

THE EFFECT OF SOCIAL MEDIA INFLUENCE INSTAGRAM ACCOUNT @pemol.id ON FOLLOWERS' INTEREST USING THE PEMOL APPLICATION (ONLINE scavengers) IN PEKANBARU CITY

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ABSTRACT. This study aims to determine how big the influence of social media exposure on Instagram account @pemol.id on the interest of followers using the Pemol application (Online scavengers) in Pekanbaru City. This study uses an explanative quantitative research method with a simple random sampling technique and uses the Slovin formula to get a total of 100 respondents. The questionnaire is distributed in the form of a google form. The data analysis technique used simple linear regression and coefficient of determination (R^2). Researchers analyzed the data using the SPSS for windows version 24 application. Based on the results of a simple linear regression analysis, the coefficient value in this study was $Y = 15.333 + 0.741 X$. The constant number (a) was 15.333 and the variable coefficient X was 0.741. Meanwhile, the t-count is 11.357 which is bigger than the t-table of 1.664. Where H_0 is rejected and H_a is accepted with a significance of 0.05, it can be said that there is an influence between exposures to social media Instagram @pemol.id on followers' interest in using the Pemol application (Online Scavengers) in Pekanbaru City is in the medium category.

KEYWORDS: Exposure, Instagram, ThePemol Application

INTRODUCTION

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Puspitarini & Nuraeni, 2019). The use of social media is not only used to facilitate the daily activities of its users, but can also be used or implemented in various economic sectors, such as social media being used to market or introduce a product or service from a particular company, government, or organization.

One application for recycling waste management services that introduces its application through social media, namely the Pemol application (Online Scavengers) is an application that social media for disseminating information to convey messages. The PEMOL application or the abbreviation of Online Scavengers applies a digital concept, trying to improve welfare and have a positive impact on the environment in a sustainable manner. The PEMOL application began to be developed in January 2019 and was built on concerns about the environment which is increasingly being neglected by waste problems. This Pemol application provides online garbage collection services, ranging from non-organic waste to organic waste to be recycled. The Pemol application can be downloaded or downloaded on Google Play for Android users and via the web for IOS users by visiting order.pemol.id. A total of 10 thousand have downloaded the

Pemol application on Google Play in December 2021. The Pemol application which is engaged in startups was specially designed by Nora Sianiar as well as the founder and chairman of the Tuah Di Bangarna Waste Bank (TDB) company in Pekanbaru City, Riau Province, which is located on Jl. Bakti 8 Tengkreng Barat, Marpoyan Damai.

The Tuah Garbage Bank in Bangarna (TDB) is a company engaged in collective waste collection. The problem with TDB is that it is the only website-based waste bank in Pekanbaru City, Riau, by creating a new innovation, namely the PEMOL application as a place for exchanging waste in the form of balances. The balance can be exchanged for credit balance, electricity, BPJS payments and used as cash (source: riauonline.co.id). The TDB Waste Bank created a new innovation, namely a digital application, namely the first Pemol (Online Scavenger) application in Pekanbaru City, Riau.

Internet users in Indonesia who use every platform (based on surveys), one of which is Instagram, being the top 3 most used, after YouTube and WhatsApp as social media platforms where the number of Instagram users in Indonesia is 86.6% of the total population (Source : accessed on 18 November 2021).

The use of Instagram social media as a medium for disseminating information is utilized by a recycling waste management service application that actively provides online-based environmental information called the PEMOL (Online Scavenger) application by using the Instagram account @pemol.id. Previously on January 25, 2021, the name of the Instagram account @pemol.id was @pemol.app. This @pemol.id account has been on Instagram since 27 September 2019. The @pemol.id Instagram account is very active in sharing environmental education information about how to manage waste, how to recycle waste with the hashtag in the profile section, namely #PilahSampahmu and an appeal to reduce the use of plastic, with the aim of for better social and environmental changes in the future.

The content on Instagram @pemol.id infuriates its followers with photos and videos to invite their account followers to save trash and choose trash or recycle trash with several discussions, ranging from discussions about plastic waste, textile or polymer waste, and food waste. Several kinds of posts were uploaded in accordance with the discussions they had designed such as posts for saving waste, appeals for saving paper, managing Bubble Wrap leftovers from online shopping and various other kinds of waste recycling. not only that, the Instagram account @pemol.id also posted how to sell waste through the Pemol application (Source:<https://www.instagram.com/pemol.id/>). Since 2019 until now the @pemol.id account has hit its followers with content about waste education and how to recycle trash 513 photo and video posts, 160 instagram stories posted on the account's highlight stories (accessed 26 November 2021).

