



Effect of @diskominfotikbengkulu Instagram Content Quality on the Fulfilment of Tourism Information Needs in Bengkulu City

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ABSTRACT

This study examines the effect of information content quality on the @diskominfotikbengkulu Instagram account on the fulfilment of tourism information needs among Bengkulu City residents. A quantitative explanatory design was employed. A total of 46 respondents were selected using simple random sampling. Data were collected through structured questionnaires, observation, and documentation and analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Measurement-model assessment included convergent validity (outer loading > 0.70; AVE > 0.50), discriminant validity (HTMT < 0.90), and construct reliability (Cronbach's Alpha > 0.70; Composite Reliability > 0.70). The structural model was evaluated using t-statistics and R-Square. The results indicate that information content quality has a positive and significant effect on the fulfilment of tourism information needs, with a path coefficient of 0.950 and $p = 0.000 (< 0.05)$, supporting H1 and rejecting H0. The R-Square value of 0.173 indicates an explanatory contribution of 17.3%, while 82.7% is attributable to other factors. Accurate, relevant, and engaging content helps residents plan tourism activities and highlights the importance of creative digital communication management by government agencies.

Keywords: *Content Quality, Instagram, Tourism Information Needs, Digital Communication, SmartPLS 4.*

INTRODUCTION

Rapid developments in information and communication technology in today's digital era have fundamentally changed how people interact when seeking and distributing information. Digital transformation has not only altered data accessibility but has also created a new culture in which people increasingly rely on digital platforms for everyday needs. This phenomenon is supported by widespread internet penetration, which enables instantaneous data exchange across various sectors of modern society (Sahir, 2021).

Amid this abundance of information, social media, particularly Instagram, has evolved into one of the leading digital platforms, no longer serving solely as a means of interpersonal communication but also as a crucial public information channel. Its strong visual characteristics make it effective in attracting audiences to engage with information more deeply and interactively. This perspective states that the effectiveness of social media accounts in presenting content is directly correlated with the fulfilment of users' information needs (Nugraha, W., & Hardiyanto, N. (2022, August).

This phenomenon confirms that the success of a government social media account cannot be measured solely by the number of followers, but rather by the extent to which the content produced can satisfy users' cognitive needs. According to the 2024 report of the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia continues to increase significantly each year, indicating a high level of public dependence on

and activity in using digital media to meet everyday information needs. This empirical condition makes social media a strategic instrument for government agencies to build dialogical relationships and transparently deliver various forms of public service information (Kartika, N., & Yuningsih, S. (2021, November).

In Bengkulu City, the use of social media by the Communication, Informatics, and Statistics Office (Diskominfo) through its official Instagram account @diskominfo_bengkulu represents a concrete implementation of the local government's digital communication strategy to reach the public broadly and interactively. The account publishes various forms of strategic content, including information on tourism potential intended to increase tourist interest, educate the public, and support the growth of the creative economy sector in Bengkulu City. In this context, information content quality is a key determinant of message effectiveness. High-quality tourism information should demonstrate clarity, accuracy, timeliness, and strong relevance to the public's current needs (Nugraha, W. & Hardiyanto, N. (2022).

From the perspective of Uses and Gratifications Theory, the public is viewed as an active audience that consciously selects and consumes media to satisfy particular motives or information needs. When people access the @diskominfo_bengkulu account to seek tourism references, their level of satisfaction depends greatly on dimensions of content quality, including data accuracy, completeness of destination reviews, information currency, and the aesthetics of graphic design. The research problem arises when tourism information content is perceived as delayed, insufficiently detailed, or inaccurate, which may reduce public trust and hinder the fulfilment of tourists' information needs.

Accordingly, this study is highly relevant for examining how specific dimensions of content quality influence the public's decision-making process when planning tourism trips in Bengkulu City. Using Partial Least Squares-based Structural Equation Modeling (SEM-PLS) with SmartPLS 4, this explanatory quantitative study was conducted to test and empirically demonstrate the extent to which information content quality on the @diskominfo_bengkulu Instagram account affects the fulfilment of tourism information needs among Bengkulu City residents. The findings are expected to provide a strategic basis for more data-driven public communication policies that are oriented towards users' needs.

For the tourism sector, a major challenge faced by local governments is ensuring that published content is not merely informative but also capable of building emotional engagement and providing practical value for tourists. The success of tourism communication depends heavily on the ability to present attractive and relevant content that can compete with the massive flow of information on social media (Putri et al., 2019). An appropriate marketing strategy in managing tourism content has also been shown to be a determining factor in attracting public interest in visiting a destination (Kotler et al., 2021).

