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## The Effectiveness of Instagram Accounts @lpmdinamika as a Campus Press Media

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### Abstract

*Instagram is one of the communication media that now has an audio-visual style as an additional tool for the campus press in spreading news. As a campus press that is an extension of information to the public, it must take an accurate, precise, and balanced dissemination approach to its targets. Through its visuals and interactive features, LPM Dinamika uses it to interact with its followers. The purpose of this study is to examine the level of effectiveness of @lpmdinamika Instagram accounts as a campus press media in disseminating news. This is based on the ease of access that can be done anywhere and is relevant to daily activities. This study applied a descriptive quantitative research method by distributing questionnaires to 13,100 Instagram followers @lpmdinamika. The research instrument was compiled based on the Likert scale and tested for validity and reliability. The sample size obtained was 100 respondents with a percentage of 73% women and 27% men. Of the 17 statements with an effectiveness rate of 84%, they were in the category of highly effective. Effectiveness is measured through four main indicators, access to information, credibility, quality of information presentation and user satisfaction. The Instagram account @lpmdinamika has made efforts to disseminate effective information judging from the trust of followers in the news by LPM Dinamika. These findings show that @lpmdinamika successfully carried out its role as a campus press medium that not only conveys information but also builds engagement with audiences.*

**Keywords:** *Effectiveness, Instagram, Student Press Institution, Information*

### INTRODUCTION

Social media is one of the communication tools that has a lot of influence in disseminating information. According to Hidayatullah, social media is an in-network service that makes its users consume and participate to create, comment, and disseminate various content in various formats such as text, images, videos and photos (Sutrisno & Mayangsari, 2011). According to Ehrlich 2010, social media is one of the structures of the journalistic flow as a tool to find ideas, cover and spread. (Lestari, 2020) Among them, Instagram as an audio-visual-based social media platform. Through a variety of features that make it easier for users to take advantage of searching for information. Instagram is a relatively new communication pattern that can be easily accessed by users to share information in the form of audio visuals known as '(Rahmawati & Sakti Hadiwijoyo, 2023) updates'. Using Instagram is very easy, so many people use Instagram to fulfill their needs. Instagram users from various circles, including students who are real proof of the nation's

successor to utilize technology (Zaki Zakaria, 2020). Through Instagram, users will access information that is in line with their needs, because the news they need will appear on the Instagram homepage will be in harmony with the Instagram account they follow (Fauziyyah & Rina, 2020). Each Instagram user has different types of information needs. From the *research gate* data in 2024, the survey of the number of Instagram users in Indonesia is 90,183,200 million or equivalent to 31.9% of the Indonesian population. Instagram is not limited to being used by individuals but is also used by groups, communities, organizations, companies and government agencies (Sutrisno & Mayangsari, 2011). One of the organizations that uses Instagram as a medium to meet needs is the Campus Press. Instagram as an additional tool in disseminating news, both on-campus and off-campus phenomena. As a campus press that has an important role, for the extension of information to the public, we must take an accurate, balanced, and impartial approach to disseminating information. The main role of the student press is to disseminate information, which includes tasks such as informing, educating, entertaining, and influencing (Dede Mulkan, 2013). The presence of the student press at universities is urgently needed. Its purpose is as a liaison function between *the academic community*, students, and the community. As a result of public expectations or as a supervision of the education system. This is shown with Instagram not only as a medium to express oneself but also as a tool in disseminating information to a wide audience.

