THE INFLUENCE OF INSTAGRAM INFORMATION QUALITY ON BKKBN'S IMAGE: CASE STUDY ON EARLY MARRIAGE CONTENT ON @BKKBNOFFICIAL INSTAGRAM ACCOUNT

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Abstract
The BKKBN is one of the institutions that is actively providing educational opportunities using Instagram. This research aimed to establish whether the level of the information supplied on Instagram by @bkkbnofficial impacted the public's perception of BKKBN and how much of an impact that information had. The theory that is utilized is the theory of agenda setting. This study applies a quantitative methodology, and the data collection is accomplished utilizing a survey. The sampling of 400 respondents using the simple random sampling method indicates that population members are selected following specific considerations and by distributing questionnaires through Google Forms. The ideas of Information and Image Quality were utilized in the process of carrying out this research. According to the findings of this investigation, the standard of information provided on Instagram by BKKBN's official account influences the brand's public perception. While the effect of the quality of information posted on Instagram by BKKBN Official (@bkkbnofficial) has a 61.1% influence on the image of BKKBN, the impact of other elements that were not included in this study can be much more significant.

Keywords: Agenda Setting, Early Marriage Education, Image, Information Quality

Introduction

The presence of new media at this time dramatically affects people's views of a company or organization. Currently, many companies or organizations use new media to show a good image in the eyes of the public. In this case, a company's Public Relations task is essential. The responsibility of Public Relations in showing its appearance can be expressed in online media, one of which is Instagram media. Until now, many Indonesian people use Instagram online media in everyday life. According to the survey results from data obtained by Reportal Data reported on the Suara.com website in 2022, Instagram social media users currently get a percentage of 39.9% with 85 million Instagram users in Indonesia. Most Instagram users in Indonesia are female, with a ratio of 52.3% and men 47.7%.

Early its appearance, Instagram was used to share private photos only. Along with the development of the era, Instagram is operated by various companies and government agencies as a means to promote and disseminate information. BKKBN (National Population and Family Planning Agency) is one government agency that conveys information through Instagram. BKKBN is a government agency responsible for carrying out tasks in population management and is also involved in advancing family planning. BKKBN is responsible for conducting training, research and development in population control and implementation of family planning programs (BKKBN, 2012).

Following its function, BKKBN provides educational information about lifestyle and family relationships, especially husband-wife connections and future family planning.

Picture 1 BKKBN's Instagram Profile
Source: @bkkbnofficial (2022)

Figure 1 shows @bkkbnofficial Instagram has more than 168 thousand followers. BKKBN can be said to be active in publishing information that has been packaged in such a way through its Instagram social media account. Based on researchers' observations, BKKBN's Instagram focuses more on disseminating information and messages containing education. The management of BKKBN's social media accounts actively provides information as an issue that is quite interesting and much discussed by the public. In other words, the information presented by BKKBN's Instagram follows the rampant problem or discussion in the public so that the audience is influenced and impacts their (cognitive) knowledge and awareness of the issue. One example of information conveyed by @bkkbnofficial is education about family planning and the importance of pre-marriage readiness.

Figure 2 Instagram content @bkkbnofficial Early Marriage Education
source: @bkkbnofficial (2022)

Figure 2 explains that in carrying out the #SobatGenRe campaign, BKKBN uses Instagram to disseminate information. The campaign looks less effective because of the lack of public response in the comments and *likes* column on the content. The lack of public awareness of the importance of this information has led to an increase in early marriage in Indonesia. Between January and June 2020, the Directorate General of Religious Justice received 34,000 applications for marriage licenses. 97% of these requests were granted, and 60% of applicants were under 18. Reporting from Katadata.co.id by editor Jayani (2021), noting data obtained according to the Central Statistics Agency, 3.06% of young Indonesians who marry for the first time before the age of 15 are the group with the lowest household expenditure, which is 40% of the population in 2020. The percentage was 0.91% for those in the top 20% income group and 1.85% for those in the middle 40% income group.

Indonesia has regulated the rules for early marriage in law number 16 of 2019. All Indonesians should obey the prevailing regulations stipulated by law—a lack of public awareness of this results in early marriage. One of the risks in early marriage is *stunting.* According to the World Health Organization (WHO), one of the causes of stunting problems in Indonesia is the number of marriages that occur at a young age.

According to Kompas.com by editor Noviyanti (2020), there is a 43.5% chance

of stunting cases in children under three years old with maternal ages of 14-15 years. Meanwhile, 22.4% with an age range of mothers 16-17 years. The role played by BKKBN in overcoming this problem is also through education carried out on Instagram @bkkbnofficial.