Media exposure is a condition where the audience is exposed to media messages, or the content of the messages from the media hits the audience. According to (Ardianto 2014: 168), exposure can be interpreted as an activity of hearing, seeing, and reading media messages or having experience and attention to these messages that can occur in individuals or groups. According to Ardianto (Ardianto 2014: 168) media exposure can be measured by several dimensions, namely frequency (how often someone consumes message content on media), duration (how long a person consumes message content on media), and attention (the level of attention someone gives when consuming content). messages on the media). Media exposure tries to find audience data about media use, both types of media, frequency of use and duration of use. The

submitted by the Instagram account @pemol.id in the form of a recycling waste management service application, namely Pemol application (Online Scavengers).

The theory related in this research is the SOR (Stimulus - Organism - Response) theory proposed by Hovland, et.al in 1953. The existence or emergence of this theory is due to the influence of psychology in communication science. In this theory, the material object is a human whose soul includes components: attitudes, opinions, behavior, affective cognition and conation (McQuail, 2010: 467). Onong Uchjana Efendy (2003: 253) explains that there are three important elements or elements in the SOR communication model. The linkage of three important elements that help researchers solve problems in research, namely Stimulus (S), is a message conveyed to the communicant in the form of posting photos and videos that are disseminated through the @pemol.id account, Organisms (O), namely the recipient of the message who pays attention to the stimulus conveyed to him in the form of Instagram followers @pemol.id and Response (R), which is the result or effect of changing attitudes from followers after being hit by messages by the @pemol.id account which depends on the process of the individual. The basic assumption of SOR theory is that the cause of behavior change depends on the quality of the stimulus (communicator) that communicates with the organism (communicant).

In previous research, namely research by ShindyJafrianti with the title "The Effect of Exposure to the Instagram Account @zerowaste.id_official in Campaigning for a Zero Waste Lifestyle Against Environmentally Friendly Attitudes of Followers" Journal of JOM FISIP 2021. campaigning for a zero-waste lifestyle as a stimulus that produces a response in the form of an attitude, namely an environmentally friendly attitude on followers of the @zerowaste.id_official Instagram account. This is in line with the theory used, namely the SR theory where this theory assumes that verbal words, non-verbal cues, images and certain actions will stimulate others to respond in a certain way.

Based on the above background, therefore, one of the reasons the researcher raised this title is to see how an Instagram social media from the @pemol.id account can be an account that can give influence through the content of messages and online information that can attract followers' interest in using the Pemol application (Online Scavengers). Therefore, researchers are interested in taking the title, namely "The Effect of Exposure to Instagram Social Media @pemol.id Accounts on Followers Interest in Using Pemol Applications (Online Scavengers) in Pekanbaru City".

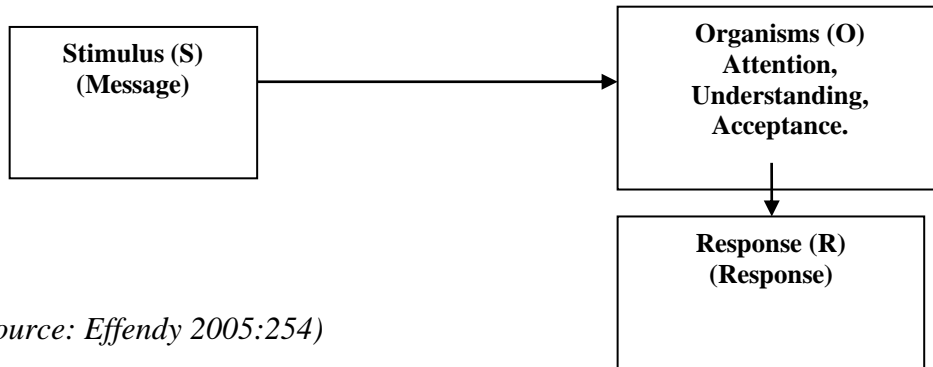
SOR Theory (Stimulus - Organism - Response)

