The Influence of Instagram @Xlaxiata_Iot Social Media Content Messages on Public Knowledge Regarding Ai/Iot (Case Study Xl Axiata – X Camp)

Jiddan Arsyad Lubis[1]

[1] Faculty of Communication and Business, Telkom University, Indonesia,
arsyadjiddan@student.telkomuniversity.ac.id

Corresponding Author: arsyadjiddan@student.telkomuniversity.ac.id

Abstract: This research aims to determine the influence and magnitude of Instagram Social Media Content Messages @xlaxiata_iot influence Public Knowledge regarding AI/IoT (XL Axiata Case Study – X Camp). This research was carried out on Instagram social media @xlaxiata_iot. The research method used is quantitative and simple regression analysis. The population and sample for this research are 100 followers of Instagram social media @xlaxiata_iot. This research shows that the influence of the Instagram Social Media Content Message @xlaxiata_Iot on Community Knowledge related to AI/IoT (XL Axiata Case Study – X Camp) is positive. So, if there is an increase in the factors that determine Instagram media content messages @xlaxiata_Iot, it will directly have an impact on increasing public knowledge. Likewise, if Instagram @xlaxiata_Iot media content messages decrease, then public knowledge will decrease. The magnitude of the influence exerted by the Instagram Social Media Content Message @xlaxiata_Iot on Public Knowledge regarding Ai/Iot (Case Study XL Axiata – 36%. So, it can be concluded that this research shows that there is a contribution of Instagram media content in influencing public knowledge of AI/IoT by 36%. Meanwhile, the remaining 64% is influenced by other factors.

Keyword: Social Media, Community Knowledge, AI/IoT.

INTRODUCTION

Communication plays a very important role in the marketing strategy of a product or service. One area that is experiencing the development of communication conditions and technological advances is the presence of artificial intelligence such as artificial intelligence (AI) and the Internet of Things (IoT). The relationship between AI and IoT is a medium of modern technology. In its working principle, IoT is a place to collect information. While AI acts as a machine that analyzes and decides something related to the information. This all means IoT won't work properly if AI doesn't come along. Because AI can solve problems intelligently (Hanifa, 2017). A factor that influences people's knowledge of AI/IOT is

allegedly the role of social media. The above conditions confirm that social media users will understand AI/IOT first. Because some social media content provides AI/IOT services. The more often you use social media, the greater the opportunity to use AI/IoT. Then the knowledge of the people will increase. One of the uses of AI / IOT is the XL Axiata-X Camp product. This product is a product that has innovative features and advantages. X-Camp will be a meeting place for all stakeholders to jointly develop the IoT ecosystem in Indonesia, from ideas to business implementation. X-Camp is a laboratory of AIoT (Artificial Intelligence and Internet of Things) owned by PT XL Axiata Tbk and become the largest AIoT Laboratory in Southeast Asia that is part of the GSMA (Global System for Mobile Communications Association).

An Instagram social media account that functions to provide an impact on people's knowledge related to AI/IOT is the X-Camp Rumah IOT Indonesia account (@xlaxiata_iot). This account plays a role in publicizing X-Camp's AI/IOT activities to the general public. Some of the data above shows the trend of using Instagram social media, with the hope that it can have an impact on increasing people's knowledge of AI/IoT. Based on the above account, it appears that X-Camp uses Instagram to introduce its products to the public. Starting from the advantages of the product and how to use the product. However, not many people responded to the Instagram X Camp content. This is evident from his 2,844 followers, there are very few responses or comments on the account. So, allegedly not all of his followers know the use of AI / IoT through the X Camp Instagram account. X Camp's Instagram social media account not only contains activities from X Camp as XL Axiata's AI/IoT Center. But this account also contains information about AI/IoT services available at X Camp. For example, one of the Hello Met posts educates workers about the importance of safety at work. The helmet detector will be a solution to prevent accidents. The above conditions prove the alleged influence of Instagram social media accounts in increasing public knowledge about AI / IoT. However, in the case of X Camp, it still needs to be investigated again because there is still low follower participation on this account. In addition, not necessarily all followers know about AI/IoT thoroughly. Therefore, the low knowledge of followers about AI / IoT becomes a gap so it is important to do this research. The above conditions prove the alleged influence of Instagram social media accounts in increasing public knowledge about AI / IoT. However, the case of X Camp still needs to be investigated again because of the low participation of followers on this account. In addition, not necessarily all followers know about AI/IoT thoroughly. Therefore, the low knowledge of followers about AI / IoT becomes a gap so it is important to do this research.

