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The Effect of the @Bengkulu_Info Instagram Account on Local News Satisfaction among Its Followers

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Abstract. *This study examines the influence of exposure to the @Bengkulu_Info Instagram account on local news satisfaction among its followers. Grounded in Uses and Gratifications Theory, the study employed an explanatory quantitative survey. The population consisted of 183 users/accounts, derived from the average number of comments on the account's three most recent posts. A sample of 65 respondents was selected using the Slovin formula and simple random sampling. Primary data were collected online through a Likert-scale questionnaire distributed via Google Forms and analyzed using SmartPLS 4. Instrument quality was assessed through convergent validity (outer loadings and AVE), discriminant validity (HTMT), and reliability tests (Cronbach's Alpha and Composite Reliability). The coefficient of determination (R^2) was 0.540, indicating that exposure to @Bengkulu_Info explained 54.0% of the variance in local news satisfaction. Hypothesis testing produced a T-statistic of 8.599, exceeding the critical value of 1.96, with a p-value of 0.000 (<0.05). Therefore, H_0 was rejected and H_a was accepted, confirming a positive and significant effect of Instagram account exposure on followers' local news satisfaction.*

Keywords: *Instagram @Bengkulu_Info, Media Exposure, Local News Satisfaction, Uses and Gratifications.*

INTRODUCTION

The contemporary communication landscape is undergoing a transformation that is fundamentally reshaping patterns of audience information consumption. The emergence of social media has created a new public sphere in which information no longer flows one way from media institutions to audiences but instead becomes interactive and participatory, as confirmed by the contemporary study of Pratiwi et al. (2024). Within this digital ecosystem, Instagram has emerged as a visually oriented social media platform that relies on photographs and videos to deliver messages concisely and attractively. As a modern communication medium, Instagram provides instant interaction features such as comment sections, likes, and rapid information sharing through Stories, enabling users to participate actively in both content production and distribution. According to the latest mapping by Jurnal Teofilus (2026), the speed of data updates and instant digital information delivery underlies the high level of audience dependence on this visual platform.

As a modern communication medium, Instagram provides instant interaction through comment sections, likes, and rapid information dissemination via Stories, allowing users to participate actively in content production and distribution. In Bengkulu, this transformation is clearly reflected in the shift from dependence on conventional media such as TVRI and RRI as the main sources of local news toward public information accounts such as @Bengkulu_Info. With widespread smartphone ownership and easier internet access, the role of traditional media has gradually been displaced by these digital alternatives. The main advantage of new media

lies in its real-time nature and mobile accessibility, which make information feel more personal and closely connected to people's daily lives (Siregar & Irwansyah, 2022).

The number of social media users in Indonesia continues to increase each year, with Instagram ranking among the most widely used platforms after WhatsApp. Instagram has become a space that content creators can use to distribute information. However, amid the rapid flow of information on social media, not all news content is able to meet followers' expectations. Some information may be perceived as incomplete, inaccurate, or disseminated too quickly without adequate verification. Such conditions can affect followers' trust in and satisfaction with local information accounts. It is therefore important to determine the extent to which the @Bengkulu_Info Instagram account influences followers' satisfaction in obtaining local news. This behavioral shift is consistent with Deuze (2022), who argues that contemporary audiences tend to choose media capable of providing immediate gratification in meeting their information needs.

The contemporary shift in local news consumption is no longer centered on conventional mass media such as newspapers, radio, or regional television. In Bengkulu Province, this phenomenon is evident in the emergence of social-media-based public information accounts, including @Bengkulu_Info. Such accounts have developed into major alternative spaces for local communities to access news quickly, interactively, and in an up-to-date manner. According to Utama and Ayuh (2023), the use of Instagram features by the managers of @Bengkulu_Info is effective in producing and distributing daily information content that is closely connected to the realities of life in Bengkulu.

The high level of public dependence on local information accounts creates an intensity of consumption commonly referred to as media exposure. Continuous media exposure raises an important scientific question concerning the extent to which the messages delivered are able to meet audience expectations. A similar phenomenon examined by Jurnal Teofilus (2026) indicates that regional public information accounts on Instagram have strong explanatory power in shaping information gratification among their followers. The speed of information updates and the availability of interaction through comment sections are crucial features sought by contemporary audiences. Therefore, this study is important for empirically examining the extent to which exposure to content from @Bengkulu_Info influences followers' local news satisfaction in Bengkulu.

