



The Influence of the Quality of Information on the @taulebih.id Instagram Account on Increasing Followers' Reproductive Health Knowledge

Pengaruh Kualitas Informasi di Akun Instagram @taulebih.id terhadap Peningkatan Pengetahuan Kesehatan Reproduksi Followers

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Abstract – Reproductive health information encompasses knowledge about the functions, systems, and processes of reproduction. Reproductive health information should be understood by families, including parents and adolescents themselves. This study aims to analyze the influence of the information quality provided by the Instagram account @taulebih.id on the reproductive health knowledge of its followers, with a population of 90,000 followers and a sample of 273 individuals. Data collection for this study was conducted using a Google Forms-based questionnaire. The research employed a simple regression analysis method using SPSS 25. The outcomes derived from the basic regression analysis demonstrate support for the alternative hypothesis (H_a) is accepted, indicating that the information quality provided by the Instagram account @taulebih.id exerts a meaningful and favorable influence on the reproductive health knowledge of its followers, with a partial t-value of $12.248 > 1.650$ and a significance value of $0.000 < 0.05$. Furthermore, the results of the coefficient of determination test demonstrate a significant influence of the information quality provided by the Instagram account @taulebih.id on the reproductive health knowledge of its followers, accounting for 35.4%, while the remaining 64.6% is affected by additional factors not encompassed within the scope of this investigation.

Keywords: knowledge, reproductive health, information quality

Abstrak - Informasi kesehatan reproduksi mencakup pengetahuan tentang fungsi, sistem, dan proses reproduksi. Informasi kesehatan reproduksi harus dipahami oleh keluarga, termasuk orang tua dan remaja itu sendiri. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas informasi yang diberikan oleh akun Instagram @taulebih.id terhadap pengetahuan kesehatan reproduksi pengikutnya, dengan populasi sebanyak 90.000 pengikut dan sampel sebanyak 273 orang. Pengumpulan data untuk penelitian ini dilakukan dengan menggunakan kuesioner berbasis Google Forms. Penelitian ini menggunakan metode analisis regresi sederhana dengan menggunakan SPSS 25. Hasil yang diperoleh dari analisis regresi sederhana menunjukkan dukungan terhadap hipotesis alternatif (H_a) diterima, yang menunjukkan bahwa kualitas informasi yang diberikan oleh akun Instagram @taulebih.id memberikan pengaruh yang berarti dan baik terhadap pengetahuan kesehatan reproduksi para pengikutnya, dengan nilai t-value parsial sebesar $12,248 > 1,650$ dan nilai signifikansi sebesar $0,000 < 0,05$. Selanjutnya, hasil uji koefisien determinasi menunjukkan adanya pengaruh yang signifikan dari kualitas informasi yang diberikan oleh akun Instagram @taulebih.id terhadap pengetahuan kesehatan reproduksi pengikutnya, yaitu sebesar 35,4%, sedangkan sisanya sebesar 64,6% dipengaruhi oleh faktor-faktor lain yang tidak tercakup dalam ruang lingkup penelitian ini.

Kata kunci: pengetahuan, kesehatan reproduksi, kualitas informasi

INTRODUCTION

The advancement of information and communication technology has reached currently progressing rapidly. This advancement has provided convenience for everyone to seek information (Siregar & Nasution, 2020). Technological progress also enables anyone to easily access the internet anytime

and anywhere. Presently, the internet has become an integral part of society's life. In this modern era, people spend more time connected to the internet (Yuniat, 2019). According to a survey undertaken by the Indonesian Internet Service Providers Association (APJII) concerning the count of internet users in Indonesia in 2023, the figures have attained 78.19

percent, totaling 215,626,156 individuals (APJII, 2023).

The utilization of the internet as a tool to fulfill information needs signifies that the internet is a new form of media. The internet has birthed new technological innovations, one of which is social media as an information system (Safriana & Samatan, 2022). Over time, social media has become a platform where information can be disseminated comprehensively. This has led to the required efficiency for society, enabling ease of access anytime and anywhere, greatly facilitating societal activities (Riyanto, 2017).