The student press has now been widely spread in many universities. In North Sumatra, several universities already have Student Activity Units (UKM) for student press. One of them is the State Islamic University of North Sumatra which has a campus press called the Dynamic Student Press Institute (LPM). Organizations engaged in campus journalism and are active in disseminating information through the platforms they have. LPM Dinamika was established on October 16, 1993 by H. Ali Murtado, et al with the initial name 'Dinamika' and has the *tagline* 'Bringing the Meaning of Achieving Your Mind', which at first the dissemination of information was only done through the publication of weekly newsletters. Then, in 2013 LPM Dinamika optimized by distributing through *the online* news portal [www.lpmdinamika.co.id](http://www.lpmdinamika.co.id)

## LITERATURE REVIEW

The development of social media is very rapid, LPM Dinamika began to optimize the dissemination of news and information not only through *online news* portals, but also utilizing the Instagram platform as a tool for disseminating information in 2017 until now under the name @lpmdinamika. According to Li.B 2019, the dissemination of information must be accurate, timely and relevant. Based on initial observations, researchers observed that Instagram accounts @lpmdinamika have an attraction in disseminating information, looking at the homepage with an attractive design appearance, (in Noventa et al.,2023) *feeds* that are neatly packaged to adjust the color code of the period, and also providing information on each holiday commemoration. Not only information through writing, LPM Dinamika also uploads information content that can educate its followers through the form of a video whose segment is titled "Dinamika Info". Then based on research observations launched from the official website of the Dinamika web portal, the researcher is interested in making LPM Dinamika the object of research, because this student press has succeeded every year in winning an award from the Indonesia *Student Media Award* (ISMA) organized by the Press Company Union (SPS). From the efforts made by LPM Dinamika to publish news by packaging information lightly, so that it is easy to understand by readers. This makes the number of followers of @lpmdinamika account continue to grow, which now the number of followers on @lpmdinamika account reaches 13.1k as of February 2025. From the data

obtained from the Development and Public Relations Division of LPM Dinamika, Dinamika became the student press that has the 2nd largest number of followers in North Sumatra after the USU Voice Student Press.

In a previous study conducted by Afifatul Laili, et al. in a study (The Effectiveness of Instagram Accounts @Jakpostimages in Meeting the Information Needs of Followers) that the information conveyed by @jakpostimages account has reached *followers* very effectively. Through the approach of routine information needs, followers @jakpostimages satisfied in getting accurate and specific information and can access information that is constantly *updated* in the news that is conveyed (Laili et al., 2021). Previous research refers to the same subject to examine the effectiveness of Instagram accounts as a function of conveying information quickly.

Based on this background, this study aims to analyze the effectiveness of @lpmdinamika Instagram accounts as campus press media, both in terms of reach, user engagement, and the quality of information presented. By understanding the effectiveness of this account, it is hoped that a more optimal strategy can be found in utilizing Instagram as a medium for disseminating information in the campus environment. Some of the factors that need to be studied to assess the effectiveness of an Instagram account @lpmdinamika include consistency in uploading content, interaction with followers, the quality of the information presented, and the relevance of the content to the needs of the audience. In addition, it is important to know how students perceive this account and whether it has succeeded in fulfilling its function as a campus press media.

## METHOD

In this study, the researcher used a descriptive quantitative approach to analyze the effectiveness of @lpmdinamika Instagram accounts as a campus press media. Quantitative descriptive research is used to narrate data in the form of numbers and statistics to describe phenomena objectively and measurably. Perform variable measurements to the population. Sugiyono (2009) quantitative method is defined as a research method, used to research on a specific population, with a sample use technique that is basically carried out randomly using data collection with instrument techniques that aim to test the hypothesis that has been determined (Bambang et al., 2023). The technique used in the research is by applying data collection with a survey method with the distribution of questionnaires. The research instrument was made based on indicators related to the research. Seeing access to information that connects Instagram user habits. The credibility of followers of the information being disseminated, looking at the quality and satisfaction of users and followers with the information shared objectively and measurably. The object in this study is the Instagram account of @lpmdinamika and followers of @lpmdinamika account as the subject. With this, the researcher seeks to explain how effective the Instagram account @lpmdinamika as a campus press media in disseminating news.