The fact that the number of followers and the level of interaction on @Bengkulu_Info now exceed the digital reach of older local media indicates a shift in audience trust and interest. This phenomenon shows that people are no longer merely passive consumers but actively seek platforms that allow them to respond to and share information directly (Sari & Richie, 2022). Accordingly, this study is important for empirically demonstrating how the account's activity patterns and content strategies affect local news satisfaction among people in Bengkulu amid information disruption. Based on this background, the study analyzes the influence of the @Bengkulu_Info Instagram account on local news satisfaction among its followers. The findings are expected to provide an overview of the role of social media, particularly Instagram, as a local information medium capable of meeting public information needs in the digital era (Ramadhan & Kusuma, 2023).

LITERATURE REVIEW

Instagram Social Media

In contemporary communication studies, Jurnal Teofilus (2026) defines Instagram as an application that emphasizes the speed of instant information and the ease of distributing digital data on a large scale. Functionally, Septiana et al. (2024) categorize Instagram as an interactive user-generated content (UGC) platform that decentralizes information flows without rigid editorial bureaucracy. Stories and Reels enable real-time interaction unavailable in conventional

media and thereby strengthen audience engagement. Instagram is a visual platform that allows users to share photographs and videos instantly. Recent theoretical findings indicate that Instagram has developed into an effective mass communication platform for disseminating local information, where users can easily participate, share, and create content through social networking and other forms of virtual interaction.

Instagram's main strengths lie in its visual orientation and ease of access, which make information easier for audiences to absorb. In this study, Instagram is viewed as a channel that carries local news messages which are then received and processed by followers, ultimately contributing to a certain level of satisfaction.

In addition to the broader framework of Uses and Gratifications Theory, the conceptual framework of this study is based on media exposure. According to Pratiwi et al. (2024), social media exposure in the digital era is no longer measured solely by the quantity of time spent using media but represents an integrated multidimensional construct involving cognitive engagement, sustained attention, and recurring user behavior. Media exposure refers to the condition in which audiences expose themselves to messages delivered by media, which in this study are information posts from the @Bengkulu_Info Instagram account. The measurement of social media exposure follows Pratiwi et al. (2024), who divide it into three main dimensions: frequency, duration, and attention.

Frequency measures how often followers access or visit the @Bengkulu_Info profile within a given period. Duration refers to how much time users spend reading captions and viewing uploaded visuals. Attention measures followers' level of concentration and depth of focus when absorbing the local news content presented. Taken together, these three dimensions form the strength of media exposure that may stimulate audience satisfaction.

The @Bengkulu_Info Instagram Account

As a digital information medium in Bengkulu City, the @Bengkulu_Info Instagram account functions as one of the main channels for disseminating local news and maintains a high level of interaction with the public. Its content focuses on citizen journalism, emergencies, public service information, and local entertainment. The account's rapid, visual, and interactive communication style makes it an important reference for followers in meeting their daily information needs, making its level of media exposure relevant for quantitative examination. Historically, active interaction among users in the @Bengkulu_Info comment section also reflects the strong dependence of Bengkulu residents on the accuracy and timeliness of daily news delivered digitally.

Local News Satisfaction

Local news satisfaction refers to a condition in which audiences perceive that their information needs regarding events in their surrounding environment have been fulfilled. Pavlik (2001) emphasizes that in the digital era, audience satisfaction is strongly determined by the timeliness and geographical relevance, or proximity, of news. Satisfaction is the level of feeling experienced after comparing perceived performance or outcomes with expected results. In mass communication, audience satisfaction is commonly associated with the extent to which media are able to meet users' information needs.

More specifically, local news satisfaction refers to a condition in which audiences feel that their need for information about events, incidents, or phenomena occurring in their surrounding environment has been met through media content. Theoretically, this satisfaction emerges when there is correspondence between an individual's motive for seeking information and the outcome obtained after consuming the news (Wiguna, 2025). Local news has a high degree of proximity to followers' daily lives, and satisfaction is therefore often assessed through indicators

such as information timeliness, completeness of facts, and usefulness of the information (Ningsi et al., 2025).