The SOR theory proposed by Hovland, et.al in 1953 as an abbreviation of Stimulus - Organism - Response is a communication theory. The existence or emergence of this theory is due to the influence of psychology in the science of communication. Communication is a process of conveying information, ideas, emotions, skills and others by using symbols, words, pictures, numbers or graphics (Mulyana, 2014: 46). SOR theory related to the basis of the hyperdermic needle is one of the theories of mass communication that focuses on the power of media influence on the audience, namely where in the hyperdermic needle conception there is a thought that modern society is personal, which is not too influenced by social constraints and ties,

In this theory, the material object is a human whose soul includes the following components: attitudes, opinions, behavior, affective cognition and conation (McQuail,

2010: 467). According to this theory, organisms produce certain behaviors if there are special stimulus conditions, so that one can expect and estimate the suitability between the message and the communicant's reaction (Effendy, 2005: 254). As shown in the following SOR model image:

Figure 1
SOR Theory Model



(Source: Effendy 2005:254)

The picture above shows that attitude change depends on the process that occurs in the individual, the stimulus or message conveyed by the communicator to the communicant may be accepted or rejected. OnongUchjanaEfendy (2003. 253) explains that there are three important elements or elements in the SOR communication model.

The basic assumption of SOR theory is that the cause of behavior change depends on the quality of the stimulus (communicator) that communicates with the organism (communicant). So it can be said that the SOR principle assumes that messages are created and shared or disseminated systematically and on a large and wide scale, so that simultaneously the message can be received by a number of individuals and is not intended for one person or individuals only.

Media Exposure

Media exposure concerns how much the media manages to reach the audience, how many people read, listen to or see. Exposure can be interpreted as an activity of hearing, seeing, and reading media messages (Ardianto 2014: 168). The use of media types includes audio, audiovisual, print media, and online media (Ardianto, 2014: 168).

According to the deep blumler (Littlejohn 2009: 28), it will be (in the same time) and it will be in the same time. It can be interpreted that media exposure is a condition in which a person is affected by the contents of the media as well as how the contents become a person. Instagram in this case acts as a medium through which someone uses Instagram, as well as through uploads.

Someone who often uses Instagram and sees the uploads inside it will be easier to get information through. This is also supported if an individual or Instagram user is also focused and paying attention to every information he receives. There are 3 indicators of media exposure according to Rosengren 1974 media exposure through 3 dimensions, namely frequency, duration and attention (Rakmat, 2009: 66).

Social media

According to Nasrullah in (Puspitarini & Nuraeni, 2019) Basically social media is a medium on the internet that allows users to represent themselves and interact. Posts on blogs, tweets, or YouTube videos can be reproduced and can be seen live by millions of people for free (Zarella, 2010:2-3).

According to Mandibergh in (Herlina, 2017) social media is a media that accommodates collaboration between users who produce content (user generated content). Meanwhile, according to Meike and Young in (Herlina, 2017) interpret the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity (Herlina, 2017).

New Media

New media is an advancement of digital mass communication technology where a person can interact through the virtual world without meeting face to face with the help of the internet. According to Mc Quail (Mc Quail, 2011: 148) new media are various communication technology devices that allow digitization and wide coverage for personal use as a communication tool. According to Roger (Roger, 1997: 38) explaining this rapid technological progress, especially those related to the internet, gave rise to many developments in human communication systems. The rapid development of technology can affect all aspects of human life. The development of communication systems today has made it easier for someone to connect and communicate not only in audio form, but also in audio-visual terms.

Therefore, Instagram is an abbreviation of the words instant and telegram. So it can be concluded that Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them with various social networking services.

According to Sari in (Puspitarini & Nuraeni, 2019) Instagram can be interpreted as a medium for taking photos and videos and then sending them quickly.

Interest to use

Interest is related to behaviors or actions, but interest can change over time, the wider the time interval, the more likely it is that changes in a person's interests will occur (Kadek Suputra Dana, 2018).

The process of the occurrence of interest in someone according to Charles cited by (Widodo, 2007: 72) is described at first before being involved in an activity, a person has attention to an object or a certain situation. This attention will lead to a desire to be involved in activities. Schematically, the process of forming interest starts with attention. Attention is created because of the stimulus or message conveyed by the communicator to the audience then after the attention occurs then involvement. The definition of involvement according to Setiadi (Setiadi, 2005: 115) Furthermore, it comes to the stage of interest where self-interest according to Crow and Crow states that the existence of interest allows greater involvement of the object in question. Because the miant serves as a strong motivator (Crow and Crow, 1973: 153).