METHOD
Theory Of Differences Individu (Individual Differences)
Humans are unique creatures and have differences from one another. Be it differences in race, ethnicity, personality, hair color, etc. No person in the world is the same, each individual is different from each other. Differences in individuals are a gift from Allah SWT who because of these differences can produce extraordinary character and intelligence in each individual. Some of the research methods used in the development of the study of individual differences are as follows:
1. Using statistics and computer technology.
2. By using the research "long on data short on theory" (a lot of data, a little theory).
3. By using too much quantitative emphasis.

Mass Communication
The word mass communication comes from the English term and is an abbreviation of the word mass media communication (communication that uses mass media). The Media in

question are those produced by modern technology, for example, radio, television, films, and newspapers. We need to understand that the word "mass" which is included in the word Mass Communication is different from the mass in its general meaning (Baran, 2017). The functions of mass communication are as follows (Hadi, 2021):

1. Surveillance
2. Correlation
3. Socialization
4. Entertainment

In carrying out its functions, the mass media adapts to the main functions of each media product. A media product may consist of several mass communication functions. For example, various television shows, although their content contains information and education, must be processed in such a way as to entertain the viewer. This way, viewers will find the event interesting and want to watch more.
.

Social Media Content (Social Networks)

The creation of relevant, entertaining, or interesting content, with a non-advertising aspect, is produced by a brand to create an audience and connect with it. Content implicitly communicates the values associated with the brand, even if the brand is in the back position (Benito, 2023). From a managerial point of view, branded content is any output that is fully/partially funded or at least supported by the legitimate owner of the brand that promotes the values of the owner's brand, and causes viewers to choose to engage with the brand based on the logic of attraction. because of its entertainment, informational, and/or educational value. According to Sadiku (2019), some forms of social networking are as follows:

1. Facebook
2. Twitter
3. Youtube
4. Instagram

Public Knowledge

Knowledge is the result of curiosity through the process of the senses, especially the eyes and ears to certain objects. Knowledge is an important domain in the formation of open behavior (Donsu, 2017). Knowledge is influenced by formal education factors and is closely related. It is expected that with higher education, science will become more widespread. However, people who are less educated do not necessarily have low knowledge. Increased knowledge is not obtained from formal education alone, but can also be obtained from non-formal education. In a dynamic society, attitudes and views are more important than the process of receiving information. Individuals in a community will behave or react to a situation and social conditions depending on the quality of the information material so that communication strategies have a wider scope and include aspects of interaction between communities. The study of the approach and indicators of public understanding of AI / IOT in general consists of three main elements that are interconnected with each other: interest, knowledge, and behavior (Yuanda, 2008)

Previous research

No	Name Of Researcher	Title	Results	Equation	Differences
National Journal					
1	(Sutrisno & Mayangsari, 2021)	The Effect Of Using Instagram @Humasbdg Social Media On	The results based on the hypothesis Test t, simple linear regression analysis,	Have in common discussing social media	Differences in location and time of research