The need for information has become one of the primary requirements to be fulfilled every day. Society's high curiosity drives them to seek information through various media. Among the many types of media available, social media emerges as the most popular medium used by Indonesian society to gather information (Utami & Defhany, 2024). Katadata Insight Center (KIC) and the Ministry of Communication and Information Technology (Kominfo) conducted a survey involving 1,670 participants in 34 regions across Indonesia, resulting in the following findings:

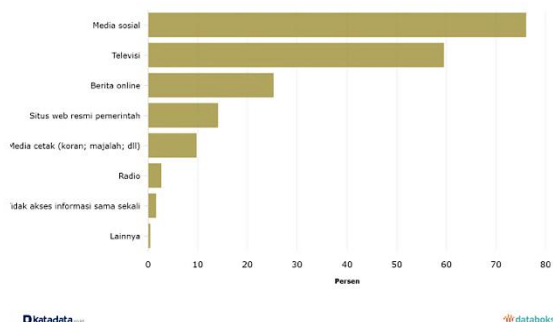


Figure 1 Types of Media Used to Obtain Information

Figure 1 shows that social media is the most frequently used media to obtain information, at 76%. Next is television with a percentage of 59.5%, online news with a percentage of 25.2%, official government websites with a percentage of 14%, print media with a percentage of 9.7%, and radio with a percentage of 2.6% (Pusparisa, 2020). Almost everyone uses social media, from children to adults. Of most of these choices, Instagram was chosen as the second social media used by the people of Indonesia. We Are Social and Kepios conducted a survey of Indonesians which resulted in the following findings:

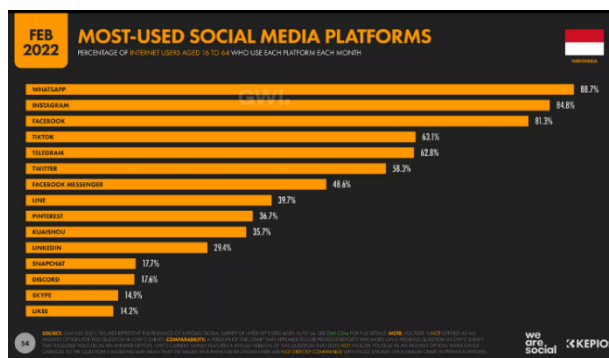


Figure 2 Social Media Widely Used in Indonesia

The data presented in Figure 2 shows that WhatsApp is the dominant social media platform in Indonesia, with a user rate of 88.7%. Instagram ranks as the second most used social media platform in Indonesia, with a usage rate of 84.8%. Then followed by various other social media platforms (Datareportal, 2022). Social media is omnipresent and capable of reaching a substantial audience, thereby facilitating the extensive distribution of health information and messages without geographical constraints. Both young and older adults alike embrace this communication platform for promoting sexual health (Olamijuwon & Odimegwu, 2021)

The information disseminated through social media has variety, informative character, and entertainment. Understanding of information is tailored to individual preferences, as well as the way information is searched and utilized (Umaroh & Karjoso, 2021) Prasanti & Fuady, 2018). The need for information will drive everyone to look for the most efficient and accurate way to get the information they need. One of the information needed by the community, especially adolescents, is reproductive health information (Admin & Sri Emilda, 2021; Buaton et al., 2019). Knowledge of reproductive health is crucial in the lives of every individual, especially for women who must manage and understand their bodies better.

During adolescence, it is very important to equip adolescents with accurate knowledge about reproductive health issues to avoid them seeking information from unreliable sources (K. Y. S. Putri, 2023). However, there are still many people who do not have an adequate understanding of this topic. The existence of cultural and religious factors is one of the causes of adolescents, especially girls, often reluctant to seek information about sexual and reproductive health (Admin & Sri Emilda, 2021). As a result, girls are poorly informed about sexual and reproductive

health (Admin & Sri Emilda, 2021; Zakaria et al., 2019). Providing reproductive health information to adolescents is a very important activity. Adolescents will understand and understand more about themselves, others, and their environment, so that they are able to face the challenges faced and can plan for their future. By providing diverse knowledge about the environment, individuals will be skilled in addressing the problems they face (Astuti et al., 2019).

Inadequate understanding of sexuality not only encourages adolescent experimentation but also results in misunderstandings (Buaton et al., 2019; Yusuf & Hamdi, 2021). Lack of knowledge about reproductive health can have a significant negative impact (Yusuf, 2022). One of them is the spread of sexually transmitted diseases (STDs) and the increase in the rate of unplanned teenage pregnancies (Admin & Sri Emilda, 2021). Unplanned teenage pregnancies can hinder their educational and career development, as well as impact their well-being both physically and mentally (Bearak et al., 2020; Senja et al., 2020). In addition, ignorance of the signs and symptoms of sexually transmitted diseases can hinder effective prevention, treatment, and spread efforts. Undetected and untreated sexually transmitted diseases can have long-term impacts and risk of complications (Senja et al., 2020).

