and suitable for generation Z. Then, contents on Folkative are vary and trendy. Lastly, message delivery on Folkative is also unique and easy to be understand to generation Z. In short, uploads in Folkative are suitable for generation Z and attract generation Z to search for information in Folkative.

3.2. Validity test of Y variable.

Variable Y has 5 questions regarding the fulfillment of information from Folkative account uploads. With a significance level of 5% (0.05), it can be seen that R count > r table, so the data above is valid and can be used for research. Statements for variable Y are focused on the fulfillment of information for generation Z. Most respondents agree that information contained in the uploads of Folkative are informative. Then, respondents also agree that since the information contained in Folkative are vary, it can fulfill the needs of information for generation Z in many topics. Respondents also feel that uploads on Folkative are suitable for the needs of information for generation Z, since it packed with simple and trendy form (Table 2).

Table 2. Validity test of Y.

Statement	Counted R	Table R	Explanation
Y1	0,748	0,240	Valid
Y2	0,755	0,240	Valid
Y3	0,763	0,240	Valid
Y4	0,461	0,240	Valid
Y5	0,593	0,240	Valid

3.3. Reliability test of X variable.

Reliability test is a test used to measure questionnaires, so that measurements are precise and accurate. If the measurements are reliable, then the results of the research can be trusted. Measuring reliability by calculating the Cronbach Alpha value. Data is said to be reliable if the Cronbach's Alpha value exceeds 0.60. It can be seen in the table above that the Cronbach's Alpha value is 0.789, so it can be concluded that the data is reliable. Based on the Table 3, it can be concluded that the data is reliable, because the Cronbach's Alpha value is greater than the reliable requirement value of 0.60 (0.688>0.60).

Table 3. Reliability test of X.

Test	Cronbach's Alpha	N of Items
X	0,789	6
Y	0,688	5

3.4. Simple linear regression test.

To determine the influence that variable X (uploads to the Folkative account) has on variable Y (information fulfillment), a simple linear regression test was carried out using the IBM SPSS Statistics 25 (Table 4).

Table 4. Simple linear regression test.

Model	Coefficients ^a			t	Sig.
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta		
(Constant)	7.278	2.337		3.114	.003
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Unggahan di Folkative	.379	.109	.395	3.471	.001

^aDependent variable: information fulfillment.

From simple linear regression calculations, the following equation is determined.

$$Y = \alpha + Bx$$

Based on the table above, it can be seen that the α value is 7.278 and the B value is 0.379, so the regression equation can be written as follows:

$$Y = 7.278 + 0.379x$$

This shows that there is a positive influence, that every 1% increase in variable X (uploads on Folkative) will be followed by the increase of variable Y (information fulfillment) as big as 0.379. The meaning of 1% increase is if Folkative uploads more or developing the content to improve the quality of the information or even varying the topics of the information by 1% than it has done before, readers will feel more satisfy with the information uploaded by Folkative by 37.9%. And since the constant value is positive 7.278, it means that the influence of uploads in Folkative is positive towards the fulfillment of information. Then, to measure the strength of influence of variable X on variable Y, it can be seen in the following table.

3.5. Determination coefficient.

The R value shows the relationship coefficient. Based on this table, it can be concluded that the coefficient of the relationship between variable X and variable Y is 0.395 or 39.5%. The coefficient of determination is shown by the R Square value. Therefore, it can be concluded that the coefficient of determination in this study is 0.156 or 15.6%. It can be said that the strength of influence of X on Y is 15.6% and the rest is influenced by other factors outside the discussion of this research (Table 5).

Table 5. Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395 ^a	.156	.143	2.042

3.6. Hypothesis test.

Based on the Table 6, it can be seen that the calculated F is 12.045. Based on the F table with α 0.05 it is 2.00. Because F count > F table (12.045 > 2.00) it can be concluded that variable X has a significant influence on variable Y. From the test above, we know that uploads on Folkative has a significant effect on the fulfillment of information for generation Z. This results also shown on previous researches, which are also showing the positive and significant effect of uploads, specifically on social media on the fulfillment of information for generation Z. It also means that frequency, quality of information, variety of information, message delivery, and the media itself can significantly influence information fulfillment for generation Z.

Table 6. ANOVA table.

Model	ANOVA ^a			F	Sig
	Sum of Squares	df	Mean Square		
Regression	50.199	1	50.199	12.045	.001 ^b
Residual	270.905	65	4.168		
Total	321.104	66			

^aDependent Variable: Information Fulfillment

^bPredictors: (Constant), Uploads on Folkative

4. Conclusions

Based on the research results above, it can be concluded that uploads on Folkative social media accounts (variable X) have a positive and significant effect on providing information for generation Z (variable Y) based on the hypotheses test, which F count value is bigger than F table value ($12.045 > 2.00$). This is proven from a simple linear regression test where the values α and B both have positive notation (7.278 and 0.379). It means that, Folkative can increase its upload, by its frequencies of uploads, the quality of information, or broaden the topic of the uploads to increase the fulfillment of information of generation Z by 37.9% and also maintaining the message delivery to be trendy and unique. The influence of Folkative's social media account uploads has a power of 15.6% and the remaining 84.4% is influenced by other factors not discussed in this research.

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Author Contribution

The concept of this research was made mostly by Nelfina Darmawan and Dini Safitri, and also other authors also contributed by sharing their opinion. The methodology of this research was carefully discussed by Nelfina Darmawan and KYS Putri. Then, Nelfina Darmawan alone was responsible for collecting data. After the data was collected, Nelfina Darmawan, with the help of Dini Safitri and KYS Putri analyzed the data. After the data analyzed, Nelfina Darmawan put all into this writing with the supervision of Dr. Dini Safitri, S.Sos, M.Si, Dr. Kinkin Yuliaty Subarsa Putri, M.Si, Dr. Maulina Larasati Putri, M.I.Kom, Dr. Marisa Puspita Sary, M.Si, and Dr. Vera Wijayanti Sutjipto, M.Si.

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