Pemol Application (Online Scavenger)

Pemol stands for Pemulung Online is a recycling application and helps to manage waste. This is one of the reasons a group of young people from Pekanbaru initiated an online scavenger application or Pemol. which is designed to handle waste by relying on technology. Tri MueriSandes, the creator of the Pemol idea, said that at a glance PEMOL is similar to online motorcycle taxis that are widely used by the community, but these Pempols are not business-oriented, more socially oriented, because they want to make people aware that waste has value when it is managed properly (Source:<https://pemol.id>).

The Pemol application connects users with the nearest Pemol drivers in Pekanbaru City. Pemol is a subsidiary of the TDB waste bank in Pekanbaru City, which has created new innovations in the start-up field whose applications can be downloaded on Google Play, namely the Pemol application for garbage scavengers online (Source:<https://pemol.id>) accessed on April 22, 2021. The Pemol application provides an online waste saving service which will later be sold to the garbage pick-up driver until the waste can be exchanged into a balance. The balance can be exchanged into credit balances, electricity tokens, BPJS payments, PGN gas payments, Wifi payments and can also be used as cash.

The following are the features of the Pemol (Online Scavenger) application:

1) *PemolPay*

PemolPay is a feature that is used to view the total savings of pemol users from the pemol application. Users can also transfer PemolPay balances to other digital wallets such as OVO, DANA, and LinkAja.

2) *Withdrawal*

This feature allows users to make instant withdrawals to Gopay numbers.

3) *Selling Trash*

Selling Garbage is the main feature used to order garbage and be picked up directly by the Pemol driver and also paid on the spot.

4) *Drop Box*

Users can also deliver trash directly to the nearest Drop Point (Source:<https://www.instagram.com/pemol.id/>).

METHODOLOGY

Research Types and Approach

The method used in this study is a quantitative method, namely research that describes or explains a problem whose results can be generalized and is a representation of the existing population. Quantitative data analysis is an analysis in the form of data obtained from respondents who have been collected, then analyzed and processed using statistical theory as a problem solving tools (Sugiyono, 2010:17). Researchers are more concerned with the aspect of the breadth of the data so that the data or research results are considered a representation of the entire population (Kriyantono, 2010:55).

In addition, the type or type of research used in this study is explanation. Explanation is intended to explain a generalization of the sample to the population or explain the relationship of differences, or the influence of one variable with another (Silalahi, 2012:63).

Population and Sample

The population of this study is all active followers of Instagram @pemol.id. It is known that Instagram followers @pemol.id as of November 2021 amounted to 109 thousand.

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2010:91). The sample collection uses the Probability Sampling Technique, where in this study sampling provides an equal opportunity or opportunity for each member of the population to be selected as a member of the sample. While the type of sampling used is the Simple Random Sampling technique, which is a technique in which sample members from the population are taken randomly regardless of the start

in the population and each sampling unit as an isolated population element has the same opportunity to become a sample or to represent the population. in this study (Sugiyono, 2018: 84). In this study, a Likert scale was used to measure data from respondents. The Likert scale is used to measure a person's attitude about an attitude object. The indicators of the attitude variable towards an object are the starting point in making statements that must be filled out by respondents (Kriyantono, 2008:136).

Data Analysis Techniques

This study uses the technique of Simple Linear Regression Analysis to analyze the data. Regression analysis is useful for getting the effect of the predictor variables on the criterion variables or predicting the effect of the predictor variables on the criterion variables (Husaini, 2006: 216). According to Kriyantono (Kriyantono, 2020: 341) if there is data from two known research variables, which is the independent variable X and which is the dependent variable Y, while other Y values can be calculated or predicted based on a certain X value. The formula for the form of a simple linear regression equation is as follows:

$$Y = a + bX$$

And using the Coefficient of Determination Test. Analysis of the coefficient of determination (R^2) is used to determine how big the percentage of the contribution of the influence of the independent variables simultaneously to the dependent variable. The value of the coefficient of determination is between zero and one or $R^2 = 0$. A small R^2 value means that the ability of the independent variable or independent variable to explain the variation of the dependent or dependent variable is very limited. A value that is close to one or $R^2 = 1$, means that the independent variable or independent variable provides almost all the information needed to predict the variation of the dependent variable or the dependent variable (Wibowo et al., 2015)