Thus, in order to avoid negative dangers and ensure optimal reproductive health for each person, enhancing awareness regarding reproductive health holds great significance (Senja et al., 2020). Social media has potential as a means of communication in the dissemination of reproductive health information and education ((Umaroh & Karjoso, 2021)). A study shows that sexual health messages conveyed through Instagram are more effective when presented in the form of photos (O'Donnell & Willoughby, 2017). The @taulebih.id Instagram account is present as one of the accounts on social media that can provide reproductive health information to the public, especially to adolescents. The @taulebih.id account is an educational platform for sexuality and reproductive health education based on religious values and has a vision to normalize discussions related to sexuality and reproductive rights and health in Indonesia. Increasing reproductive health knowledge through quality information is an important step to realize positive changes in understanding and practice around reproductive health. Quality information can provide a

solid foundation for individuals in making correct decisions related to their reproductive health.

Literature Review

Quality of Information

Quality of information refers to the extent to which the information provided is reliable, accurate, and relevant (Putra et al., 2020). In this digital age, where information is abundantly available and easily accessible, it is important that we understand the level of accuracy and reliability of such information before using it (Firdaus & Lawati, 2020). High quality information is essential in many fields, including science, business, and everyday life.

Information quality relates to the data generated by the information system. To meet the prerequisites for the use of information as a basis for decision making, it is necessary to be able to present relevant, accurate, and timely information (Putra et al., 2020). According to Mc. Lean (2004) The quality of information depends on four factors, namely (1) accurate, (2) on time, (3) relevant, and (4) complete (Nahdiana, 2022). Information is considered accurate if it is free from partiality or confusion, without errors, and effectively conveys its intended purpose (Putra et al., 2020). Inaccurate information may arise from errors in the source of information or intentional tampering or alteration of data, resulting in damage or alteration of the original information.

The importance of receiving information promptly cannot be underestimated. Outdated (pending) information will not provide favorable results for users, especially if it serves as a foundation for making informed choices (Hoang & Nguyen, 2019; Moro Visconti & Morea, 2019). Therefore, the need for timely information is very important and valuable (Syaepudin et al., 2022). This is because the procedure of acquiring, handling, and transmitting information requires cutting-edge technology.

The quality of information can be measured by the extent to which it meets the needs of its users. This is because the information needs of each individual are different. Therefore, information relevant to the needs of users is considered quality information (P. W. Handayani et al., 2019; Putra et al., 2020). In addition, comprehensive or complete information means that the information shared must be fully understood by the recipient.

Reproductive Health

Reproductive health according to the World Health Organization (1992), refers to the ideal state of physical, psychological, and social well-being, which is not only free from disease or disorder but also includes all aspects related to reproduction. System, its operation, and procedures (Bearak et al., 2020; Wastnedge et al., 2021). Therefore, reproductive health can be interpreted as a condition where individuals can enjoy their sexual welfare and carry out their reproductive functions and procedures in a healthy and safe manner, including giving birth to healthy offspring (Barney et al., 2020; Wastnedge et al., 2021).

Reproductive health refers to physical, psychological, and social health related to functions, roles, and systems (F. Handayani et al., 2022). Reproductive health is one aspect that needs extra attention, especially among adolescents. It aims to reduce the burden of disease in the future, maintain adolescent productivity, and guide them towards a better personal direction. Some of the things that affect adolescent reproductive health are sexual behavior among adolescents, limited access to reproductive health services, lack of knowledge, community or cultural influences that are contrary to applicable norms, and lack of understanding on how to control fertility effectively (Admin & Sri Emilda, 2021; Senja et al., 2020).

The provision of knowledge about reproductive health to adolescents aims to equip them to lead a healthy and responsible reproductive life (F. Handayani et al., 2022). This also supports efforts to improve the lives of adolescents and their families, now and in the future. Reproductive health resources for adolescents cover all aspects of their lives related to awareness, mindset, and behavior in the sexual and family domains. Knowledge of reproductive health includes, among others, an overview of reproductive anatomy, roles, systems, and processes, as well as the identification of actions that lead to a decline in adolescent sexual well-being, such as unplanned pregnancies, the spread of sexually transmitted infections (IMS) dan HIV/AIDS (Wastnedge et al., 2021).