In the questionnaire shared with *Instagram* account followers, @lpmdinamika is delivered in the form of a Google Form by applying the *likert* scale. The *Likert* scale is a measuring tool, for measuring a person's perception, attitude and response to a phenomenon (Fadilla et al., 2022) . All Instagram followers @lpmdinamika as the population in this study, with a total of 13.1k followers (since February 1, 2025). Because the population number has been obtained, the researcher applies the *slovin* formula in determining the number of samples, using the formula:(A. Muri Yusuf, 2014)

Information: n= Number of samples  
N= Total population  
E = margin of error (10%)

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{13.100}{1 + 13.100(0,1)^2}$$

$$n = \frac{13.100}{13.101(0,01)}$$

$$n = \frac{13.100}{131,01}$$

$$n = 99,99$$

The results obtained from the *slovin calculation* were 99.99 respondents. In order to get good results, the sample was completed as many as 100 respondents. Sample collection using the Startified Random Sampling technique. By collecting the gender of the respondents, the majority of respondents were women (73%) and men (27%). The collection of data on a *Likert scale* so that the variation in the level of answer for each type of statement for the data in this study is as follows: (Slamet Widodo et al., 2023)

Table 1. Likert scale table.

No.	Answer Options	Code	Score
1	Strongly agree	SS	4
2	Agree	S	3
3	Disagree	TS	2
4	Strongly Disagree	STS	1

To analyze the data obtained whether it is effective or ineffective. The researcher applied the quantitative descriptive method of *percentage* (Rachmat Kriyantono, 2019). Using the formula, the following:

$$P = \frac{F}{N} \times 100$$

Information:  
P = Descriptive presentation (%)  
F= Score obtained  
N = Ideal score

The assessment interval in this study has a *percentage* number starting from the *lowest to the highest percentage range, as follows:* (Riduwan, 2012).

Numbers 0% - 20%	Highly Ineffective
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Numbers 21% - 40%	Less Effective
Figure 41% - 60%	Quite Effective
Numbers 61%-80%	Effective
Numbers 81% - 100%	Highly Effective

## RESULTS AND DISCUSSION

Data collection was carried out for 5 days on (February 10 – February 14). The questionnaire was filled out by 100 respondents whose distribution was carried out using *the Direct Message (DM)* feature to followers of @lpmdinamika Instagram account. Followed by the preparation of data tabulation, validity test and reality test.

### Validity Test

According to Machfoedz:2009, the validity test is carried out with the aim of seeing the accuracy and precision of the data that is tested valid. In measuring the validity of this research instrument, by applying (Fadilla et al. , 2022) *the correlation of product moment* with a significant level of probability value of 5% is equivalent to 0.05. Through the calculation of the results with SPSS software version 20.0, so that the validity test can be obtained, as follows:

Table 2. Validity Test

Statement	r-Count	r-Table	P(Sig.)	Information
P1	0,432	0,196	0,000	Valid
P2	0,634	0,196	0,000	Valid
P3	0,350	0,196	0,000	Valid
P4	0,490	0,196	0,000	Valid
P5	0,493	0,196	0,000	Valid
P6	0,799	0,196	0,000	Valid
P7	0,803	0,196	0,000	Valid
P8	0,739	0,196	0,000	Valid
P9	0,732	0,196	0,000	Valid
P10	0,788	0,196	0,000	Valid
P11	0,851	0,196	0,000	Valid
P12	0,747	0,196	0,000	Valid
P13	0,798	0,196	0,000	Valid
P14	0,795	0,196	0,000	Valid
P15	0,792	0,196	0,000	Valid
P16	0,803	0,196	0,000	Valid
P17	0,859	0,196	0,000	Valid

From the results of the validity test (P1-P17) with the value of r-Calculate > of the r-Table value, which if the basis of the decision r-Calculate > from the r-Table so that the instrument is said to be valid (Fadilla et al., 2022). It was concluded that, from the questionnaire distributed with the number of 17 items, this statement was declared valid.

