

## The Influence of Instagram Analogue Surabaya on the Interest of Analogue Camera Followers

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### *Abstract*

*This study aims to determine the effect of the Instagram account @analog surabaya on interest in photography using analogue cameras on followers. The theory used is the theory of uses and gratification. This theory explains the nature of audiences who are active in consuming media so that they can be selective in sorting out media messages that aim to meet audience needs. The method used in this research is quantitative method. By using a questionnaire in drawing data conclusions. The sampling technique in this study used simple random sampling. Based on the research that has been done, the researcher draws the conclusion that there is an influence of the Instagram account @analog surabaya on interest in photography using analogue cameras on followers. The correlation coefficient is 0.713 with a tendency of influence of 22.7%. The needs of the audience in this study are literacy needs about photography, especially analogue cameras, which are influenced by the @analog Surabaya Instagram account by 22.7%.*

**Keywords:** *new media, photography, analogue camera, uses and gratification theory*

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh akun instagram @analog surabaya terhadap minat fotografi menggunakan kamera analog pada followers. Teori yang digunakan adalah teori uses and gratification. Teori ini menjelaskan tentang sifat khalayak yang aktif dalam mengkonsumsi media sehingga mereka dapat selektif dalam memilah milah pesan media yang bertujuan untuk memenuhi kebutuhan audiensi. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Dengan menggunakan kuisisioner dalam mengambil kesimpulan data. Teknik sampling dalam penelitian ini menggunakan simple random sampling. Berdasarkan penelitian yang telah dilakukan, maka peneliti menarik kesimpulan bahwa adanya pengaruh akun instagram @analog surabaya terhadap minat fotografi menggunakan kamera analog pada followers. Koefisien korelasi sebesar 0,713 dengan kecenderungan pengaruh sebesar 22,7%. Kebutuhan audiensi pada penelitian ini adalah kebutuhan literasi tentang fotografi khususnya kamera analog yang dipengaruhi oleh akun instagram @analog surabaya sebesar 22,7%.

Kata kunci : new media, fotografi, kamera analog, teori uses and gratification

## **INTRODUCTION**

The internet has started to become a crucial necessity for contemporary society. It is highly essential for accessing various applications, one of which is social media. Besides the internet,

technology development currently extends to the field of photography. The world of photography seems to never cease in capturing the interest of many, whether it's a hobby or a profession. In Indonesia, photography has experienced rapid growth, evident in the increasing number of photography enthusiasts, members in photography communities or organizations, and the advancement of photography equipment technology. One of the cameras still in use is the analog camera, In the future, it will become a digital product and digital identity (Prasetyo, 2023)

Photography and social media are closely intertwined when it comes to sharing photo results. One of the social media platforms that is popular among all age groups, especially the younger generation, and widely accessible on smartphones, is Instagram. Over time, Instagram has evolved into a reliable photo-sharing service with numerous achievements and millions of users. Surprisingly, in a context like this, there's still a community in Surabaya that remains dedicated to analog cameras, with an account named @Analog Surabaya, sharing their work on Instagram. Analog Surabaya not only shares their photos but often provides tips and tricks to make the most out of roll film, ensuring that an image looks better, more appealing, and more beautiful to viewers.

This research focuses on the Instagram account @analog surabaya, given the habits of its followers who often tag @analog surabaya in their photographic works, as these followers are a part of the analog camera user community. Based on the background mentioned above, the researcher aims to explore the influence of the Instagram account @Analog Surabaya on the photography interest of its followers. Subsequently, a research problem is formulated to investigate this influence using a quantitative research method by distributing questionnaires. The method employed in this research is a quantitative approach using questionnaires.

## **METHOD**

In the study "The Influence of the Instagram account @Analog Surabaya on the interest in analog photography among followers," the research method employed is quantitative research. Quantitative research can be defined as a research method based on positivist philosophy, used to examine a specific population or sample, data collection is done using research instruments, data analysis is quantitative or statistical in nature, with the aim of testing predetermined hypotheses. Quantitative research is typically conducted on randomly selected samples, allowing the research findings to be generalized to the population from which the sample was drawn (Sugiyono, 2016).

By using a survey method, it means that this research is used to gather data from a natural (non-artificial) location, and then the research takes a sample from a population using research instruments for data collection, such as distributing questionnaires or surveys (Sugiyono, 2016:6).

## **RESULTS AND DISCUSSION**

Instagram is one of the social media platforms with attractive features that are widely appreciated. It also facilitates users in communicating with other users, which has led to the proliferation of Instagram accounts, making it an attraction for the public. This phenomenon is the reason researchers have chosen the topic of the influence of the Instagram account @analog.surabaya on the interest in analog photography using analog cameras among its followers.

New Media refers to internet-based media using computers and advanced mobile phones. The specific social media application focused on in this research is Instagram. Social media is an online medium that supports social interaction. The results of this research support the researcher's hypothesis, which is that there is a significant influence of the Instagram account @analog.

surabaya on the interest in analog photography using analog cameras among its followers. This is evidenced by the simple linear regression results, with a calculated t-value of 7.594, which is greater than the tabulated t-value of 1.984. This indicates that the X variable, Instagram Account, has an influence on the Y variable, Interest in Photography, with an influence tendency of 22.7%. There is also a strong correlation of 0.713 and a coefficient of determination of 64.5%. This suggests that Instagram accounts play a significant role in the communication process with the general public, which in turn sparks interest in analog photography using analog cameras. This research validates the Uses and Gratification theory, which emphasizes the active nature of the audience in consuming media, allowing them to be selective in choosing media messages that meet their needs. In this study, the audience's needs revolve around literacy in photography, especially analog camera usage.

Based on the distributed questionnaires processed using statistical software, the research results confirm that the Instagram account @analog.surabaya has an influence on the interest in analog photography among its followers using analog cameras. Gratification sought (GS) is the satisfaction expected when someone uses a particular media, also known as a motive. In this study, the media used is the Instagram application. Meanwhile, Gratification obtained is the actual satisfaction experienced by someone after using mass media. In this research, the satisfaction is related to the content of the @analog.surabaya Instagram account, which enhances the knowledge of its followers and sparks an interest in using analog cameras.

## CONCLUSION

Based on the discussion outlined above regarding the influence of the Instagram account @analog.surabaya on the interest in analog camera photography among its followers, the author draws the following conclusions:

There is a significant influence of the Instagram account @analog.surabaya on the interest in analog camera photography among its followers. The posts from the Instagram account @analog.surabaya provide new information and knowledge about analog cameras to its followers. Respondents also actively engage in the comment section to acquire new knowledge and gain fresh insights into various aspects related to analog cameras.

In this study, it was found that respondents learned a lot of new things from Instagram @analog.surabaya, which led to an increased interest in analog camera photography. The results of this research validate the Uses and Gratification Theory concerning the active nature of the audience in consuming media, enabling them to be selective in sorting through media messages aimed at fulfilling the audience's needs. The audience's needs in this study pertain to literacy in photography, particularly in the context of analog cameras.

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