Methods

This study employs a quantitative approach using survey techniques. The target population for this research consists of the 90,000 individuals following the @taulebih.id Instagram account as of February 14,

2023. The sampling technique used probability sampling, which involves a random selection process that gives each member of the population an equal opportunity to be chosen. In this approach, all members of the population can potentially be included in the sample, and the sample is selected randomly. The calculation for sample size determination in this study adhered to the Isaac and Michael (1981) formula, considering a margin of error at 10% and a confidence level of 95% ($d = 0.05$). Consequently, the sample size was determined to be 273 participants.

Data were collected using questionnaires. The research questionnaire was made using Google Form then processed using SPSS 25 for Windows. In this study, the questions that will arise are taken from indicators of the quality of information and knowledge of reproductive health followers of the @taulebih.id Instagram account. The quality of information (independent variable) can be measured based on the indicators proposed by McLean (2004), which include accuracy, timeliness, relevance, and completeness. Additionally, the quality of media information can be assessed using the ethical indicator suggested by Siberkreasi & Deloitte (2020). Meanwhile, reproductive health knowledge (dependent variable) is measured using indicators from the World Health Organization (1992), which encompass anatomical understanding, reproductive systems, roles and processes, awareness of sexually transmitted infections (STIs), understanding of HIV/AIDS, knowledge of abortion, awareness of pregnancy processes, adolescent maturation awareness, and awareness of adolescent sexual behavior.

The initial data gathering process will involve the dissemination of questionnaires via a Google Form to individuals who follow the @taulebih.id account. The research tool employed in this study was evaluated using the Likert scale. Within the framework of this research, researchers used a type of questionnaire or questionnaire instrument with a score of 1 to 5, namely disagree, disagree, hesitate, agree, and strongly agree.

Before the data is analyzed, a validity assessment is conducted to evaluate the questionnaire's efficacy. If the computed correlation coefficient (r count) is positive or greater than the critical correlation coefficient value (r table), the question is considered valid. Conversely, if the r count is negative or smaller than the r table value, the question is deemed invalid. Furthermore, reliability tests were performed utilizing Cronbach's Alpha formula According to Ghazali

(2018) Cronbach's alpha is deemed acceptable when it surpasses 0.6. As Cronbach's alpha approaches 1, the internal consistency reliability strengthens. The reliability assessment for this study was conducted using the SPSS 25 software for the Windows operating system.

Next, the data underwent analysis through a simple regression approach, aiming to ascertain the degree to which the independent variable influenced the dependent variable. Within the context of this research, the dependent variable is reproductive health knowledge (Y), while the independent variable is the quality of information (X). If the probability < a significance level of 5% or 0.05 then H_0 is rejected (there is a significant effect). If the probability > a significance level of 5% or 0.05 then H_0 is accepted (no significant effect).

Reliability and Validity

Reliability tests are carried out to measure a questionnaire reliable or not, questionnaires are declared reliable if a person's answers to the questions asked remain stable and consistent if refilled in the questionnaire. The results of the reliability test can be seen in the table below:

Table 1: Reliability Test

Variable	Cronbach's Alpha	Cronbach's Hinted alpha	Conclusion
Quality of Information	0,925	0,60	Reliable
Reproductive Health Knowledge	0,819	0,60	Reliable

A variable can be considered dependable if Cronbach's Alpha value is greater than 0.60. Derived from the outcomes of the reliability assessment presented in the aforementioned Table 1, it becomes evident that the information quality variable (X) exhibits a Cronbach's Alpha coefficient of 0.925, substantiating its reliability. Similarly, the reproductive health knowledge variable (Y) attains a Cronbach's Alpha value of 0.819, further affirming its reliability. Consequently, it can be deduced that all measuring instruments pertaining to both variables demonstrate a satisfactory level of reliability.

The purpose of the validity assessment is to establish the reliability of a distributed questionnaire

among respondents. The Pearson Correlation method is adopted in this research for the validity analysis, involving the correlation of individual statement/question item scores within a variable. In evaluating an item's validity, two approaches are considered: if the significance value is <0.05, the item is deemed valid; if the significance value is >0.05, the item is deemed invalid. Similarly, if the calculated correlation coefficient (r_{count}) exceeds the critical correlation coefficient value (r_{table}), the item is considered valid; conversely, if r_{count} is less than r_{table} , the item is considered invalid.

