

## **The Influence of Exposure to Educational Content on Instagram Account @Zeniuseducation on Students' Learning Interest**

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### **Abstract**

There are several findings in research that found that students' interest in learning in Indonesia is currently experiencing a decline during the pandemic, this is due to learning being carried out online. Students have the feeling that online learning is less motivating when compared to classroom learning. The purpose of this study was to find out how much influence exposure to educational content has on the Instagram account @zeniuseducation on students' learning interest. This study uses a quantitative approach. The method used in this study is an explanatory survey method to explain the effect of one variable on another with the help of a research instrument in the form of a questionnaire. The population of this study were followers of the Instagram account @zeniuseducation and the number of samples was drawn based on calculations using the Slovin formula, the results obtained were 100 samples. The sampling technique was carried out by purposive sampling technique. Descriptive analysis found that most of the respondents' educational content exposure variables were in the often-exposed category and most of the students' learning interest variables were in the moderate category. The results of the hypothesis test show that the calculated significance value is  $0.000 < 0.05$ , which means that there is a significant effect of exposure to educational content on students' learning interest. The magnitude of the influence based on the coefficient of determination test is 43.5%, which means that the remaining 56.5% influence comes from other variables outside this study.

**Keywords:** exposure, educational content, instagram, interest in learning

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**INTRODUCTION**

Today's information and communication technology has developed so rapidly both in the world and specifically in Indonesia. The shift from traditional media as a means of communication towards new media is indicative of this development. One form of new media that has become a major concern today is the internet. The internet is a network that uses satellites and other means of communication to link computers around the world. The social media marketing agency, We Are Socialo, notes that internet users in the world as of February 2022 are 4.95 billion people, which has increased by 1% compared to 2021. In Indonesia alone, internet users as of February 2022 are as many as 204.7 million people with an increase by 1.03% compared to the previous year. One of the reasons that makes internet users increase every year is because of the many benefits it offers.

One of the most important benefits of the internet is connecting people from various places, where social media has the most important role in making this happen. We Are Social also notes that the most popular internet activity is social media. Even the number of active social media users has also increased compared to the previous year, where globally there are now 4.62 billion active social media users with a percentage increase of 10.1% and in Indonesia alone the percentage increase is 12.6%, namely 191.4 million inhabitants.

One of the ways for humans to connect on social media is by sharing information or in the digital world it is familiarly called content. Individuals can upload content to be responded to by their followers and then interaction can occur. Usually social media users attract the attention of other users through content uploaded to their social media accounts, so many social media users are competing to create unique and different content to attract the attention of many users. Because of this, a lot of content has deviated from existing ethics and norms, where this content does not provide benefits to other users who view the content or can be said to be not educational.

Content does not have to be educational in nature, but it is a shame if the ease of disseminating information through social media is not utilized as well as possible, one of which is to provide education for the public. At present, the content that is of concern and is being talked about in the community is mostly not content that is specifically aimed at educating, but only for mere entertainment. Therefore, more social media accounts are needed that provide educational content with interesting delivery methods to draw public attention from non-educational content..

The most accessed social media in Indonesia and the world in 2022 according to We Are Social data are Whatsapp and Instagram which occupy the first and second positions. Because Whatsapp is a social media application that specifically functions to share messages, it can be said that the most accessed social media for distributing content in Indonesia is Instagram.

Instagram according to Fromer (Hafidz, et al., 2021: 103) is a photo and video sharing application that makes it easy for the process of taking pictures and videos, editing them with various digital effects, then uploading them on various social media channels. According to We Are Social, there will be 1.4 billion people on Instagram in 2022, while in Indonesia there are 93.6 million people.

This number is very large, which means that uploading content on Instagram can have an impact on most people in Indonesia, so that the content presented on the social media platform needs to be considered so that it can have a positive impact. This is because exposure to content can produce effects that affect changes in a person's mindset, attitude, and even behavior.

According to Robert (1971: 359), media effects are changes in human behavior as a result of exposure to mass media. The focus is the message in the media, so the resulting effect is related to the message in the media. According to Stamm & Bowes (Zukarnain, 2022: 4) the effect of mass media messages on influencing humans is divided into the following two parts:

- a. The primary effect is the effect that arises because the individual is exposed to the media, pays

attention to the contents of the media, and understands the contents of the messages in the media. The size of this effect is directly proportional to the audience's ability to process the information presented in various types of media.