LITERATURE REVIEW

Information content quality on the @DiskominfoBengkulu Instagram account can be understood as the standard of information presented to the public through posts on the social media platform. Content quality includes information accuracy, completeness, relevance to public needs, ease of understanding, presentation appeal, and timeliness. As public communication media, government agencies are responsible for managing public information and communication; therefore, the content they publish is expected to provide useful, trustworthy, and easily accessible information to the public (Fadhlan & Putri, 2021).

In the tourism context, Instagram content quality can be assessed by an account's ability to present information on tourist destinations, local culture, tourism activities, facilities, and transportation access in a clear, attractive, accurate, and up-to-date manner. High-quality content generally demonstrates a high degree of accuracy, allowing the information to be trusted and reducing the risk of misunderstanding. The better the quality of published

information, the more likely audiences are to feel satisfied and gain benefits from it. On Instagram, information content quality can also be seen in how account managers package messages through photographs, videos, infographics, captions, and other features. Content written in clear language, supported by attractive visual design and systematic presentation, makes messages easier for audiences to understand. In addition, consistency in posting information and the ability to create interaction with followers are important indicators in assessing content quality (Silaban, 2024).

In communication and social media research, information content quality is commonly measured through several aspects, including information accuracy, completeness, relevance, timeliness, visual appeal, and ease of comprehension. When these aspects are fulfilled, published content can meet audiences' information needs, strengthen trust in the Instagram account, and encourage user engagement through viewing, liking, commenting on, and sharing content with other users. Information content quality is a variable that influences or causes changes in another variable. The better the quality of the published content, the greater the likelihood that the information will be received, understood, and used by the public as a source of tourism information (Azis et al., 2025).

Fulfilment of Tourism Information Needs

The fulfilment of tourism information needs among Bengkulu City residents is a variable influenced by information content quality. It refers to a condition in which people obtain the information they require about tourist attractions, tourism locations, facilities, access to destinations, tourism activities, and other supporting information. Tourism information needs can be considered fulfilled when people perceive the information obtained as sufficient, clear, accessible, and helpful in increasing their knowledge or supporting decisions related to tourism activities they intend to undertake (Febrina et al., 2024).

The fulfilment of tourism information needs occurs when people obtain complete, understandable, accessible, and relevant information concerning tourist attractions, facilities, locations, and tourism activities in Bengkulu City. Accordingly, the relationship between information content quality and the fulfilment of tourism information needs can be explained as follows: the higher the quality of the information content presented on the @Diskominfotikbengkulu Instagram account, the higher the level of fulfilment of tourism information needs among Bengkulu City residents. Conversely, when the quality of the information content is poor, the public's tourism information needs are less likely to be fulfilled optimally (Nugraha & Hardiyanto, 2022).

As an instrument for satisfying information needs, the information provided must be capable of addressing the audience's curiosity in a specific and solution-oriented manner. When the @Diskominfotikbengkulu account succeeds in presenting content that combines visual aesthetics with accurate information, audiences are more likely to perceive that their information needs have been adequately facilitated. This demonstrates the close relationship between government information dissemination efforts and the level of satisfaction experienced by social media users as information consumers in the digital era (Sahir, 2021).

Bengkulu City Communication, Informatics, and Statistics Office

The Bengkulu City Communication, Informatics, and Statistics Office is a government agency responsible for managing public information, communication, information technology, and the dissemination of various forms of information to the community. Diskominfotikbengkulu serves as a link between the government and the public through various communication media, including official websites, mass media, and social media. In the current development of digital technology, Diskominfotikbengkulu uses social media as an effective public communication

channel. One of the platforms used is the official Instagram account @Diskominfotikbengkulu, which functions as a medium for disseminating information to the public visually and interactively (Sahir, 2021).

Through this Instagram account, various forms of information can be delivered more attractively through photographs, videos, infographics, and informative captions, making them easier for people from different backgrounds to understand. The use of social media also represents a form of public information service that keeps pace with the changing needs of modern society, where many people access information through the internet and social media (Silaban, 2024). This digital strategy allows the agency to reach broader segments of society, particularly younger generations who rely heavily on visual platforms for references related to public policy and lifestyle information.

Tourism content frequently displayed on the account includes information on natural attractions and leading destinations in Bengkulu City, local culture and traditions, schedules of events or tourism activities, the availability of public and supporting facilities, travel routes and transportation access, as well as entrance fees and operating hours at tourist sites. The tourism content combines attractive visual elements with clear explanations to provide a comprehensive overview for people seeking travel-planning information. Thus, the @Diskominfotikbengkulu Instagram account functions not only as a government communication channel but also as a digital promotional medium that supports tourism-sector development and the fulfilment of tourism information needs among Bengkulu City residents (Nugraha & Hardiyanto, 2022).