In this research, the critical correlation coefficient value (r_{table}) stands at 0.1187, derived using the formula $Df = n - 2 = 273 - 2 = 271$, considering a significance level of 5% or 0.05. The validity assessment was performed on two variables, specifically information quality (X) and reproductive health knowledge (Y). The outcomes of the validity examination conducted on the questionnaire's individual question items are presented in the subsequent table:

Table 2 Validity Test

Variable	Item	Calculate d r value	Table r value	Information
Quality of Information @taulebih.i d Instagram account (X)	X.1	0,771	0,1187	Valid
	X.2	0,832	0,1187	Valid
	X.3	0,708	0,1187	Valid
	X.4	0,807	0,1187	Valid
	X.5	0,824	0,1187	Valid
	X.6	0,786	0,1187	Valid
	X.7	0,792	0,1187	Valid
	X.8	0,775	0,1187	Valid
	X.9	0,674	0,1187	Valid
	X.10	0,799	0,1187	Valid
Reproductive Health	Y.1	0,525	0,1187	Valid
	Y.2	0,500	0,1187	Valid
	Y.3	0,555	0,1187	Valid
	Y.4	0,631	0,1187	Valid

Variable	Item	Calculate d r value	Table r value	Informatio n
Knowledge in Followers (Y)	Y.5	0,613	0,118 7	Valid
	Y.6	0,635	0,118 7	Valid
	Y.7	0,591	0,118 7	Valid
	Y.8	0,532	0,118 7	Valid
	Y.9	0,501	0,118 7	Valid
	Y.10	0,558	0,118 7	Valid
	Y.11	0,445	0,118 7	Valid
	Y.12	0,412	0,118 7	Valid
	Y.13	0,556	0,118 7	Valid
	Y.14	0,631	0,118 7	Valid
	Y.15	0,569	0,118 7	Valid
	Y.16	0,516	0,118 7	Valid

Based on the outcomes of the conducted validity assessment, it is evident that every question item is deemed valid. This deduction is drawn from the juxtaposition of the computed correlation coefficient (r count) for each item with the critical correlation coefficient value (r table). The results indicate that the r count values for all items surpass the r table value, which is 0.1187. This implies that $r \text{ count} > r \text{ table}$, leading to the conclusion that all items under both the information quality variable (X) and reproductive health knowledge variable (Y) are indeed valid.

RESULTS AND DISCUSSION

Demographic Profile

In this investigation, participant attributes were categorized according to gender and age. The outcomes of data analysis revealed, the gender of male respondents was 12.8% and female 87.2%. Figure 3 below shows the percentage of respondents' gender.

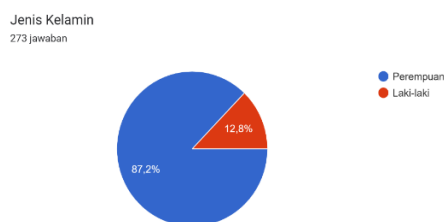


Figure 3 Characteristics of Respondents by Gender

In addition to gender, the characteristics of respondents based on age can also be seen in Figure 4 below. Respondents aged <16-25 years amounted to 87.9%, aged <25-35 years amounted to 11.7%.

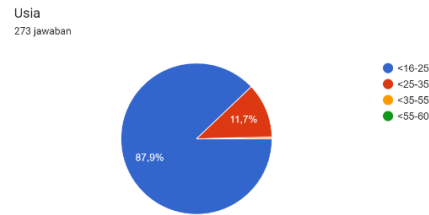


Figure 4 Characteristics of Respondents by Age

Simple Linear Regression

A straightforward regression analysis was executed to ascertain the extent of impact exerted by the independent variable, denoted as information quality (X), on the dependent variable, referred to as reproductive health knowledge (Y). The outcomes of the simple linear regression examination are presented in the subsequent table:

Table 3 Simple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	25,902	3,191	
	Quality of Instagram Account Information @taulebih.id	0,883	0,072	0,597

From the outcomes presented in Table 3 pertaining to the earlier discussed simple linear regression assessment, it is discerned that the constant value stands at 25.902. This value signifies that in instances where the quality variable of the @taulebih.id Instagram account's information is absent or holds a value of 0, the resulting reproductive health knowledge amounts to 25.902. Furthermore, the coefficient value associated with the @taulebih.id Instagram account's information quality variable, quantified at 0.883, signifies that an increment of 1 unit in the @taulebih.id Instagram account's information quality variable leads to a corresponding elevation of 0.883 units in the reproductive health knowledge level.