### Reliability Test

The reliability test is carried out with the aim of conducting instrument tests. The technique carried out in this reliability test uses the calculation of Cronbach's Alpha reliability coefficient, if the value obtained is greater than 0.6 then the instrument is declared reliable Kumentas:2013 . The calculation of this test is carried out through SPSS version 20.0, so that the following values are obtained:(in Bambang et al. , 2023).

Table 3. Reliability Table

Case Processing Summary		N	%
Valid		100	100,0
Excluded		0	,0
Total		100	100,0

  

Reliability Statistics	
Cronbach's Alpha	N of Items
,934	17

From the results of the reliability test on the *Reliability Statistics* table in the "*Cronbach Alpha*" column, a value of 0.934 out of N was produced for the number of instrument statements as many as 17 items. The instrument's decision-making is said to be reliable if the *Cronbach Alpha* value > from 0.6. So the results of the reliability test in this questionnaire instrument test were concluded by Reliabel.

Table 4. Respondent Answer Frequency Distribution Table

No	Statement	ANSWER FREQUENCY				N	TOTAL SCORE	%	MEAN	INFORMATION
		SS	S	TS	STJ					
		4	3	2	1					
1.	I have an Instagram account to search for information	72	28	0	0	100	372	93	3,72	Highly Effective
2.	I believe that @lpmdinamik a Instagram account does not spread hoax/fake information posts	69	30	1	0	100	368	92	3,68	Highly Effective
3.	I often go to Instagram to look for Information	49	50	1	0	100	348	87	3,48	Highly Effective
4.	I've been following @lpmdinamik a Instagram account for a long time	50	39	10	1	100	338	85	3,38	Highly Effective
5.	I know any information through my Instagram account @lpmdinamik a	24	62	13	1	100	309	77	3,09	Effective

6.	The news conveyed by the account @lpmdinamika can be understood well	45	52	1	2	100	340	85	3,4	Highly Effective
7.	@lpmdinamika Instagram account can meet the information I need	28	64	7	1	100	319	80	3,19	Effective
8.	@lpmdinamika Instagram account is always updated with the latest news	41	54	3	2	100	334	84	3,34	Highly Effective
9.	Instagram account posts @lpmdinamika provide the latest information about Indonesia and the Campus	41	54	3	2	100	334	84	3,34	Highly Effective
10.	I am not left behind with the latest information and news related to Indonesian news and About the campus by accessing the Instagram account @lpmdinamika	24	65	9	2	100	311	78	3,11	Effective
11.	Instagram account posts @lpmdinamika provide information according to the phenomenon that occurs	39	60	1	0	100	338	85	3,38	Highly Effective
12.	I have never been bothered by the home page full of Instagram account updates @lpmdinamika	38	60	2	0	100	336	84	3,36	Highly Effective
13.	I trust the information from @lpmdinamika	49	50	1	0	100	348	87	3,48	Highly Effective

	a Instagram account									
14.	Instagram account posts @lpmdinamik a neatly packaged to provide attraction for readers	42	55	3	0	100	339	85	3,39	Highly Effective
15.	Content other than news shared by @lpmdinamik a becomes entertainment in the midst of serious news	32	63	5	0	100	327	82	3,27	Highly Effective
16.	The Instagram account @lpmdinamik a use Instagram features well so that my needs are met	34	61	4	1	100	328	82	3,28	Highly Effective
17.	I am always satisfied with the news published by Instagram @lpmdinamik a	43	53	4	0	100	339	85	3,39	Highly Effective
Total								1432		

From the score table, the total answer of the respondents is 1432. If a thorough calculation is carried out to determine the level of effectiveness of @lpmdinamika Instagram account as a campus press media, then the calculation is carried out as follows:

$$\begin{aligned}
 P &= \frac{1432}{17} \times 100\% \\
 &= 84,32 \\
 &= (\sim 84) \\
 &= 84 \times 100\%
 \end{aligned}$$

Based on the results of the calculation of the measurement of the level of effectiveness of @lpmdinamika Instagram accounts as campus press media, the percentage results were obtained with the category of very effective, in the interval (81%-100%). This percentage shows that the effectiveness of Instagram @lpmdinamika as a press medium in disseminating news is carried out very effectively. Understanding the message that is conveyed and can be understood so as to produce recipient pleasure and influence the attitudes and opinions of the recipient of the message.

