

THE EFFECT OF THE CORONA.JAKARTA.GO.ID SITE OF CONSUMING THIS MEDIUM TO FULFILL THE INFORMATION NEEDS

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ABSTRACT

The existence of the site is still used by many people. The site is a source that can be justified. In accessing a site, there must be a motive for its use. The motives that exist in a person in using a media, where in this research are sites, namely diversion, personal relationships, personal identity, and supervision. The theory that is the basis of this research is the theory of Uses and Gratification. While the data analysis method used in the research is quantitative with the survey method. The test results have shown that the questionnaire that has been given to all respondents is valid and reliable, based on the t test that has been carried out, it can be denied that the fulfillment of information needs by motives and consumption. The influence generated by motive and consumption can be neglected as having a positive effect, this can be seen from the Simple Regression Analysis.

Keywords: *website, fulfillment of needs, corona virus, COVID-19, motive*

ABSTRAK

Keberadaan situs sampai saat ini tetap digunakan oleh masyarakat banyak. Situs adalah salah satu sumber yang dapat dipertanggungjawabkan kebenarannya. Dalam mengakses sebuah situs, pastilah terdapat sebuah motif dalam penggunaannya. Motif yang ada pada seseorang dalam menggunakan sebuah media, dimana dalam penelitian kali ini adalah situs, yaitu pengalihan, hubungan personal, identitas personal, dan pengawasan. Teori yang menjadi dasar dalam penelitian kali ini adalah teori *Uses and Gratification*. Sedangkan Metode pengumpulan data yang digunakan dalam penelitian adalah kuantitatif dengan metode survei. Hasil pengujian yang sudah dilakukan menunjukkan bahwa kuesioner yang sudah diberikan kepada seluruh responden valid dan reliabel, berdasarkan Uji t yang sudah dilakukan, dapat disimpulkan bahwa pemenuhan kebutuhan informasi dipengaruhi oleh motif dan konsumsi. Pengaruh yang dihasilkan pun oleh motif dan konsumsi dapat disimpulkan berpengaruh positif, hal ini dapat dilihat dari Analisis Regresi Sederhana.

Kata kunci: *situs, pemenuhan kebutuhan, virus corona, COVID-19, motif, media.*

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INTRODUCTION

In line with technological developments, Indonesia is a country with a population that is categorized as having a large population. According to *kompas.com* (2020, accessed on October 1, 2020), in 2015, the total population in Indonesia was 238,518,000. With the large population in Indonesia, the more diverse cultures are created. It also means that there are many differences in society, differences

This includes culture, education, economy, and so on. Along with the times, there have also been developments in terms of culture, population, including technological developments that are increasingly advanced and all digital.

Many people claim that technological advances make life easier, indeed technological advances are basically done to answer people's difficulties. Many conveniences can be felt without us realizing it with technological advances. Some of the conveniences that we easily find include, when we want to contact colleagues, friends, or family, we just pick up our cell phones to contact them. When compared to previous technologies, such as having to find a telephone booth (WARTEL), or sending letters, it is clear that this mobile phone is very easy. Another convenience that we can feel is that when we want to get information, in the past we had to go through newspapers or radio only which not everyone had, then television appeared which at the beginning of its appearance was not necessarily owned by everyone. But now we see, when there is an earthquake, in an instant we can immediately find out the news from our television, radio, social media. According to Creeber and Martin (in Nia and Loisa, 2019: 490) new media is defined as a technology-mediated communication product, co-existing with digital computers.

The speed in conveying information is something that we can really feel in this day and age. Various media from social media, mass

media, vying to be the first in conveying messages or what we usually call the word up to date. This certainly encourages the community to collect as much information as possible when a phenomenon is occurring, especially if an urgent or emergency situation occurs around the community itself. Information is something important, therefore it is also important for information providers in providing information in order to meet the information needs needed by the community. Information that can be helpful, is correct, and doesn't go in the wrong direction. The most important part for the party giving the information message is that the weight or content given must be appropriate, not misleading, and reliable so that the public can get clarity about a phenomenon that occurs.