Test the hypothesis

The outcomes derived from the t-test demonstrated that the information quality variable exhibited a significance level of 0.000, which is lower than 0.05. Additionally, the computed t value was 12.248, surpassing the critical t value from the table (with degrees of freedom, $Df = n - k - 1$), which is 1.650. As a result, the null hypothesis (H_0) was rejected in favor of the alternative hypothesis (H_a). Consequently, the hypothesis asserting a constructive and substantial influence of the information quality present on the @taulebih.id Instagram account on reproductive health knowledge was corroborated and accepted.

Coefficient of Determination (Test R²)

The coefficient of determination is utilized to gauge the extent of the independent variable's influence on the dependent variable. This coefficient's value lies within the range of zero to one. The ensuing table showcases the outcomes of the determination analysis:

Table 4 Test Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.356	.354	6.740
a. Predictors: (Constant), Kualitas Informasi Akun Instagram @taulebih				

As indicated in Table 4, the Attained Adjusted R Square (R^2) value of 0.354, equivalent to 35.4%, permits the deduction that the combined impact of the quality of information provided on the @taulebih Instagram account has an influence of 35.4% on the reproductive health knowledge variable. The remaining 64.6% is influenced by external factors beyond the scope of the variables examined in this research.

Discussion

In the age of social media and the internet, access to information has become easier, but also more complex due to the abundance of information and the diversity of information sources available (Alifah, 2021; Khatimah, 2018; Prasanti, 2017; Prasanti & Fuady, 2018). Easier access to information through social media and the internet allows individuals to get information on various topics quickly, including information about reproductive health. However, it is also necessary to pay attention to the quality of information obtained through social media and the internet. Sorting out information that is truly relevant,

accurate, and trustworthy is the main thing that needs attention. Therefore, the quality of information about reproductive health is something that needs serious attention. The quality of information plays an important role in increasing knowledge and understanding of reproductive health. The accuracy of the information provides a solid foundation for individuals to properly understand the topic of reproductive health. Inaccurate or unsubstantiated information can result in incorrect understanding. Incorrect or inaccurate information can lead to misunderstandings, fear, and lead to risky behavior (Yusuf, 2022).

The quality of information is also related to the sources used. Reliable sources of information, such as health institutions, published scientific research, or trained health professionals, have a higher level of reliability. In addition, social media such as Instagram is also one of the reference sources in finding information (Putra et al., 2020; Safriana & Samatan, 2022). Many reproductive health accounts on Instagram provide accurate and reliable health information. However, not all of these accounts are reliable. Users should exercise caution in verifying the credibility of information sources before taking action or following the reproductive health advice of certain accounts. Based on the results of the study shows that @taulebih Instagram account has accurate information quality. Reproductive health information @taulebih Instagram account has a significant influence on reproductive health knowledge. Quality information can provide better knowledge about important reproductive health practices, such as the use of effective contraceptive methods, prevention of sexually transmitted diseases, the importance of regular checkups, and optimal prenatal care. This can have an impact on better overall reproductive health.

In the context of the theory of Uses and Gratifications, this theory serves as a basis for investigating the process of information retrieval. This theory argues that users are actively involved in the selection and utilization of media. To meet their needs, media consumers strive to identify the most suitable media outlets, implying that they have many options to meet their needs (Prasanti, 2017; Purnama, 2021; I. P. Putri et al., 2023). The findings of this research demonstrate the validation of the theory of Uses and Gratification, which confirms the fundamental proposition that the evaluation of media content depends on the audience. Low-quality media content may still have a purpose for

certain audiences because they get satisfaction from meeting their needs through that medium. It can be concluded that information from media content or messages on Instagram can cause satisfaction fulfillment needs for its users, but the nature of needs can differ according to information needs.

CONCLUSIONS

The quality of information has a positive and significant influence on reproductive health knowledge. If the information received about reproductive health is of good quality, then knowledge on the topic will increase positively. Accurate, reliable, and up-to-date information plays an important role in the formation of one's knowledge. Good quality information can assist individuals in making informed decisions related to their reproductive health, such as choosing appropriate contraceptive methods, identifying symptoms or risks of disease, and understanding necessary preventive measures.

In addition, knowledge gained from quality information can also help in raising awareness of the importance of reproductive health and promoting healthy behavior in sexual relationships. This can contribute to improve individual well-being, to prevent disease, and to ensure good family planning. Information is only one aspect of reproductive understanding and health. Other factors, such as access to quality health services, comprehensive sexual education, and a supportive social environment are also important to achieve optimal reproductive health.

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