The magnitude of the influence of exposure to social media Instagram account @Pemol.id can be shown by the coefficient of determination. According to (Sugiyono2013: 257) the analysis of the coefficient of determination can be formulated as follows:

$$KD = r^2 \times 100\%$$

Results and Discussion

The research that the author conducted through the distribution of questionnaires will be described in this chapter. The results that the authors get are that on the front page of the questionnaire there are several questions related to personal data that must be filled in by the respondent, the name of the respondent, gender, age and occupation. In this case, it is used to explain the background of the respondents who were sampled in this study. The sample in this study amounted to 100 people and was considered to be representative of the total population. The population in this study are Instagram followers @pemol.id. The general description of the respondents can be explained as follows:

Based on the data of 100 respondents who gave their assessment in this study, it can be seen that the respondents are in the range of 18-19 years. It can be seen that the respondents who filled out the most questionnaires were respondents aged 22-25 years, which reached a percentage of 39% or as many as 39 people. The lowest percentage is respondents aged 46-49 years, which is 1% or 1 person. While respondents aged 18-21

years with a percentage of 27% or as many as 27 people. Respondents aged 26 – 29 years with a percentage of 17% or as many as 17 people. Respondents aged 30-33 years with a percentage of 6% or as many as 6 people. Respondents aged 34 – 37 years with a percentage of 6% or as many as 6 people. Respondents aged 38-41 years with a percentage of 2% or as many as 2 people. Respondents aged 42 – 45 years with a percentage of 2% or as many as 2 people. Then, based on gender, the respondents were dominated by women with a percentage of 68% or as many as 68 respondents and followed by male respondents with a percentage of 32% or 68 respondents. Then based on occupation, there is a percentage of respondents with work as a student who dominates by 42% or as many as 42 respondents.

The results of this study have a significance of 0.00 which means it is smaller than $= 0.05$. It can be concluded that H_a is accepted in the sense that there is an influence on the influence of social media exposure to the @pemol.id account on followers' interest in using the Pemol (Online Scavenger) application in Pekanbaru City. Based on the R value, it shows the correlation between the dependent variable, which is 0.754 and from the summary model, it is known that the Rsquare value is 0.658, which means that the influence of the @pemol.id Instagram account on followers' interest in using the Pemol (Online Pemulung) application in Pekanbaru City is 56.8%, including in the medium category. . If the coefficient interval of 40% - 59.99% is included in the moderate level of influence (Sugiyono, 2010: 184). While the remaining 43.2% is influenced by other variables not included in this study.

For the average score for each category on the X variable, namely Media Exposure (instagram account @pemol.id). of the three indicators that exist in these indicators such as frequency, duration and attention, each indicator is in the very influential category. The indicator that has the highest average score on this variable is the 3.24 indicator which is included in the agree category. The indicator that has the lowest average score on this variable is the frequency of 2.61 with the category of disagree (KS).

Based on the results obtained by the researchers, the effect of the independent variable (exposure to social media instagram @pemol.id) on the dependent variable (followers interest in using the Pemol application (Online scavengers) was 56.8% which was classified as a medium level of influence. This is in accordance with the SOR theory (Stimulus-Organism-Response) where this theory assumes that the cause of behavior change depends on the quality of the stimulus Stimulus (communicator) that communicates with the organism (communicant). Where the stimulus is a message conveyed to the communicant in the form of posting a photo or video on the Instagram account @pemol.id. Organisms are message recipients who pay attention to the stimuli conveyed to them, in this case the organisms are followers who receive media messages from the @pemol.id Instagram account, while the response is the result or effect of changing attitudes depending on the process towards the individual, in this case the effect or consequence of the message. stimulus from the @pemol.id Instagram account in the form of photos and videos received by organisms or followers. Where is the message from posting photos and videos published through the Instagram account @pemol.id which is the stimulus to give a response to organisms or followers in the form of interest in using the Pemol application (Online Scavengers) in Pekanbaru City. With the results obtained by 56.8% which is included in the medium category which shows that there are some quite large influences between the exposure of social media Instagram account @pemol.id to the interest of followers using the Pemol application (Online Scavengers) in Pekanbaru City.