The dependent variable in this study is local news satisfaction. In the new media ecosystem, audience satisfaction is not limited to the fulfillment of entertainment needs but also includes the convenience and utility of the information consumed. Satisfaction occurs when the actual outcomes of media consumption (gratification obtained) are able to match or exceed the audience's initial expectations or motives before media use (gratification sought) (Fadilah & Nugraha, 2022).

Adopting the theoretical perspective of Ramadhan (2023), news satisfaction on Instagram is measured through the effectiveness with which three dimensions of audience needs are fulfilled: cognitive fulfillment, including the clarity, timeliness, and accuracy of local news information; personal-integrative fulfillment, including ease of understanding local circumstances in ways that strengthen confidence in the social environment; and social-integrative fulfillment, including the availability of valid information that can be discussed with others. When local news content presented by @Bengkulu_Info is perceived by followers as credible and solution-oriented, audience news satisfaction is expected to be high.

Local News

Local news consists of reports on events, ideas, or issues occurring within a particular community or limited geographical area where audiences have a direct connection to the location. Unlike national or international news, the primary strength of local news lies in proximity, both geographical and psychological. People tend to seek local news to understand conditions in their immediate environment, ranging from traffic congestion and local government policies to criminal incidents near their place of residence. Theoretically, local news fulfills some of the most basic daily information needs of communities in a particular area (Wiguna, 2025). In the digital era, the definition of local news has shifted because news is no longer produced only by formal press institutions but also by social media information accounts that rapidly compile events occurring around local residents (Widiarti, 2021). The quality, speed, and accuracy of local news are ultimately assessed by followers in determining their level of information satisfaction.

Uses and Gratifications Theory

Uses and Gratifications Theory focuses on how audiences use media content to obtain gratification for their needs. The theory views audiences as active individuals who deliberately use media to fulfill particular needs and who retain substantial control over how they interact with media. Rather than being passive targets, audiences are understood as having the authority and independence to select the platforms that best match their needs. Motives for media use vary widely, as each person may have distinct reasons and goals when consuming content (Rohmah, 2020). In this study, the theory is used to analyze how followers of @Bengkulu_Info consciously use the account to access local information and how this use is subsequently evaluated through the level of gratification or satisfaction experienced after consuming its content.

Social media use in this context is driven by various motives, ranging from cognitive needs to social-integrative needs. The development of communication and information technology has fundamentally transformed the media consumption landscape. Key characteristics of new media, including interactivity and decentralization, directly influence how audiences respond to the information messages they receive. This context reinforces the relevance of Uses and Gratifications Theory in analyzing contemporary social media behavior. The theory assumes that audiences are not passive entities that merely receive media stimuli but active agents with

autonomy to select, filter, and consume media in order to fulfill personal motives and needs (Rohmah, 2020).

In social media, particularly on visually oriented platforms such as Instagram, information fulfillment is no longer one-directional. According to Septiana et al. (2024), contemporary audiences use social media consciously to seek faster and more flexible information alternatives than those offered by conventional media. This psychological and behavioral intensity is manifested in the media exposure variable. Media exposure is not simply the amount of time followers spend on an account; it also encompasses the depth of attention and emotional engagement with the content presented (Purba & Siregar, 2023).

When a regional public information account such as @Bengkulu_Info consistently provides local news content, it simultaneously delivers stimuli to its audience. At the same time, audiences have pre-consumption expectations (gratifications sought) based on three principal dimensions of need: cognitive needs, involving the search for accurate information and broader knowledge; personal-integrative needs, involving status, credibility, and personal stability within one's environment; and social-integrative needs, involving information for interaction and the maintenance of social relationships with other followers in the comment section.

A platform's success in aligning its messages with followers' needs will result in gratification obtained. As emphasized by Lestari and Hidayat (2025), news satisfaction occurs when there is a high degree of correspondence between users' initial motives for following an information account and the actual quality of information they receive after repeated content exposure. In the digital era, this satisfaction is reflected in the speed of information updates, message readability, visual aesthetics, and the availability of democratic public discussion spaces. Therefore, the causal relationship between social media exposure and information satisfaction within the Uses and Gratifications framework provides an important empirical basis for understanding how public information functions have shifted into local digital community spaces.