Every Instagram content published by BKKBN greatly educates the public about maintaining health, especially for family planning and stunting prevention. In the journal Kartika & Yuningsih (2021), quality information focuses on how users assess the usefulness and importance of communication. First, the information you provide must be correct, presented promptly, relevant to the audience reading it, and complete.

In Candrasari's research (2019), Technology and health are two intricately connected aspects. It makes high-quality materials available to the general public on the social media platform Instagram, such as education on early marriage, stunting, and family planning, all of which are important to BKKBN. This effort is driven by reliable, up-to-date, and relevant information to build a positive image in the eyes of the wider community. It can also be seen that the lack of response from the public in the form of comments in the comment column raises interest for researchers to be able to know better whether there is an influence on the quality of information on the image of BKKBN as a population and family planning institution in Indonesia. The dissemination of good education is needed so that it can affect society (Candrasari & Naning, 2019).

Research Methods

McComb and Donald L. Shaw, in 1968, developed the Agenda Setting Theory. Agenda-setting theory, also called agenda preparation, is almost the same as bullet theory, where the media is considered to have the power to influence the audience.

The agenda-setting focuses more on audience awareness and knowledge, while bullet theory focuses on attitudes, opinions (opinions), and audience behaviour. The beginning of the development of this theory in 1972 is generally more widely used in quantitative research. However, this agenda-setting theory began to be used in qualitative research (Kriyantono, 2015, p. 224).

According to Nasionalita (2014), in the journal, Permana & Iffah (2021, p. 32) stated that agenda setting is a theory that shows the level of influence of mass media that affects the public concerning the priority of the interests of an issue. The media is said to be able to centralize issues or topics of public conversation and create an agenda where cases are packaged in such a way as to become public discourse. Rahmat (1993, p. 68), in the journal Ritonga (2018, p. 35), stated that the function of agenda-setting theory occurs because the media is very selective in broadcasting news that is packaged in a way that is attractive to the public both in terms of news value and value as selling points For information. As a result, this agenda-setting model shows a correlation between how media evaluate a topic and how audiences focus their attention on that topic. The agenda formulation is based on two assumptions: The press and other mass media do not accurately portray reality; Instead, they filter and print issues. Second, mainstream media attention is narrowed to a select few community issues, which are then presented as issues with a higher priority than other issues (Ulfanissah, 2021).

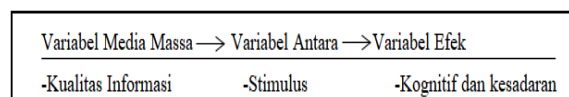| Variabel Media Massa →	Variabel Antara →	Variabel Efek
-Kualitas Informasi	-Stimulus	-Kognitif dan kesadaran

Figure 3 Agenda Setting Model

Source: Kriyantono (2015)

Based on agenda-setting theory, news of issues published on BKKBN's Instagram social media account can affect the audience's cognitive (knowledge) awareness of a young marriage or early marriage case. Studied from the agenda-setting model, the mass media variable is the quality of information from BKKBN Instagram content. The stimulus given is the news about the issue of early marriage on BKKBN's Instagram as an intermediate variable. Meanwhile, the impact is that the audience knows and is aware of the problem to form a view (image) of BKKBN as an effect variable. The public's view of BKKBN through early marriage Instagram content was formed because BKKBN published issues that they considered essential, and the audience accepted the problem because the audience agreed that the issue of early marriage was necessary and had educational value to cause opinions and views on BKKBN.

1. Quality of Information

According to Mc. Load quality information is the extent to which information can consistently meet the needs and expectations of all parties who need the information to carry out the process. This information is required to perform the process (Susanto, 2017). According to Barnes (2005), the components that makeup information quality are as follows: accurate information, reliable information, up-to-date information, information that follows the topic being discussed, information that is easy to understand, information that is very detailed and deep, and information that combines several information into the appropriate design format.

According to Wiryanto (2006), high-quality information can be characterized by the following characteristics:

1. Accuracy means that the information submitted must be correct and error-free. The information must be accurate because its delivery to the receiver allows a lot of interference or noise that can change the content of the data.
2. Punctuality, i.e. information must be provided when needed.
3. Relevance means that information must be relevant to the interests of planning decision-making.