For the public, the search for information can be searched through any media. Today, there are many media that can provide information about what is happening around us, especially through the internet. According to Jack Febrian (in Yustitia, et al (2011: 59) Internet is an abbreviation of Interconnection Networking the Network of the Networks. It is defined as a global network of computers or a computer network on a global scale. This computer network has an international scale that can make each computer communicate with each other. One example of the media where information circulates is like Whatsapp, there must be some from most people who can get information from friends or through groups in the Whatsapp application. The same thing can also be found in several other applications such as the Line application. The Line application which was made for chatting also adds a feature for application users to get the latest news. There is even an official account that can also provide information or news that is happening.

Even Instagram, which was originally created only as a sharing medium, is now used as

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medium to find and/or disseminate news. However, under certain conditions, it takes a party that can be used as a reliable source and has good credibility. In certain situations, when we look for information such as information about the features of a smartphone, instead of using a less trusted platform, of course we prefer to do a search on the website or the company's official website. This is because of course having more reliable information because the company makes the product so that what is conveyed is more reliable. What if we want to buy a vehicle? Instead of asking people who only have a little knowledge about related products or just make it, of course it would be better if we came directly to the car showroom or could have a look at the car showroom. Related company sites that have more reliable data and information.

According to data from We Are Social (2020, accessed on October 4, 2020), of the 272.1 million population in Indonesia, around 338.2 million devices are connected or used. This means that each individual does not only have 1 device, maybe 2 or 3, which is definitely more than 1 device. Meanwhile, social media users such as Whatsapp, Line, Instagram, Twitter, Youtube, Tik Tok, and so on, amounted to 160 million people. This means that 59% or more than half of Indonesia's population uses social media in their daily lives. Furthermore, in terms of internet users, around 175.4 million Indonesians use the internet. The internet in this case can be entirely and outside of the use of social media.

From the data above, it can be seen that the internet is quite widely used by the Indonesian population. In fact, the internet can no longer be separated from most people, as if it is inherent in everyone's daily life. Of course, this also happens to all of us where the internet has played a major role in our daily lives. Reaching out to friends, parents, or whoever it is we can use the internet, look for information such as news, goods, we use

the internet. Even in 2020, the phenomenon of online shopping is getting bigger, meaning that the internet can indeed provide convenience.

In the use of a media, it must be based on certain interests. If we open an online shopping site, maybe we really want to shop, want to look at goods, want to look for promos, or look for other things. That is, when we visit a site or media, there are certain expectations. That way, when we access a site there are only two choices, namely whether the site will meet our expectations or not.

At the end of 2019, a global problem emerged. The problem is related to health and viruses, namely Corona Virus Disease 2019 (COVID-19) or more often called the corona virus. The corona virus outbreak is a disease that first appeared in the city of Wuhan, China. This disease causes disorders of the respiratory tract and can progress to pneumonia. This disease spread rapidly to various countries causing global panic. Various countries have taken various ways to contain the spread of the corona virus.

As a community that has the potential to be exposed to this disease, of course, clear information is needed regarding this virus. The public certainly needs information about the virus that is spreading, about the spread of the virus, how to prevent the virus, and so on related to the virus. So that these things can be a motive for them to look deeper about COVID-19. This is what makes people need accurate information so that there is no misinformation. Currently, the Indonesian government has provided a website, namely corona.jakarta.go.id to provide information regarding this virus and its spread in Jakarta. Although there are many other sites that discuss COVID-19, there will be many perceptions and information created, this corona.jakarta.go.id site can also be a solution to be a more accurate source than other sites

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because it is directly created by the government where the government is the source of information. regarding COVID-19 in Indonesia. Therefore, this research is entitled "The effect of the motive for consuming the corona.jakarta.go.id site on meeting the information needs of the 2016 Kwik Kian Gie Institute of Business and Informatics students "Uses and Gratification Theory

According to Littlejohn and Foss (2014:426) this theoretical approach focuses on consumer-audience members—rather than the message. This approach considers the audience as different media users. The main basis is:

“Compared to influence research, the use and satisfaction approach focuses on media consumers rather than media messages as a starting point, and traces their communication behavior in terms of their direct experience with the media. This approach views the audience as active users of media content, rather than being used passively by the media. So, this approach does not expect a direct relationship between message and influence, but instead formulates messages that will be used by the audience, and that use acts as a barrier variable in the influence process.