		Meeting The Information Needs Of Followers	and coefficient of determination gave the result that the variable social media use (X) has a significant positive effect on the variable information needs (Y).	and IoT	
2	(Nurdin dkk., 2021)	The Influence Of Social Media On Knowledge Of Indonesian Standard Quick Response Code (Qris)	The results of this study indicate that social media has a significant influence on the acquisition of knowledge about QRIS. This is stated Based on the results of the SPSS 21 Test with a calculated F value of 109.066 > Ftable 3.95, and a significance value (GIs) of 0.000 < 0.05 with a value that can be concluded that simultaneously the social media variable (X) has a significant effect on knowledge about QRIS (Y). Therefore, social media becomes an effective means of acquiring new knowledge such as QRIS.	Have a similar discussion about social media and AI / IoT	Differences in location and time of research
3	(Nawawi dkk., 2020)	Map Of Readiness Of Indonesian Society To Face The Challenges Of Artificial Intelligence Development	There are at least two factors that influence, namely the level of knowledge and public interest in artificial intelligence issues, ownership of computers or smartphones, and ease of internet access to take online surveys. The boredom of the public due to the large number of online survey activities during the Covid 19 pandemic is also suspected to affect the level of participation of respondents in this survey.	Have a similar discussion about AI/and IoT	Differences in location and time of research
International Journal					
1	(Muhammad, 2020)	Artificial Intelligence in	AI also has various advantages that make	Have the same	Differences in location

		Information Technology	it increasingly popular in various fields. These AI-powered machines can do multiple jobs at once; they are inexpensive compared to humans and accurate and efficient. AI also faces many problems that undermine its applicability. AI is prone to technical difficulties, security barriers, and data difficulties, and can cause accidents if users fail to understand AI systems. The increasing use of AI has transformed various sectors by improving organizational performance and facilitating data security.	discussion about AI	and time of research
2	(Surya, 2022)	Artificial intelligence in public transport	The review in this paper focuses on specific areas where AI is applied in the public sector. This paper will focus on application areas by describing the functionality and value created as well as specific AI use cases. In addition, the paper investigates the significant dimensions of the challenges associated with AI. Lastly, the paper discusses the findings of the literature review, their implications for practice and theory, as well as suggestions regarding future research on AI in the public sector.	Have the same discussion about AI	Differences in location and time of research
3	(Rathi DS, 2019)	Knowledge of Artificial Intelligence and related fields among engineering	The study used data from 78 participants to conclude that students had insufficient or improper knowledge	Have the same discussion about AI	Differences in location and time of research

	students	of such technological updates. The results showed that only 6 (7.69%) of the students who answered (78) met the standards, obtaining information based on current trends in the field. The implication is a lack of knowledge among students or resources for students.		

Frame Of Mind

The research framework aims to explain the relationship between research and the theory used. This research framework uses the theory presented by Tegus Santoso (2020) in his book Social Media Analysis using AI/IOT that the potential of sophisticated Artificial Intelligence technology can be a powerful tool for social media marketers. AI / IOT can provide functions ranging from helping automate data processing to delivering personalized messages to customers. So, in this phenomenon, the independent variable taken is the Instagram social media account and the dependent variable is public knowledge.

Research hypothesis

Here's the hypothesis of this study:

Ha: there is an influence of Instagram @xlaxiata_Iot Social Media content messages on people's knowledge about AI / IoT (XL Axiata-X Camp Case Study)

Ho: there is no influence of Instagram @xlaxiata_Iot Social Media content messages on people's knowledge about AI / Iot (XL Axiata-X Camp Case Study).

RESULTS AND DISCUSSION

This study has the type of quantitative case study research. The type of method used in this study is quantitative. To make the research more focused and by the desired objectives, the author uses a quantitative approach to manage the data obtained from the research site, namely data in the form of numbers or quantitative data collected. The selection of the quantitative case study research method is because this study aims to reveal a phenomenon in a particular case, which in this study is the alleged influence of social media accounts in improving people's knowledge of AI/IoT. Based on the above research, it can be seen that this study is a study that aims to determine the effect of social media accounts on public knowledge about AI/IOT (XL Axiata – X Camp case study) so that it can provide information to readers about the results. from this study.