2. Media Baru

What "New Media" means is internet-based and technology-based online media that is adaptable, interactive, and can function in private and public capacities (McQualil, 2011). According to Luviani & Delliana (2020), social media is a product of its parent, new media. The advent of social media marked the beginning of a revolutionary new era in communication and made it easier to get information. According to McQuail, there are five main types of new media. These categories share specific channels and more or less differ depending on the kind of use, content, and context.

1. Media of interpersonal communication. This includes telephone and electronic mail. Primarily for professional purposes, but increasingly also for personal use.
2. Forms of interactive entertainment media. This form of entertainment consists mainly of computer games, video games, and equipment for virtual reality.
3. Search for information in the media (information search media). While this is a broad category, one of the leading examples is the Internet or World Wide Web, considered libraries and data sources with unprecedented scope, timeliness, and accessibility.

4. Forms of media that encourage collective participation In this category include activities such as using the internet to communicate and exchange information, ideas, and experiences, as well as to cultivate active personal relationships based on computer use. It is a type of site that includes a social networking community.

5. Substitution of broadcasting media. The main requirement is to utilize various forms of media to receive or download content. It is usually delivered via radio or other type of distribution in a similar tone.

3. Instagram

According to Ferica & Parlindungan (2020) Today, social media is emerging as a powerful new force as a mode of communication. Instagram is a form of social networking that allows users to publish still images and moving videos. Since Instagram is still part of Facebook, we can ask our friends on Facebook to follow us on our Instagram social media profiles. Due to Instagram's ever-increasing popularity as a photo-sharing tool, many new opportunities for users to enter the business world through this medium have become available. Currently, the use of existing technology is still temporary and growing (Wibowo, 2018). Not a few companies promote their products through Instagram {Formatting Citation}.

According to Sulianta (2015), Instagram is a web-based application and social network that allows users to share stories through digital photos. People who use gadgets often take pictures directly through this network. According to the previous description, Instagram is a social media in the form of an application used to share photos and videos. Since Instagram has become part of Facebook, Facebook users can now follow our social media profiles on Instagram.

4. Image

Philip Kotler and Kevin Lane Keller define "image" as "the combination of beliefs, ideas, and impressions that a person has of a company or organization as an entity." Image can be positive or negative (Kotler & Kevin Lane Keller, 2017). A positive response can be support, engagement, a positive role, and other positive actions. Image is this kind of positive response. Disliked reactions include rejection, hostility, hatred, and other unpleasant behaviours. Image is associated with each person and institution that makes up the company. The image can be either a positive or negative reaction, depending on the process of its formation and the significance of the thing that is the subject of image development.

According to Soemirat & Ardianto (2012), The components of image shaping are:

a. Seeing something is described as a consequence of observing aspects of one's environment that are significant to the ongoing process of meaning-making. In other words, individuals invest stimuli with meaning based on the experiences they have with these stimuli.

b. An individual's belief in a stimulus is known as cognition, mainly because this idea is formed when a person perceives the stimulus. Therefore, individuals need to be equipped with enough information to impact the development of their cognition.

c. Changing one's motivation and attitude will have the same effect on one's response as changing the desired stimulus. A person's personality or circumstances in life can serve as a motive when they have a strong desire to engage in certain behaviours to achieve specific goals.

d. The tendency to act, perceive, think, or feel in response to an object, idea,

situation, or value is what we mean when we talk about attitude. Attitude is not a specific behaviour but a tendency to act in a certain way.

The framework is a conceptual model of how theory relates to various significant issues. The relationship between the analyzed variables can be rationalized if one is in the right frame of mind. As a result, from a theoretical point of view, it is essential to explain the relationship between independent and dependent variables (Sugiyono, 2017). The independent variable in this study was the quality of information. At the same time, the dependent variable in this study is the image.
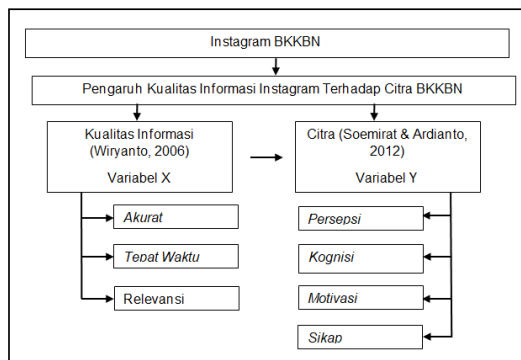
Gambar 4 Kerangka Pemikiran
Sumber: Olahan Peneliti (2022)

According to Guba and Lincoln, quoted by Indriantoro and Supomo in the Indrawati Journal (2008), The research paradigm, particularly in the social sciences, reflects how researchers view the facts of social life and science and theory. For this reason, paradigms are essential in determining the procedures by which a person conducts research to build knowledge. The researchers used the positivist paradigm as the philosophical foundation of the study. Researchers use this positivism paradigm because it is a science in the area of objective epistemology and is a methodology in quantitative research where, in this study, we will test the effectiveness of theory in everyday social application. In this study,

natural phenomena can be measured and must be supported by valid evidence. This paradigm is not a kind of speculation.