Uses and Gratifications Theory

The theory employed in this study is Uses and Gratifications Theory. This theory views audiences as active parties who select and use media to fulfil their personal needs. In this context, media users are not regarded as passive recipients of messages but as individuals who consciously select particular media because they are considered capable of providing certain forms of satisfaction or benefit (Nurudin, 2019). This active selection indicates that user motivation is a central element driving media-consumption behaviour in the digital era (Rukajat, 2021).

Within this theoretical framework, the @Diskominfotikbengkulu Instagram account is positioned as an information source expected to fulfil the cognitive needs of Bengkulu residents concerning local tourist destinations. The account's ability to package content such as informative photographs and videos is a key variable determining the extent to which audiences feel satisfied after interacting with the content. Moreover, followers' conscious selection of the medium demonstrates that content quality is a primary attraction that encourages audiences to continue following information developments on the account (Putra & Luqman, 2023).

Diskominfotikbengkulu's role through Instagram extends beyond providing information to shaping public perceptions of the region's tourism image. In line with Putranto & Erdiansyah (2022), the effectiveness of government social media accounts in presenting relevant content is directly correlated with the fulfilment of users' information needs. This theory serves as the primary foundation because it explains that people consciously access the @Diskominfotikbengkulu account to seek tourism information in order to satisfy their needs. Their level of satisfaction and information-need fulfilment depends greatly on the quality of the content presented, including data accuracy, completeness of destination reviews, information currency, and the aesthetics of graphic design.

Research Hypotheses

H₀: There is no positive and significant effect of information content quality on the @diskominfo_bengkulu Instagram account on the fulfilment of tourism information needs among Bengkulu City residents. H₁: There is a positive and significant effect of information content quality on the @diskominfo_bengkulu Instagram account on the fulfilment of tourism information needs among Bengkulu City residents.

METHODS

This study employed probability sampling, a sampling technique that gives every member of the population an equal opportunity to be selected as a research respondent. The technique was carefully chosen to ensure fair, objective, and accurate representation in the collection of primary field data. By applying probability-sampling standards, the researchers sought to minimise selection bias so that the findings could reflect the actual conditions experienced by the social media audience that constitutes the main focus of this study.

The population in this study was set at 67 people, determined based on the accumulated highest number of likes on the 10 most recent posts on the diskominfotikbengkulu Instagram account. The sampling technique used was Simple Random Sampling, in which each member of the population had an equal chance of being selected. To determine a representative sample size, the researchers applied the Slovin formula with a 10% margin of error. The calculation produced a minimum sample of 41 respondents. To strengthen validity and improve the quality of the study, six additional respondents were included, resulting in a final sample of 47 respondents. The population and sample were specifically focused on followers of the diskominfotikbengkulu Instagram account so that the data obtained would be more accurate and relevant to the research objectives. Data were collected through an online questionnaire (Google Form) containing structured statements concerning information content quality, including information clarity, content completeness, timeliness, visual appeal, and ease of understanding the messages presented. The questionnaire was also designed to measure in depth the fulfilment of tourism information needs, including the public's ability to obtain information on destinations, facilities, locations, and other supporting information required before making a visit. Through this quantitative method with a probability-sampling approach, the study is expected to provide a comprehensive overview of the effectiveness of information content published by the diskominfotikbengkulu Instagram account in fulfilling the tourism information needs of Bengkulu City residents. The findings are expected to serve as strategic evaluation material for the Bengkulu City Communication and Informatics Office in improving the quality of tourism information delivery through social media platforms. Consequently, future information can be made more useful, easier to understand, and more precisely targeted to the public's current needs.

Data were collected through an online questionnaire (Google Form) measured using a five-point Likert scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1). In addition to the questionnaire, observations were conducted on content characteristics, and documentation was collected in the form of screenshots of SmartPLS 4 data matrices (Rukajat, 2021). The data-analysis technique used was Partial Least Squares-based Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS 4 statistical software. Instrument testing was conducted rigorously in two stages: Outer Model Evaluation (convergent validity using Outer Loading > 0.70 and AVE > 0.50; discriminant validity using HTMT < 0.90; and construct reliability using Cronbach's Alpha > 0.70 and Composite Reliability > 0.70), followed by Inner Model Evaluation (path significance testing/bootstrapping to obtain t-statistic and p-value values, together with analysis of the R-Square coefficient of determination) (Ghozali, 2021; Hair et al., 2021).

RESULTS

The convergent validity test aims to measure the extent to which indicators within a variable share a common measurement. The criteria used were a minimum outer loading value of 0.70 and a minimum Average Variance Extracted (AVE) value of 0.50. Based on the processed data, all indicators of the Information Content Quality variable had outer loading values ranging from 0.833 to 0.935, while indicators of the Fulfilment of Tourism Information Needs variable ranged from 0.752 to 0.935. All values met the minimum requirements and were therefore declared valid. In addition, the AVE value for Information Content Quality was 0.823, while the AVE for Fulfilment of Tourism Information Needs was 0.796; both values exceeded the 0.50 threshold.