One field that is experiencing the development of communication conditions and technological advances is the existence of artificial intelligence such as artificial intelligence (AI) and the Internet of Things (IoT). The term artificial intelligence or artificial intelligence (AI) first appeared in 1956 at the Dartmouth Conference. However, the concept of artificial intelligence was implemented long before that. Experts from time to time have researched to continue to develop this artificial intelligence which stands for Internet of Things where IoT is a network that connects certain objects (Things) (Amrullah et al., 2022). IoT devices are also usually integrated with sensors, software, and other technologies that function to connect and exchange information between IoT devices and systems using the internet network. The types of IoT devices are many and varied, ranging from devices in the household to specialized devices used in industry. In 2020, the number of IoT devices in the world

connected to the internet amounted to about 10 billion. This number is expected to continue to grow and is expected to reach around 100 billion by 2030 (Irianto, 2021).

One of the uses of AI / IOT is the XL Axiata-X Camp product. This product is a product that has innovative features and advantages. X-Camp will be a meeting place for all stakeholders to jointly develop the IoT ecosystem in Indonesia, from ideas to business implementation. X-Camp is an AIoT (Artificial Intelligence and Internet of Things) laboratory owned by PT XL Axiata Tbk and is the largest AIoT Laboratory in Southeast Asia which is part of the GSMA (Global System for Mobile Communications Association). The main goal of X-Camp is to become a forum and home for business people engaged in the Internet of Things and Artificial Intelligence by providing programs such as business incubation, enterprise engagement, and IoT Academy such as the development of young talents AioT (Telkomuniversity.ac.id, 2023). The results showed that the condition of Instagram @xlaxiata_Iot media content messages was good. So it can be seen from the responses of the respondents, the messages given by XL Axiata-the most dominant indicator is collaboration. So, visible among the messages of the media content of Instagram X Camp @xlaxiata_iot is its ability to provide information effectively and efficiently. The lowest indicator is Context. So it looks like the weakness of the X Camp @xlaxiata_iot Instagram media message is that it looks less attractive.

The data collection results show that there are weaknesses in the content of Camp @xlaxiata_iot's Instagram media messages because the less attractive appearance is considered to need attention from X Camp. Because, in social media, the emergence of social media is a necessity. Because when followers open Instagram, it's the first thing they see. When followers get an unattractive look, that's when the content will be abandoned. Especially discussing AI / IoT which is something new in Indonesia. So, the conditions that make readers less interested will only make their followers leave the media content. The results showed that people's knowledge of AI / IoT is in good condition. So, it can be concluded that people's knowledge of AI/IoT through respondent responses is good. The most dominant indicator is synthesis. So, it is seen that among the AI/IoT-related knowledge of society is synthetic knowledge. The lowest indicator is Know so it can be concluded that the weakness of public knowledge related to AI/IoT is that knowledge is new knowledge.

Knowledge related to AI / IoT is something new for society in general. Only people who have jobs or educational needs that are in direct contact with AI/IoT will have good knowledge. So, if the relevant parties want to develop AI/IoT in the community, then first provide a basic understanding of AI / IoT. Understanding of a technology that provides convenience and not harm. An Instagram social media account that functions to provide an impact on people's knowledge related to AI/IOT is the X-Camp Rumah IOT Indonesia account (@xlaxiata_iot). This account plays a role in publicizing X-Camp's AI/IOT activities to the general public. The results showed that the influence given by Instagram @xlaxiata_Iot Social Media content messages on public knowledge about Ai/Iot (XL Axiata – X Camp Case Study) is positive. So, if there is an increase in the factors that determine the message of Instagram @xlaxiata_Iot media content, it will directly have an impact on increasing people's interest in knowledge. Similarly, if the message of Instagram @xlaxiata_Iot media content decreases, then people's knowledge decreases.