On the contrary, it is deductive, starting from general and abstract events and moving towards concrete and specific events (Sugiyono, 2017). Researchers want to know the accurate results of this study without using any form of engineering. To do this, they will investigate the cause and effect of the quality of information posted on Instagram by @bkkbnofficial on BKKBN's image.

The quantitative research approach is an approach that can obtain its truth based on measurable data to build knowledge. This means data must be collected, processed, and analyzed in numbers, focusing more on finding the truth. Researchers use quantitative methods because research itself is an activity that consists of examining events that occur in the community. To ensure that research findings using a quantitative approach are representative of the target population, this technique focuses only on the characteristics of data breadth rather than data depth (Kriyalntono, 2015). According to Sugiyono (2017), Survey research methods are used to obtain data from specific natural areas. Even so, researchers actively collect data by distributing questionnaires, tests, structured interviews, and the like.

This study used a causal relationship, and according to Sugiyono (2017), only one type of relationship can be called causal. There are independent variables, which have influence, and dependent variables, which are influenced (controlled variables). With this study, we will use the survey method because it is one of the most effective approaches to analyze the causal relationship between variables derived from the Effect of Instagram @bkkbnofficial Information Quality on BKKBN Image. by using questionnaires to

collect data with parameters set by the researcher.

A population is a collection of groups of objects or subjects with certain qualities and characteristics determined to be understood and conclusions made about them. These qualities and features have been determined to be comprehensible and derived (Sugiyono, 2017). Research requires a population to establish boundaries of generalization or generalization and select the appropriate sample size to be drawn from all population members (Eriyanto, 2011). A population consists of its constituent parts, sometimes called population groups. An individual member of the population is referred to as an element.

In contrast, a population group refers to the set of all elements present in the population in which the sample was taken. The @bkkbnofficial followers, totalling 183 thousand, were made into the people of this study and considered. According to Sugiyono (2017), Population features and figures are reflected in a sample representation of that population. Suppose there is a vast population and the researcher does not have enough time, money, or people to investigate every member of society. In this case, researchers can use samples from that group. In these investigations, a method known as probabilistic sampling is used. The sampling method known as probabilistic sampling provides an equal probability or chance of selection for each constituent or member of the population. This ensures that the population as a whole is adequately represented in the sample. A sampling method called Simple Random Sampling is one used in probabilistic models. In this particular study, there were a total of 400 respondents.

Primary data is a data source that directly provides data to data collectors, such as observations, interviews, or filling out questionnaires conducted by researchers. Other examples of primary data include experimental results (Sugiyono, 2017). In research, the survey approach is carried out by distributing questionnaires to people participating in the study. Primary data is collected from the initial source of data collection. Preliminary data can come from various sources, including research respondents, observations, questionnaire results, interviews with informants, and questionnaire results (Kriyantono, 2015:41-42).

The Likert scale was chosen as the measurement instrument of the probe. The Likert scale was selected for use in this particular study. The Likert scale is used to determine how individuals feel about things. The object of attitude has been specifically and systematically identified. Regarding question formation, attitude signals to object variables serve as a starting point. Each of these questions requires an answer in the form of a verbal statement about one's perspective (Kriyantono, 2014). The scale in this study uses the Likert Scale with an interval of 4, namely:

1. Strongly Agree (4)
2. Agree (3)
3. Disagree (2)
4. Strongly Disagree (1)

Data sources that do not offer data directly to the data collector are known as secondary data sources. Some examples of secondary data sources are other people or documents (Sugiyono, 2017). Secondary data were collected for this study from various sources, such as books, journals, the internet, previous research findings, internal company data, and other sources of information considered helpful to researchers. Due to the nature of secondary data, extreme caution is required when selecting data to ensure that it is consistent with the research objectives. Secondary

data can be obtained from published literature and previous research analysis and from processed data presented in tables, diagrams, graphs, and photographs (Kriyantono, 2015: 42).