The results of this study are also relevant to research conducted by previous researchers, but there are also some differences in locations and objects. However, there are similarities between previous similar studies, namely research conducted by ShindyJafrianti from the University of Riau with the title "the influence of exposure to the Instagram account @zerowaste.id_official in campaigning for a zero-waste lifestyle on followers' environmentally friendly attitudes". This study aims to find out how much influence the Instagram account exposure has in campaigning for a zero-waste lifestyle from social media on the @zerowaste.id_official account on followers' environmentally friendly attitudes. This research is through testing on 398 respondents. The results of this study indicate that H_0 is rejected and H_a is accepted with a significance level of 0.000. The influence of the independent variable (exposure to the Instagram account @zerowaste.id_official) on the dependent variable (environmental friendly attitude of followers) is 40.7% which is classified as a medium level of influence. ShindyJafrianti's research is a guide for meticulous writers. This study has the same variables and indicators as the research conducted by the researcher, but the theory is different from the one used by the researcher. The theory used by ShindyJafrianti is the SR theory and has a different object than the researcher did so that it has different results. This study has the same variables and indicators as the research conducted by the researcher, but the theory is different from the one used by the researcher. The theory used by ShindyJafrianti is the SR theory and has a different object than the researcher did so that it has different results. This study has the same variables and indicators as the research conducted by the researcher, but the theory is different from the one used by the researcher. The theory used by ShindyJafrianti is the SR theory and has a different object than the researcher did so that it has different results.

Research that is also relevant to previous research by PutriRaudatulMunawwaroh with the title "The Effect of Media Exposure on the @ExploresiakInstagram Account on Interest in Tourist Visits to Siak Sri Indrapura" Journal of JOM FISIP 2018. @Exploresiak to Siak Sri Indrapura is 50.8% and is classified as moderate. This is in line with the SOR theory, that the stimulus or message conveyed in this study is media exposure from the @ExploresiakInstagram account will stimulate other people to respond. The response in this study is in the form of followers' perceptions of the @ExploresiakInstagram account to make an interest in visiting Siak Sri Indrapura.

Furthermore, research that is relevant to previous research by Rizkynata Adam Satria, Suharyono and Rizal with the title "The Effect of Instagram Social Media Exposure and Perceived Value on Purchase Decisions (Survey on Active Followers of Vans Indonesia Instagram Accounts who use Vans brand shoes)". multiple linear regression analysis and partial regression analysis. The results of multiple linear regression analysis can be seen that the independent variables in this study have an influence on the dependent variable, which is indicated by the calculated F value of 37.498 with an F significance of 0.000 ($p < 0.05$). The magnitude of the contribution of the two independent variables together to the dependent variable is 38.8%,

Research that is also relevant to previous research by RustonoFarady Marta and Denise Monica William with the title "Study of Marketing Media Exposure through Instagram Posts on the Brand Equity of Sumoboo!(Explanative Analysis on the Food Blogger Community #WTFoodies)". Where the results of his research that the influence of exposure from Instagram as a social media to brand equity is positive and significant. Media exposure contributes 21.1% to brand equity, while the rest is influenced by other variables from the marketing communication concept that have not been studied.

CONCLUSION

Based on the results of the overall writing of respondents' responses to each indicator on the variable (X) of exposure to social media Instagram @pemol.id with the total number of results from the recapitulation after being added and divided by 3 getting a total of 2.83 in the agree category. Each indicator for variable X is Media Exposure (instagram account @pemol.id) from the three indicators in the table, the frequency and duration indicators are in the agree category (S) with a score of 2.61 and 2.65 and the attention indicator are in the agree category (S) with a score of 3.24.

Overall respondents' responses to each indicator on the variable (Y) interest in using the total number of results from the recapitulation after being added and divided by 3 get a total of 3.12 included in the Agree category. Each indicator for the Y variable is Interest in Using the three indicators in the table, the attention indicator is in the category of strongly agree (SS) with a score of 3.37, the interest indicator is in the category (S) with a score of 3.06, while the involvement indicator is in the agree category (S) with a score of 2.94.

The regression coefficient value in this study is $Y = 15.333 + 0.741 X$. The constant number (a) is 15.333 and the variable coefficient X is 0.741. Meanwhile, the t-count of 11,357 is greater than the t-table of 1.664. Based on the statistical calculations obtained, the hypothesis for this research is H_a there is a considerable influence between exposure to social media Instagram @pemol.id (X) on followers' interest using the Pemol application (Online scavengers) in Pekanbaru City (Y).

The value of $R = 0.754$ which means that the variable exposure to social media Instagram @pemol.id has a relationship in the medium category with the variable of interest using the Pemol application. Furthermore, the coefficient of determination R square is 0,568. This means that it can be explained that 56.8% of followers' interest in using the Pemol application is influenced by exposure to social media Instagram account @pemol.id while the rest is influenced by other variables not examined in this study.

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