The results of this study are supported by the results of a study (Sutrisno & Mayangsari, 2021) entitled The Effect of Using Instagram Social Media @Humasbdg on Meeting the Information Needs of Followers. This study states that the results based on the hypothesis Test t, simple linear regression analysis, and coefficient of determination give the result that the variable use of social media (X) has a significant positive effect on the variable information needs (Y). The amount of influence given by Instagram Social Media content @xlaxiata_Iot message on people's knowledge about AI/IoT (XL Axiata case study – 36%.

So, it can be concluded that this study shows the contribution of Instagram media content in influencing people's knowledge of AI/IoT by 36%. While the remaining 64% are influenced by other factors. Other factors in question are individual factors such as employment, education and age social conditions, technological developments, and government policies. The results of this study were supported by (Rathi DS, 2019). The results showed that only 7.69% of students who answered (78) met the standard, which obtained information based on current trends in the field. The implication is a lack of knowledge among students or resources for students.

The results chart presents the results of the study. Research results can be supplemented with tables, graphs (pictures), and/or charts. The discussion section describes the results of data processing, interprets the findings logically, and connects them with relevant reference sources.

CONCLUSION

The results showed that the influence of Instagram @xlaxiata_Iot Social Media content messages on public knowledge about Ai/Iot (XL Axiata – X Camp Case Study) is positive. So, if there is an increase in the determinants of the content of Instagram @xlaxiata_Iot media messages, it will directly have an impact on increasing people's knowledge. Similarly, if the message of Instagram @xlaxiata_Iot media content decreases, then people's knowledge decreases. The amount of influence given by Instagram Social Media content @xlaxiata_Iot message on people's knowledge about AI/IoT (XL Axiata case study – 36%. So, it can be concluded that this study shows the contribution of Instagram media content in influencing people's knowledge of AI/IoT by 36%. While the remaining 64% are influenced by other factors. Other factors in question are individual factors such as employment, education and age social conditions, technological developments, and government policies.

REFERENCE

Alberico, J., & Loisa, R. (2019). Celebrities' Deliberative Rhetoric in Motivating Audiences Through Social Media ("Level Up" Content on Benakribo's Instagram Account).Connection, 3(1), 236. https://doi.org/10.24912/kn.v3i1.6215

Amrullah, A., Al Rasyid, M. U. H., & Winarno, I. (2022). Implementation and Analysis of IoT Communication Protocols for Crowdsensing in the Health Sector.INOVTEK Polbeng - Informatics Series, 7(1), 122. https://doi.org/10.35314/isi.v7i1.2365

Azwar. (2015). Reliability and validity. Yogyakarta: Student Library.

Learned. (2017).Introduction to Mass Communication. Jakarta: Erlangga.

Benito, M. R.-R. (2023). Branded Content and Entertainment in Advertising. In Branded Content and Entertainment in Advertising. Routledge. https://doi.org/10.4324/9781003310686

Chaffey, D., & Smith. (2017). Digital Marketing Excellence. New York: Routledge.

Churnia, E., & Neviyarni, N. (2021). Individual Differences in Learning and Remembering. Journal of Counseling, Education and Society, 2(1), 1. https://doi.org/10.29210/08jces72400

He did. (2021).Becoming a Content Creator in the Digital Era. Yogyakarta: DIVA Press.

Ghazali, I. (2021).Multivariate Analysis Application with SPSS Program. Semarang: Diponegoro University Publishing Agency.

Hadi, I. P. (2021).Mass Communication textbook. Pasuruan: Qiara Media. https://repo-dosen.ulm.ac.id/bitstream/handle/123456789/17579/Textbook of Business Communication (ABKA 3208- 2 SKS).pdf?sequence=1

Hanifa, N. (2017).IoT (Internet of Things) is Closely Related to AI (Artificial Intelligence). Medium.Com. https://medium.com/@nasywahanifa.nh/iot-internet-of-things-berkaitan-

erat-dengan-ai-artificial-intelligence-59e61534dfbd

Hua, X. (2023). IoT connections in China are expected to reach 10.25 billion by 2026. Between News. https://www.antaranews.com/berita/3403254/koneksi-iot-in-china-expected-to-reach-1025-billion-in-2026

Irianto, K. (2021). A Brief Introduction to IoT.UII Informatics Online Journal.