According to Sugiyono (2017), After collecting information from all respondents, the next step is to analyze the data. Among the activities that make up data analysis are the following: grouping data according to variables and types of respondents; collecting data according to variables from all respondents; presenting data for each variable studied; performing calculations to answer the problem statement; and performing analyses to test hypotheses that have been proposed. According to Ardianto (2015), The validity of a measuring instrument can be considered its accuracy or validity. At the same time, trust is a quality the results can judge. In the field of research, validity refers to the accuracy of measurements. Quantitative analysis often uses statistical methods to analyze the data collected.

The validity test aims to determine the extent to which research instruments (questionnaires) are used to measure the same thing that will be measured in the future, in addition to being able to guarantee that measuring instruments can be adjusted to measure the characteristics of an object and accurately investigated things (Kriyantono, 2014).

Thus, the actual data do not contain a discrepancy between what the researcher reports happened to the object of study and what happened to the object of study. Researchers use the Pearson Product Moment correlation to establish the degree of relationship between the independent variable and the dependent variable. It is done so that they can measure the validity of their findings. A measuring instrument is dependable if the measurement results made with the device can be described as rather constant and if the same researcher or other researchers have used the tool several times (Kriyantono, 2014). In this study, the Alpha Cronbach method was used for reliability tests carried out. The Cronbach Alpha Technique is a way of calculating the reliability of tests to measure attitudes and behaviours. If the reliability coefficient for the instrument criterion is more significant than 0.6, then the standard is reliable.

Results and Discussion

The study was conducted by sending questionnaires via the Internet to 400 respondents. Using a method known as proportional random sampling, researchers sent questionnaires to followers of the @bkkbnofficial Instagram account. The sampling method assumes that each member has an equal chance of being sampled, proportional to their share. This questionnaire began to be given to respondents on May 12, 2022, using a Google Form distributed through private Instagram Direct Messages. The following are the results of questionnaires that have been processed into data form to get an idea of the effect of the quality of informality of the BKKBN citral @bkkbnofficiall hindered.

Table 1 Information Quality Pre-Test Validity Test Results (X)

Indicator	R-value calculate	R table value N=30	Results
X1	0,448	0,361	Valid
X2	0,379	0,361	Valid
X3	0,520	0,361	Valid
X4	0,440	0,361	Valid
X5	0,603	0,361	Valid
X6	0,565	0,361	Valid
X7	0,519	0,361	Valid
X8	0,533	0,361	Valid
X9	0,467	0,361	Valid

Source: Processed researchers (2022)

Table 1 provides information that variable X is a quality of information consisting of 9 indicators of statements by 30 respondents in the questionnaire. The data is declared valid because the r count's result is greater than the r table, which is 0.361. Based on the data produced, researchers do not need to change the statements in the study because the results of the elaboration of Table 1 are declared valid.

Table 2 Image Pre-Test Validity Test Results (Y)

Indicator	R-value calculate	R table value N=30	Results
Y1	0,398	0,361	Valid
Y2	0,709	0,361	Valid
Y3	0,700	0,361	Valid
Y4	0,518	0,361	Valid
Y5	0,471	0,361	Valid
Y6	0,524	0,361	Valid
Y7	0,565	0,361	Valid
Y8	0,570	0,361	Valid
Y9	0,555	0,361	Valid
Y10	0,563	0,361	Valid
Y11	0,548	0,361	Valid
Y12	0,710	0,361	Valid

Source: Processed researchers (2022)

The variable Y, specifically the figure in Table 2, provides information about 12 indication statements from the 30 people who filled out the questionnaire. The data is considered valid because the result of the r count is greater t than the r table, which is valid. Based on the data generated, researchers do not need to change the statements in the study because the elaboration results of Table 2 are declared valid.

Table 3 Information Quality Pre-Test Reliability Test Results (X)

Reliability Statistics

Cronbach's Alpha	N of Items
.606	9

Source: SPSS calculation result v.26

Table 3 provides information that the value of Cronbach Alpha in variable X

Information Quality is 0.606 with N = 9. In the reliability test, variable X is declared reliable if the reliability coefficient value is >0.6. Based on the data in the table above, it is declared reliable because the result of the reliability coefficient value is >0.6. Furthermore, the reliability calculation on variable Y is like Table 4.

Table 4 Pre-Test Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.811	12

Source: SPSS calculation result v.26

Table 4 provides information that the value of Cronbach's Alpha in the variable Y Citra is 0.811 with N = 12. In the reliability test, variable Y is declared reliable if the reliability coefficient value is >0.6. Based on the data in the table above, it is declared reliable because the result of the reliability coefficient value is >0.6.