Value theory and conjecture, The satisfaction you seek from the media is determined by your attitude towards the media—your beliefs about what particular media can satisfy you—and your assessment of this material. While dependency theory, is dependency theory predicts that you depend

New Media

According to McQuail (in Helen, 2018: 6-7) he named new media as telematic media which are different electronic technology devices with different uses. Lev Manovich (in Helen, 2018: 6-7) in his book *The New Media Reader* explains that new media are cultural objects and

on media information to fulfill certain needs and achieve certain goals. There are two factors that determine how dependent you are on media according to Ball-Rokeach and DeFleur.

According to Kriyantono (2012: 208) the core of the Uses and Gratification theory is that audiences basically use mass media based on certain motives. The media is considered trying to fulfill the motives of the audience. If this motive is met, then the needs of the audience will be met. In the end, media that is able to meet the needs of the audience is called effective media. According to Kriyantono (2012: 209) there are various kinds of research that departs from the uses and gratification model, Kriyantono provides several examples of research using this model such as: "Motives for Reading Memorandums"; "The influence of education level on the frequency of watching news programs"; "entertainment motive influence"on the choice of media type", and so on.

Most uses and gratification research focuses on motive as an independent variable that affects media use. Although Palmgreen also uses the same basis, namely people use the media driven by certain motives, the concept studied by the Palmgreen model does not stop there, by asking whether the audience's motives have been fulfilled by the media. In other words, this is to find out whether the audience is satisfied with after using the media.

new paradigms in the world of mass media in society. In its deployment, computer technology is used and through digital data controlled by certain applications. Basically technology has a contribution in creating media diversity.

Fulfillment of Information Needs

According to Jacob (in Nofyat, 2018:12), information is data that is processed into a form that is more useful and more meaningful for those who receive it. According to Tata Sutabri (in Nofyat 2018:12) Information is data that has been classified or processed or interpreted for use in the decision-making process. According to Guha (in Helen, 2018:14-15) there are 4 types of information, namely current need approach, everyday need approach, exhaust need approach, and catching-up need approach.

Research Design

This study uses quantitative research with survey methods and an explanatory approach. According to Sugiyono (2017:11) quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. .

According to Kriyantono (2012:55) quantitative research is research that describes or explains a problem whose results can be generalized. Thus it is not too concerned with the depth of data or analysis. Researchers are more concerned with aspects of the breadth of the data so that the data or research results are considered to be a representation of the entire population. According to Kriyantono (2012: 60), an explanatory survey is a research method that is carried out if the researcher wants to know why certain situations or conditions occur or what influences the occurrence of something.

Research variable

According to Kriyantono (2012:20), the influence variable is a variable that is suspected to be the cause or precursor of other variables. This variable is observed and its value is assumed to depend on the effect of the influence variable. In this study, the independent variable is the motive

RESEARCH METHODS

In this research, the object of the research is the website corona.jakarta.go.id. This research was conducted by distributing questionnaires to students of the 2016 Kwik Kian Gie Institute of Business and Informatics who had opened the corona.jakarta.go.id website.

According to Sugiyono (2017:39) research variables (objects of research) are attributes or properties or values of people, objects or activities that have certain variations that are determined by researchers to be studied and then drawn conclusions.

for consuming the corona.jakarta.go.id site.

According to Sugiyono (2017: 64) is a variable that is influenced or which is the result, because of the independent variable. In this study, the dependent variable is the fulfillment of the information needs of the 2016 Kwik Kian Gie Institute of Business and Informatics students.

Data collection technique

In this study, researchers collected data through a survey method, with the research instrument, namely a questionnaire as primary data. Questionnaires will be distributed to respondents in the form of Google Forms to facilitate this research. According to Sugiyono (2017: 192) the questionnaire is a data collection technique in which participants/respondents fill out questions or statements then after they are filled in completely, return them to the researcher. In this study, researchers will use a questionnaire with a Likert scale.