### **The Role of Instagram for the Student Press**

The student press is a matter related to communication that disseminates information through print and electronic media. Now the dissemination uses a new media, Instagram as a tool to disseminate information for the student press. The role of Instagram for the student press is the main tool in disseminating information. Through the way, following the latest trends so that they reach their followers. LPM Dinamika's Instagram plays a big role in carrying out its functions and goals. This makes the communication pattern carried out by LPM Dinamika also develop following technological developments. Optimize through the features that have been provided by Instagram. In addition, this also makes it to increase the creativity of LPM Dinamika Members to update content according to the times.

### **The Effectiveness of @lpmdinamika Instagram Account as a Campus Press Media**

This study uses the theory of effectiveness to measure the extent of the effectiveness of Instagram accounts @lpmdinamika as a campus press media in disseminating information. Theory of Effectiveness according to Deddy Mulyana with indicators of understanding the message conveyed can be understood well, produce pleasure for the recipient, be able to influence the attitude and opinion of the recipient of the message, and take action to encourage the recipient to act according to the message conveyed. (Dianita Andiny et al. , 2018)

In this study, we will assess the effectiveness of @lpmdinamika Instagram account through followers, in fulfilling LPM Dinamika's trust as a press media in disseminating news. The results of a survey that has been conducted on 100 respondents who follow @lpmdinamika Instagram account have a high level of effectiveness. This is based on indicators, which are the background, as follows:

Access to Information, this indicator relates the user's habits in accessing Instagram accounts @lpmdinamika in searching for Information. At (P1=93%), (P3=87%), (P5=77%), (P7=80%),(P8=84%), (P9=84%), (P10=78%) (P11=85%). From the indicators of fulfillment of information access, it has a very effective average. LPM Dinamika is able to provide comprehensive information for its followers.

Credibility, this indicator is related to the trust of followers related to the information disseminated by akun@lpmdinamika. With (P2=92%), (P4=85%) (P13=87%), which from the results of this indicator percentage, the followers believe that LPM Dinamika shares credible news and not a hoax.

Quality of Information Presentation, in this indicator you see how much quality of information is done by Instagram @lpmdinamika. At (P6=85%), (P14=85%), (P15=82%) and (P16=82%). This indicator measures the way LPM Dinamika packages news and information that will be presented to followers. The measurement can be achieved with a very effective range. LPM Dinamika is able to package information neatly and understandably.

User Satisfaction, this indicator refers to the satisfaction of followers with the information shared by LPM Dinamika. At (P12=84%) and (P17=85%) with a very effective percentage, which means that LPM Dinamika in disseminating its information to followers is very satisfied.

### **CLOSING**

After the research was carried out, it produced data from a total of 100 respondents by presenting 17 statements with a likert scale, the results were found with a percentage of 84% with a very effective category. It is stated that the effectiveness of the Instagram account @lpmdinamika has made efforts to disseminate information well seen from the

trust of followers in receiving messages given by LPM Dinamika. With the presentation of information carried out, updating news and disseminating news quickly which still locks the credibility of the content of the news conveyed so as to get satisfaction for the followers of @lpmdinamika Instagram account.

However, there are still challenges that must be done by @lpmdinamika Instagram account, namely continuing to improve *news feeling* in the latest news updates. So there are still statements that are still in the effective category. This happens that followers do not know what information they have, which can be caused because the level of information update cannot compete with the mainstream media. With this research, it is hoped that further evaluation is needed to increase the effectiveness of news dissemination via Instagram by @lpmdinamika to increase wider coverage so that the dissemination is maximized..

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