METHODS

This study employed a quantitative survey approach to objectively test the influence of the variables under investigation. The research used an explanatory design to examine the causal relationship between exposure to the @Bengkulu_Info Instagram account as the independent variable and local news satisfaction among its followers as the dependent variable. The population consisted of 183 users/accounts, calculated from the average number of comments on the three most recent posts of @bengkulu_info. From this active population, a representative sample of 65 respondents was selected using the Slovin formula with a 10% margin of error. Simple random sampling was applied so that each active follower appearing in the comment section had an equal opportunity to be selected, thereby supporting the objectivity of the research results (Kusumastuti et al., 2024).

Primary data were collected online using a five-point Likert-scale questionnaire. Media exposure (X) was measured through the dimensions of frequency, duration, and audience attention when accessing @Bengkulu_Info content. Local news satisfaction (Y) was measured using indicators of cognitive, personal-integrative, social-integrative, and entertainment need fulfillment. Data quality and hypothesis testing were conducted using variance-based Structural Equation Modeling, or Partial Least Squares Structural Equation Modeling (PLS-SEM), with SmartPLS 4. Validity was evaluated through indicator outer loadings, Average Variance Extracted (AVE), and the Heterotrait-Monotrait Ratio (HTMT). Reliability was assessed using Cronbach's Alpha and Composite Reliability (ρ_c), both of which were required to exceed 0.70. The structural model was subsequently evaluated using the coefficient of determination (R^2), T-statistics, and p-values generated through SmartPLS 4 bootstrapping.

RESULTS

This study empirically examined the extent to which exposure to the @Bengkulu_Info Instagram account influences local news satisfaction among its followers. Based on Uses and Gratifications Theory, audiences are positioned as active and selective media consumers who choose communication platforms to fulfill specific needs. @Bengkulu_Info provides real-time and interactive local information with strong geographical and psychological proximity to the daily lives of Bengkulu residents. The quantitative data were analyzed using SmartPLS 4 by systematically evaluating both the measurement model (outer model) and the structural model (inner model).

The first stage of data quality assessment was instrument validity testing. Following SmartPLS 4 procedures, convergent validity was initially evaluated through the outer loading values of each questionnaire indicator for Instagram account exposure (X) and local news satisfaction (Y). Each indicator was required to have an outer loading above the standard threshold of 0.70 to be considered convergently valid.

Table 1. Outer Loading Values of Construct Indicators

VARIABLE	X	Y
X1	0.872	
X2	0.920	
X3	0.926	
X4	0.953	
X5	0.837	
Y1		0.958
Y2		0.924
Y3		0.946
Y4		0.874
Y5		0.894

As presented in Table 1, SmartPLS 4 calculations show that all outer loading values for the Instagram Account Exposure indicators (X1-X5) range from 0.837 to 0.953. Similarly, the Local News Satisfaction indicators (Y1-Y5) have loading values ranging from 0.874 to 0.958. Because all indicators substantially exceed the 0.70 criterion, all questionnaire items demonstrate strong indicator validity for constructing the research model.

The next stage of validity testing evaluated the Average Variance Extracted (AVE) for each latent construct. AVE assesses the extent to which a construct explains the variance of its indicators, with SmartPLS 4 requiring a minimum value of 0.50.

Table 2. Average Variance Extracted (AVE) Values

Research Variable	AVE Value	Standard Criterion	Interpretation
Instagram Account Exposure (X)	0.815	> 0.50	Valid
Local News Satisfaction (Y)	0.846	> 0.50	Valid

Based on the processed data in Table 2, the AVE value for Instagram Account Exposure (X) is 0.815, while the AVE value for Local News Satisfaction (Y) is 0.846. Both values are well above the minimum threshold of 0.50, indicating that the latent constructs meet the statistical requirements for convergent validity.

After convergent validity was established, the analysis proceeded to discriminant validity using the Heterotrait-Monotrait Ratio (HTMT). HTMT is used to assess whether the constructs are empirically distinct, with values required to remain below 0.90, or ideally below 0.85.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Relationship Between Variables	HTMT Correlation Value	Maximum Threshold	Interpretation
Variable Y <-> X	0.204	< 0.90	Valid

As shown in Table 3, the HTMT correlation value between Local News Satisfaction (Y) and Instagram Account Exposure (X) is 0.204. This value is far below the critical threshold of 0.90, indicating clear empirical distinction between the two latent constructs and confirming satisfactory discriminant validity.