- b. Secondary effects, namely effects that arise as a result of changes in cognitive level which include knowledge and attitudes, as well as changes in behavior which include the act of accepting and choosing. The secondary effect is the behavior of receiving individuals who are under the direct control of the messenger.

One Instagram account that shares educational content is @zeniuseducation, where this account is managed by an edutech company, namely PT Zona Edukasi Nusantara (Zenius Education), which is an educational service provider company. Zenius has a corporate vision of 'helping create a smart, bright and cool Indonesia'. Zenius also has the main mission of the company, namely 'to instill in anyone, anywhere a love of learning, to question everything'.

Zenius' determination to achieve the company's vision and mission is also reflected in the content uploaded to his Instagram account. The Instagram account @zeniuseducation was created in July 2015 and as of October 5 2022 at 17.01 WIB already has a number of followers of 541 thousand users. Content shared on Instagram accounts includes promotional content, product knowledge, and educational content which will be discussed further in this research. The reason the author focuses on educational content is because the writer wants to see whether the educational content shared by Zenius really has an impact on growing a love of learning which is marked by an interest in learning in its followers because the content of educational content is mostly about school subject matter. such as history, biology, and others.

Interest according to Slameto (2003: 180) is a preference and a sense of connection to something or activity without being told. Interest is basically the acceptance of a relationship between oneself and something outside oneself. The stronger or closer the relationship, the greater the interest. Interest can be formed through three factors according to Crow & Crow (1961: 159-160), namely:

- a. Encouragement Factors, namely factors that arise or are present from ourselves, for example encouragement from ourselves to eat, this encouragement motivates us to carry out activities related to foraging which can generate interest in preparing food.
- b. Social motive factors, namely factors in which interest can be formed due to environmental influences that require someone to carry out an activity in order to be accepted or recognized. Someone's interest in carrying out learning activities, for example, could be based on that person's desire to gain acceptance from relatives or friends.
- c. Emotional factors, namely factors that are closely related to emotions where interest can be formed because feelings of liking or satisfaction arise when someone does an activity.

From the definition above, it can be concluded that interest in learning is a person's willingness to carry out learning activities without any encouragement or coercion from outsiders but rather one's own impulse. To increase interest in learning, the three factors that can shape interest also need to be improved.

Students' interest in studying in Indonesia has decreased since the pandemic took place. In the research conducted by Handarini & Wulandari (2020), the results showed that the majority of students had a low interest in online learning. In addition, the Federation of Indonesian Teachers' Union (FSGI) also stated that students' interest in learning fell by 20% based on phenomena that occurred in the NTB region, where student participation in the first phase of PJJ reached 60% but decreased in the second phase (jawapos.com).

Zenius, as a technology-based education company whose mission is to foster a love of learning, needs to tackle this problem. Currently, most schools have returned to implementing offline learning, but the impact of online learning some time ago on students' interest in learning is still being felt today. One Counseling Guidance (BK) teacher from SMAN 8 Malang conducted a survey of his students and found the fact that after offline learning was held, students' enthusiasm for learning remained low (radarmalang.jawapos.com).

Zenius has its own framework for creating social media content, especially educational content, which aims to make the content produced effectively convey to the audience and achieve the goals of the content creation. In making this framework, Senior Content Creator at Zenius, Cania Citta said that he had conducted his own research on various journals about how the human brain works to find out how to most effectively convey content to the target audience.

Seeing how serious Zenius is in compiling social media content so that it can be conveyed effectively to audiences where one of the goals is to foster a love of learning, this research wants to find out whether it is true that exposure to educational content on the @zeniuseducation Instagram account has an influence on interest. study students who follow their social media accounts.

## RESEARCH METHODS

This study uses a quantitative approach to explain the influence of one variable on another which will later be converted into numbers and analyzed statistically. According to Kurniawan & Puspitaningtyas (2016: 18), quantitative research is a scientific investigation of a topic and analyzes it quantitatively so that findings can be generalized. In research want to know how big

This research uses explanatory survey method. Sugiyono (2007: 12) states that researchers use a survey approach to collect data from natural sites but they carry out treatments such as distributing questionnaires, conducting tests, or organizing interviews. This research provides a questionnaire as a form of survey, then explains the results of the author's analysis of the data that has been collected through the questionnaire. zeniuseducation and one dependent variable, namely student learning interest. In the simple paradigm, it is necessary to use two theories related to the two research variables, which in this study have formulated the theory of media exposure as a theory that explains the independent research variables and the theory of interest, namely the forming factors of interest that explain the researcher's dependent variable.