The discriminant validity test was conducted to ensure that the two research variables were conceptually distinct and were not excessively correlated. The Heterotrait-Monotrait Ratio (HTMT) method was used, with a criterion of less than 0.90. The analysis showed an HTMT value of 0.819 between Information Content Quality and Fulfilment of Tourism Information Needs. This value is below the maximum permitted threshold, demonstrating that the two variables have good discriminant validity and can be distinguished from one another.

Reliability testing was used to assess the consistency and dependability of the research instrument through three main parameters: Cronbach's Alpha, Composite Reliability (rho_a), and Composite Reliability (rho_c), with all values required to exceed 0.70. For the Information Content Quality variable, Cronbach's Alpha was 0.946, Composite Reliability (rho_a) was 0.951, and Composite Reliability (rho_c) was 0.959. Meanwhile, the Fulfilment of Tourism Information Needs variable had a Cronbach's Alpha value of 0.934, Composite Reliability (rho_a) of 0.954, and Composite Reliability (rho_c) of 0.951. All values exceeded the minimum threshold, indicating that the research instrument was highly reliable for measuring both variables.

Hypothesis testing was conducted to determine the magnitude of the effect of Information Content Quality on the Fulfilment of Tourism Information Needs. Based on the structural-model analysis, the path coefficient was 0.950 with a p-value of 0.000. Because the p-value was below 0.05, the relationship between the two variables was positive and significant. In this explanatory quantitative study, the effect was further demonstrated by a t-statistic of 5.552, which exceeded the t-table threshold of 1.96. Furthermore, the coefficient of determination (R-Square) of 0.412 indicates that information content quality on the @Diskominfotikbengkulu Instagram account contributed 41.2% to the fulfilment of tourism information needs among Bengkulu City residents.

DISCUSSION

These empirical findings confirm and strongly support the validity of Uses and Gratifications Theory developed by Katz, Blumer, and Gurevitch (1974). The audience, in this case active social media users in Bengkulu City, is shown to act as active, rational, and goal-oriented consumers of information when accessing the @Diskominfotikbengkulu account. The audience's motive for seeking tourism information (cognitive needs) can be optimally satisfied because the quality of the messages and the characteristics of the communication materials presented by the local government agency have been packaged to a very high standard of content quality.

Analysis of message completeness and information accuracy indicates that the @Diskominfotikbengkulu Instagram account has presented tourism data transparently, reliably, and factually, ranging from the appeal of tourist attractions to entrance-ticket prices. Communicative wording combined with compelling visual appeal through aesthetic photographs, interactive short videos (reels), and clear infographics significantly facilitates audience comprehension. Consistency in publishing up-to-date content also serves as an important anchor for maintaining digital engagement with loyal followers in cyberspace.

For the Fulfilment of Tourism Information Needs variable, the audience's cognitive satisfaction is reflected in the practical utility of information as a primary reference for travel planning. Ease of navigation when finding tourism-information topics on the @DiskominfoBengkulu Instagram feed also contributes to increased user satisfaction. These findings are consistent with previous research by Putranto and Erdiansyah (2022) and Putra and Luqman (2023), which emphasises that the quality of information-content management on visually oriented social media platforms plays a fundamental role in shaping positive perceptions and audience behaviour in the era of digital transformation.

CONCLUSION

Based on the research findings and discussion presented above, it can be concluded that information content quality on the @diskominfo_bengkulu Instagram account has a positive and significant effect on the fulfilment of tourism information needs among Bengkulu City residents. This is demonstrated by a path coefficient of 0.950, a t-statistic of 6.741, and a p-value of 0.000, which is below the 0.05 significance level. The coefficient of determination, or R-Square, of 0.173 indicates that information content quality explains 17.3% of the variation in the fulfilment of tourism information needs, while the remaining 82.7% is influenced by other factors not examined in this study.

Theoretically, these findings confirm the relevance of Uses and Gratifications Theory, demonstrating that Bengkulu City residents act as an active audience that consciously selects and uses the @diskominfo_bengkulu account to fulfil cognitive motives related to tourism information needs. The account's success in presenting accurate, relevant, complete, and engaging content has provided satisfaction to users, enabling the information consumed to help the public plan tourism trips effectively. Thus, the findings emphasise that, in the digital communication of government agencies, information content quality is not merely a complementary element but a determining factor that enables audiences' information needs to be fulfilled in accordance with the principles of active media use.

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