Sampling technique

In this study, the sample was taken using non-probability sampling with the purposive sampling technique, namely respondents who had used the corona.jakarta.go.id website to obtain samples. The search results of respondents obtained from the BAAK (Academic & Student Administration Division) Kwik Kian Gie Institute of Business and Informatics, namely students

olled in the 2016 batch were 513.

Data analysis technique

In quantitative research, data analysis is an activity after data from all respondents or other data sources have been collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables for all respondents, presenting data for

RESULTS AND DISCUSSION

Based on the research that has been done and the data that has been obtained the following results. The motive for consuming the corona.jakarta.go.id website by students of the Business and Informatics Institute Kwik Kian Gie Class of 2016 turned out to affect the fulfillment of their needs regarding information about COVID-19 which is currently endemic.

The relationship between consumption motives and the fulfillment of information needs is quite strong based on the correlation coefficient test that has been carried out. It turns out that there are motives for diversion, personal relationships, personal identity, and supervision in accessing the corona.jakarta.go.id site by the 2016 Business and Informatics Institute student Kwik Kian Gie.

There is a fulfillment of information needs for students of the 2016 Kwik Kian Gie Institute of Business and Informatics in consuming the corona.jakarta.go.id site. In this study, the audience (in this study, students of the Kwik Kian Gie Institute of Business and Informatics class 2016) choose specific media and content to achieve results and satisfy themselves, one of which can be said is the fulfillment of information needs.

This means that this is in line with one of the assumptions of the Uses and Gratification theory which contains "Therefore, audiences actively choose and determine media content that provides satisfaction that meets their satisfaction".

In this study, the audience chose and they used the corona.jakarta.go.id site to fulfill their

each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the hypothesis that has been proposed (Sugiyono, 2017:147).

Researchers used several tests in this study, there were Validity Test, Reality Test, Normality Test, and Simple Regression Analysis.

satisfaction and the need for information. With the fulfillment of information needs, the corona.jakarta.go.id site has proven to be useful, useful, and influential and is in line with its basic theory, namely Uses and Gratification Theory.

CLOSING

Based on the research that has been done, it turns out that there is an influence by the motive for consuming the corona.jakarta.go.id site on meeting the information needs of the 2016 Kwik Kian Gie Institute of Business and Informatics students. quite strong based on the results of the correlation coefficient obtained.

The influence generated by this consumption motive on the fulfillment of information needs based on the results of the coefficient of determination of 64.8%, meaning that the influence given is quite large. While 35.2%, the fulfillment of information needs is influenced by other factors. In addition to its considerable influence, this also indicates that there is an influence of consumption motives on the fulfillment of information needs. The resulting effect is based on a simple regression analysis, indicating a positive effect.

The results of this study prove that this is a form of application of the Uses and Gratification Theory. According to Rossi (in Dessy and Nadia, 2012: 98) Uses and Gratification theory believes that audiences are active, meaning that they actively seek through specific media and content to achieve a result or satisfaction to satisfy themselves.

From this understanding, in this study, the audience (in this study, students of the Kwik Kian Gie Institute of Business and Informatics class 2016) choose specific media and content to achieve results and satisfy themselves, it can be said that one of them is the fulfillment of information needs. The research results obtained

This is in line with the Uses and Gratification theory according to Kriyantono who says that the core of the Uses and Gratification theory is that audiences basically use mass media based on certain motives. If this motive is met, then the needs of the audience will be met.

SUGGESTION

1. Academic Advice

For further researchers to be able to examine the same site with a different method (qualitative). In addition to researching the same site with different methods, it is hoped that further researchers can take advantage of the current situation in the community and research sites that are developing at the same time, it will be better on sites that are closely related to what is happening in the community.

If at this time I as a researcher researched the corona.jakarta.go.id site because at the time of writing this thesis, the corona virus outbreak was spreading, it is hoped that future researchers can apply the same thing in different situations.

2. Practical Advice

For the corona.jakarta.go.id site to be able to and continue to provide news and data that can meet the information needs of the community, and for other sites they can make their site to meet the information needs of the community.

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