Collecting data in this study is to use a research instrument in the form of a questionnaire distributed to respondents according to the number of samples from a predetermined population. This questionnaire was distributed online via the Google Form link which contains questions to students who follow the Instagram account @zeniuseducation.

The population in this study are followers of the Instagram account @zeniuseducation which as of October 5 2022 at 17.01 WIB totaled 541 thousand users. By using the slovin formula to determine the total sample in this study, which is 100 respondents.

## RESULT AND DISCUSSION

### Demografi

Respondents in this study amounted to 100 respondents who were classified into several characteristics.

**Table 1. Gender**

Gender	Frequency	Percentage
Man	43	43%
Woman	57	57%
Amount	100	100%

Based on table 1, there are more female respondents than male respondents with a ratio of 57:43.

**Table 2. Age Level**

Age Level	Frequency	Percentage
13-14 Years	10	10%
15-16 Years	26	26%

17-18 Years	50	50%
>18 Years	14	14%
Amount	100	100%

Based on table 2, the respondents with the most age levels are respondents in the age range of 17-18 years, namely with a percentage of 50% or half of all respondents.

**Table 3. School Level**

School Level	Frequency	Percentage
SMP	27	27%
SMA/K	73	73%
Amount	100	100%

Based on table 3, there are more respondents from SMA/K level than respondents from SMP level with a ratio of 73:27.

**Table 4. Domicile**

Domicile	Frequency	Percentage
Jabodetabek	86	86%
Luar Jabodetabek	14	14%
Amount	100	100%

Based on table 4, there are more respondents who live in the Jabodetabek area than respondents from outside the Jabodetabek area with a ratio of 86:14.

**Table 5. Requirements to Follow the @zeniuseducation Account**

Necessity	Frequency	Percentage
Take a tutoring program	25	25%
Want to know the product	46	46%
Increase knowledge	29	29%
Amount	100	100%

Based on table 5, the most common need for respondents is to want to know the products offered by Zenius with a percentage of 46%.

**Exposure Level of Educational Content****Table 6. Exposure Level of Educational Content**

Category	Frequency	Percentage
Often	74	74%
Enough	24	24%
Seldom	2	2%
Amount	100	100%

Based on table 6 regarding the level of students exposed to educational content on the Instagram account @zeniuseducation which has been measured from the dimensions of frequency, attention, and duration, it is shown that the category is often exposed to a percentage of 74%, the category is often exposed to a percentage of 24%, and the category is rarely exposed to is 2 %. It can be concluded that the exposure level of educational content to students is in the category of frequent exposure.

**Student Learning Interest Level****Table 7. Level of Student Learning Interest**

Category	Frequency	Percentage
High	42	42%
Medium	57	57%
Low	1	1%
Amount	100	100%

Based on table 7 regarding the level of student interest in learning, it is shown in the high category with a percentage of 42%, the medium category is 57%, and the low category is 1%. It can be concluded that most of the students' learning interest is in the medium category.

## Analysis of the Effect of Exposure to Educational Content on the Instagram Account @zeniuseducation (X) on Student Learning Interests (Y)

Before carrying out the influence test, an R test or correlation test will be carried out first to see the relationship between the two variables.

**Table 9.** R test

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.660 <sup>a</sup>	.435	.429		3.82497

a. Predictors: (Constant), Terpaan Konten Edukatif

The results show a value of  $r = 0.660$  which means that the two variables have a correlation or relationship. The relationship between the two is a strong relationship with a positive coefficient number meaning that the two have a positive relationship. The positive relationship in question is that if one variable goes up or down, the other variables will also go up or down.

The R Square value of 0.435 means that the educational content exposure variable contributes 43.5% to the student learning interest variable. This means that the contribution of 56.5% is given by other variables outside of this study.

