

**PENGARUH EFEKTIVITAS AKUN INSTAGRAM @FISIPUNSOED_OFFICIAL
TERHADAP PENYEBARAN INFORMASI AKADEMIK PADA MAHASISWA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**

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ABSTRAK

Media sosial memiliki peran penting dalam mendukung efektivitas komunikasi dan penyebaran informasi di lingkungan akademik. Penelitian ini bertujuan untuk menganalisis pengaruh efektivitas akun Instagram @fisipunsoed_official terhadap penyebaran informasi akademik pada mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Jenderal Soedirman. Teori yang digunakan adalah *New Media Theory* oleh Pierre Levy dan *Media Richness Theory* yang menekankan pada interaksi sosial melalui suatu media. Variabel efektivitas media diukur melalui empat indikator: atraktivitas media, kejelasan informasi, kelengkapan informasi, dan kemudahan akses; sedangkan variabel penyebaran informasi diukur melalui lima indikator: user, medium, context, content, dan source. Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengumpulan data melalui kuesioner daring kepada 97 responden mahasiswa FISIP UNSOED angkatan 2021–2024. Hasil uji validitas dan reliabilitas menunjukkan seluruh item pernyataan valid dan reliabel. Analisis regresi linear sederhana menunjukkan pengaruh positif dan signifikan antara efektivitas akun Instagram terhadap penyebaran informasi akademik, dengan nilai koefisien regresi 0,916 dan signifikansi $0,000 < 0,05$. Nilai koefisien determinasi (R^2) sebesar 0,578 mengindikasikan bahwa efektivitas akun Instagram menjelaskan 57,8% variasi penyebaran informasi akademik. Penelitian ini menyimpulkan bahwa efektivitas akun Instagram @fisipunsoed_official dalam aspek atraktivitas, kejelasan, kelengkapan, dan kemudahan akses, memiliki pengaruh signifikan dalam penyebaran informasi akademik kepada mahasiswa. Disarankan agar pengelola akun terus meningkatkan konsistensi visual, kejelasan isi pesan, dan interaktivitas konten agar komunikasi akademik lebih optimal.

Kata Kunci: Efektivitas Media, Instagram, Penyebaran Informasi Akademik, Media Baru

**THE INFLUENCE OF THE EFFECTIVENESS OF THE INSTAGRAM ACCOUNT
@FISIPUNSOED_OFFICIAL ON THE DISSEMINATION OF ACADEMIC
INFORMATION AMONG STUDENTS OF THE FACULTY OF SOCIAL AND POLITICAL
SCIENCES**

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ABSTRACT

Social media plays an essential role in supporting effective communication and information dissemination within academic environments. This study aims to analyze the influence of the effectiveness of the Instagram account @fisipunsoed_official on the dissemination of academic information among students of the Faculty of Social and Political Sciences, Universitas Jenderal Soedirman. The theory used is the New Media Theory by Pierre Lévy and the Media Richness Theory, which emphasizes social interaction through a medium. The effectiveness variable was measured through four indicators: media attractiveness, message clarity, information completeness, and accessibility; while the information dissemination variable was measured through five indicators: user, medium, context, content, and source. This study used a quantitative descriptive method with data collected through an online questionnaire distributed to 97 students from the 2021–2024 cohorts of FISIP UNSOED. The results of validity and reliability tests indicated that all items were valid and reliable. A simple linear regression analysis revealed a positive and significant influence between the effectiveness of the Instagram account and the dissemination of academic information, with a regression coefficient value of 0.916 and a significance level of $0.000 < 0.05$. The coefficient of determination (R^2) value of 0.578 indicates that the effectiveness of the Instagram account explains 57.8% of the variation in academic information dissemination. This study concludes that the effectiveness of the Instagram account @fisipunsoed_official in terms of attractiveness, clarity, completeness, and ease of access has a significant influence on the dissemination of academic information to students. It is recommended that the account administrators continue to enhance visual consistency, message clarity, and content interactivity to achieve more optimal academic communication.

Keywords: Media Effectiveness, Instagram, Academic Information Dissemination, New Media