The outer model analysis was then completed by evaluating construct reliability to establish the consistency of the research instrument. In SmartPLS 4, reliability was assessed using Cronbach's Alpha and Composite Reliability (rho_c). Both measures were required to exceed the minimum standard of 0.70 for a construct to be considered reliable.

Table 4. Construct Reliability Test Results

Research Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Minimum Threshold	Interpretation
Instagram Account Exposure (X)	0.949	0.956	> 0.70	Reliable
Local News Satisfaction (Y)	0.956	0.965	> 0.70	Reliable

Table 4 shows that Instagram Account Exposure (X) obtained a Cronbach's Alpha of 0.949 and a Composite Reliability (rho_c) of 0.956. Local News Satisfaction (Y) obtained a Cronbach's Alpha of 0.956 and a Composite Reliability (rho_c) of 0.965. All values are substantially above the minimum criterion of 0.70, demonstrating that the questionnaire has a very high level of internal consistency and reliability.

After all measurement model criteria were confirmed to be valid and reliable, the analysis proceeded to the structural model. This evaluation tested the causal hypothesis and measured the significance of the influence of the independent variable on the dependent variable. In SmartPLS 4, significance was assessed using a p-value below 0.05 and a T-statistic above 1.96 at the 5% significance level.

Table 5. Structural Hypothesis Test Results (T-Test)

Structural Relationship	Path Coefficient	Standard Error (SE)	T-Statistics	P-Values	Interpretation
Instagram Account Exposure (X) -> Local News Satisfaction (Y)	0.735	0.061	8.599	0.000	Positive and Significant

As presented in Table 5, the SmartPLS 4 structural analysis produced a positive path coefficient of 0.735 with a standard error of 0.061. The relationship was empirically supported by

a T-statistic of 8.599, which is substantially greater than the standard critical value of 1.96. The p-value was 0.000, far below the 0.05 significance threshold. Accordingly, the null hypothesis (H0) was rejected and the alternative hypothesis (Ha) was accepted. These quantitative findings confirm that exposure to the @Bengkulu_Info Instagram account has a positive and statistically significant influence on followers' local news satisfaction.

The final stage of the structural analysis measured the model's contribution and predictive capacity through the coefficient of determination (R-Square/R²). Based on the SmartPLS 4 output and the summary of model-quality criteria, the R-Square value is presented in Table 6.

Table 6. Coefficient of Determination (R-Square)

Dependent Variable	R-Square	Adjusted R-Square
Local News Satisfaction (Y)	0.540	0.533

As shown in Table 6, the R-Square (R²) coefficient obtained from the SmartPLS 4 algorithm is 0.540. This means that Local News Satisfaction (Y) is explained by exposure to the @Bengkulu_Info Instagram account (X) by 54.0%. The remaining 46.0% is explained by other factors outside the research model, such as exposure to printed mass media, local television broadcasting, or differences in followers' individual psychological information needs.

DISCUSSION

When interpreted through Uses and Gratifications Theory, the relatively strong influence on follower satisfaction reflects alignment between audience motives for seeking information and the gratification obtained after consuming @Bengkulu_Info posts. Through Instagram's interactive audio-visual features, the account is able to address several dimensions of audience needs. Cognitive needs are fulfilled through the rapid presentation of daily facts based on citizen journalism. Through intensive interaction, followers can maintain up-to-date knowledge of local events, supporting personal-integrative needs, while also obtaining factual material for interaction with their social environment, thereby supporting social-integrative needs.

CONCLUSION

Based on the overall data analysis and discussion of the influence of @Bengkulu_Info on local news satisfaction, this quantitative study empirically demonstrates that digital information accounts have contributed to changes in how audiences in Bengkulu Province fulfill their information needs. Hypothesis testing using SmartPLS 4 identified a positive and significant relationship between exposure to @Bengkulu_Info and followers' local news satisfaction. This finding is supported by a T-statistic of 8.599, which exceeds the critical value of 1.96, and a p-value of 0.000. The R-Square value of 0.540 indicates that exposure to @Bengkulu_Info explains 54.0% of the variance in followers' information satisfaction, while the remaining 46.0% is influenced by factors outside the model. Theoretically, these findings reinforce the relevance of Uses and Gratifications Theory in the digital communication era, in which audiences actively, independently, and selectively choose new media channels to obtain gratification from the fulfillment of their daily local news needs.

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