Before proceeding to the influence test, it is necessary to carry out a linearity test (Test F) to find out whether regression analysis can be used to predict variables and to show that there is a simultaneous effect of exposure to educational content on students' learning interest. The following are the results of the F Test:

**Tabel 10.** Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1104.858	1	1104.858	75.518	.000 <sup>b</sup>
Residual	1433.782	98	14.630		
Total	2538.640	99			

a. Dependent Variable: Minat Belajar Siswa  
b. Predictors: (Constant), Terpaan Konten Edukatif

If the significance value of the calculated F is below 0.05 (5%) which is the significance level of this study, then the regression model can be used. The table above shows the calculated F value of 75.518 with a significance value of  $0.000 < 0.05$ . Thus it can be concluded that the regression model can be used to predict variables and there is a simultaneous effect of exposure to educational content on students' learning interest.

Furthermore, the influence test was carried out with a simple linear regression analysis which can be described as follows:

**Table 11.** Simple Linear Regression Analysis

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	3.282	2.465		.186
Terpaan Konten Edukatif	.776	.089	.660	.000

a. Dependent Variable: Minat Belajar Siswa



It is shown that the constant value is at 3,282 and the educational content exposure value is 0.776. These two values are entered into the following simple linear regression model:

$$Y = a + bX$$

$$Y = 3.282 + (0.776(X))$$

The above equation can be interpreted if there is no value of exposure to educational content (exposure to educational content is worth 0), then the value of student interest in learning is 3.282. The regression coefficient X of 0.776 indicates that for every 1 additional value of exposure to educational content, the value of student interest in learning will increase by 0.776.

Then to see whether there is a significant influence between the two variables a t test is performed. The significance value of the t test in table 11 shows the number  $0.000 < 0.05$ , which means that there is a significant effect of exposure to educational content on the Instagram account @zeniuseducation on students' learning interest.

Based on the research that has been done, the results show that the majority of respondents in this study are often exposed to educational content with a percentage of 74% and have an interest in learning which is in the medium category with a percentage of 57%. The test results showed that there was an effect of 43.5% on the variable exposure to educational content on the variable interest in student learning.

The results of this study are consistent with Roberts' statement (1971: 359) that media exposure can have a behavioral change effect on individuals exposed to mass media messages. Students who are exposed to educational content on the Instagram account @zeniuseducation produce changes in behavior in the form of an increased willingness to learn. This is proven through the results of the product moment-Pearson correlation inferential test which yields a positive value of 0.660, meaning that there is a positive relationship where if the exposure to educational content is seen more often by students, student interest in learning will increase. The effect of messages in educational content on the @zeniuseducation Instagram account on students can be described as follows:

Primary effects, namely the effects that arise when individuals understand the messages conveyed in the media so that individuals listen to the contents of the media. Based on the research that has been done, the results show that most students understand the contents of educational content. Based on data acquisition through questionnaires, most students strongly agree that they apply the contents of educational content to their learning activities, this means that students understand what is conveyed in the content. This also makes students finally listen to the educational content which can be seen from the length of time students watch educational content.

Secondary effects, namely effects that arise from changes in cognitive levels and changes in behavior. Due to a change in cognitive level caused by exposure to educative content in the form of increasing student knowledge about a material, then there is a change in behavior in the way students learn. The student learning interest variable is measured based on whether students have a high enough motivation from themselves to carry out learning activities. From the research conducted, it was found that most of the students who were exposed to educational content re-did deepen their school teaching materials when they were at home. In addition, they have also spent more time studying since seeing Zenius' educational content.

## CONCLUSIONS

Based on the results of the research, data analysis, and discussion, it was found that there was an influence from exposure to educational content on students' learning interest. From the results of the R test, it was found that the correlation coefficient was 0.660, which means that there is a strong relationship between the two variables. In addition, a positive number indicates that the two variables are positively correlated where if the variable exposure to educative content goes up or down, the

variable of student learning interest will also go up or down. Exposure to educational content has an overall effect of 43.5% on students' learning interest, while the remaining 56.5% is influenced by other variables outside this study.

The results of a simple linear regression test show the equation  $Y = 3.282 + (0.776(X))$ , which means that the value of student interest in learning without exposure to educational content is 3.282 and if there is an increase of just 1 in the value of exposure to educational content, student learning interest will increase by 0.776.

The results of the t test show a significance value of t count of  $0.000 < 0.05$ , which means that there is a significant influence of the educational content exposure variable on the student learning interest variable.

The results of the study show that media exposure, in this case exposure to educational content, does produce media effects in the form of changes in behavior, in this case, changes in student learning behavior. Increased student interest in learning makes students more productive in carrying out learning activities.

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