KBBI. (2019).Indonesia Dictionary. Jakarta: Balai Pustaka.

Mimas. (2018). Pragmatic Analysis of the Minutes of Investigation of Murder Cases in Surabaya.Urban Language Journal, 3(2).

Mohammad, S. M. (2020). Artificial Intelligence in Information Technology. SSRN Electronic Journal, 7(6), 168–175. https://doi.org/10.2139/ssrn.3625444

Nawawi, Ngadi, & Triyono. (2020). Map of Indonesian Society's Readiness to Face the Challenges of the Development of Artificial Intelligence.LIPI Scientific Report. https://doi.org/10.13140/RG.2.2.33474.45763

Nurdin, N., Restiti, D., & Amalia, R. (2021). The Influence of Social Media on Knowledge of the Indonesian Standard Quick Response Code (Qris).Sharia Communication Journal2, 3(2).

Nurudin. (2015).Introduction to Mass Communication. Jakarta: Raja Grafindo Persada.

Prihati, D. R., Wirawati, M. K., & Supriyanti, E. (2020). Analysis of Community Knowledge and Behavior in Baru Kotawaringin Barat Subdistrict Regarding Covid-19.Malahayati Nursing Journal, 2(4), 780–790. https://doi.org/10.33024/manuju.v2i4.3073

Rakhmat, J. (2012).Communication Research Methods: Complete with Examples of Statistical Analysis. PT Teen Rosdakarya.

Rathi D.S., R. S. K. (2019). Knowledge of Artificial Intelligence and Related Fields Among Engineering Students. The International Journal of Engineering and Science (IJES), 8(2), 3–10. https://doi.org/10.9790/1813-0802010310

Sadiku. (2019). Social networking. Information Security Management Handbook, Sixth Edition, Volume 6, 3(3), 73–78. https://doi.org/10.12968/chca.2010.7.3.46644

Salsabila, T. A., & Wibawa, A. P. (2023). The Role and Use of Social Media in the Era of Society 5. 0. Journal of Engineering Innovation and Technology Education, 2(9), 416–421. https://doi.org/10.17977/um068v1i92022p416-421

Santoso, T. (2020).Social Media Analysis using AI/IOT. Jakarta: Prima Agus Teknik Foundation.

Subaveerapandiyan, A., Sunanthini, C., & Amees, M. (2023). A study on the knowledge and perception of artificial intelligence. IFLA Journal, 49(3), 503–513. https://doi.org/10.1177/03400352231180230

Sugiyono. (2013). Quantitative, Qualitative and R&D Research Methods`. Bandung: ALFABETA.

Sugiyono. (2020). Quantitative, Qualitative, and R&D Research Methods. Alphabet.

Supranto. (2016).STATISTICS: Theory & Applications (8th ed.). Erlangga.

Surya, L. (2022). Artificial Intelligence in Public Transport. 6(8), 176–177. https://doi.org/10.37539/vt197.2022.74.57.020

Sutrisno, A. P., & Mayangsari, I. D. (2021). The Influence of Using Instagram @Humasbdg Social Media on Fulfilling Followers' Information Needs.Jurnal Common, 5(2).

Telkomuniversity.ac.id. (2023). IoT Academy "X-Camp XL Axiata": Real learning directly in the industry. https://bte-jkt.telkomuniversity.ac.id/iot-academy-x-camp-xl-axiata/

Jonathan, A. (2023). What is the level of public trust in AI/IoT? Goodstats.Com.

Yuanda, T. R. (2008). Public Understanding of Science and Technology Communication.Journal of Sociotechnology, 7(15).