In the next stage, after the pretest validity and reliability test was carried out on 30 respondents, the researcher distributed questionnaires to 400 respondents who were followers of the @bkkbnofficial Instagram account. This questionnaire was distributed through a personal Instagram direct message by introducing themselves, explaining the purpose and purpose of this study, procedures for filling out the questionnaire, and thanking respondents. After the questionnaire was collected, the information quality and image variables were tested again.

Gender is part of the respondent's identity. Researchers divided into two categories, namely men and women. Respondents' gender data was processed using SPSS software version 26. The following is data from the gender of respondents who have been processed.

Table 5 Respondents' Gender Results

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	*Man*	*136*	*34.0*	*34.0*	*34.0*
	Woman	*264*	*66.0*	*66.0*	*100.0*
	Total	*400*	*100.0*	*100.0*	

Source: SPSS calculation result v.26

Table 5 concludes the results of 400 respondents, and it can be seen that there are more genders with a frequency of 264 respondents with a percentage of 66%. At the same time, the male gender has a total of 136 respondents, with a percentage of 34%. It can be concluded that the majority of the sex that is more dominant in filling out this questionnaire is women.

Researchers divided ages into 5 groups, namely 15-20 years, 21-26 years, 27-32 years, 33-38 years, and 39-45 years. Respondents' age data was processed using SPSS software version 26. The following is the age data of respondents who have been processed.

Table 6 Age Results of Respondents

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	*15-20 Years*	*164*	*41.0*	*41.0*	*41.0*
	21-26 Years	*133*	*33.3*	*33.3*	*74.3*
	27-32 Years	*52*	*13.0*	*13.0*	*87.3*
	33-38 Years	*28*	*7.0*	*7.0*	*94.3*
	39-45 Years	*23*	*5.8*	*5.8*	*100.0*
	Total	*400*	*100.0*	*100.0*	

Source: SPSS calculation result v.26

Table 6 is age data with a total of 400 respondents. The age group of 15-20 years has 164 respondents, with a percentage of 41%. The age group of 21-26 years has a total of 133 respondents, with a percentage of 33.3%. The age group of 27-32 years has a total of 52 respondents, with a percentage of 13%. The age group of 33-38 years has 28 respondents, with a percentage of 7%. While the age group of 39-45 years has a total of 23 respondents with a percentage of 5.8%. With that, researchers concluded that the group aged 15-20 had the most dominant number of frequencies in filling out this questionnaire.

The research investigated how the standard of information shared on BKKBN's official Instagram account, @bkkbnofficial, affected the brand's public perception. The study's findings came from responses received to questionnaires sent to a total of 400 people, randomly selected from 183,000 people. The total number of the population is the followers of Instagram @bkkbnofficial. The questionnaire was distributed privately via Instagram *direct message*. After the data was obtained, the researcher processed the data using SPSS version 26.

From the observations researchers made on BKKBN's Instagram, researchers got several important points in spreading information or news on social media. First, the importance of content novelty or it can be said that diverse content with the latest information is not the past. It can attract the attention and interest of the audience because it provides information that is different from the previous information. Second, How to present information is not verbose but clear and easy to understand. Third, BKKBN's Instagram content follows the facts or reality that is happening in today's society. Fourth, the information published contains education for the public so that public knowledge and awareness of issues will increase. Fifth, the persuasive nature of the information disseminated functions from the impact of knowledge and awareness of the audience can cause good perceptions or views (images) to BKKBN. It is relevant to the explanation of the previous agenda-setting theory, where the media (Instagram BKKBN) greatly

influences the audience's knowledge and awareness about an issue (early marriage).

The aim is to make it easier for researchers to get sample results following what is needed. So, the age restriction was carried out in this study, which is from 15-45 years. It is done based on the data obtained, namely the highest number of cases of early marriage starting at the age of 15. The age limit is 45 years because of the age of parents who actively use Instagram and can channel education to children and their closest people. Most of the questionnaire results were filled by women, with a percentage of 66% and the rest were men. It can happen because women are more aware of the importance of education about early marriage, which can be seen from the response to every content uploaded by the @bkkbnofficial Instagram account.

The r table value for 30 respondents with a significance of 5% obtained a figure of 0.361. After the validity test at the pre-test stage is declared valid, the validity test is carried out at the main test stage. Based on the results of calculating the questionnaire filled out by 400 respondents using an error rate of 5%, the table r value can be determined, which is 0.098. Items 1 through 9 (variable information quality) have a calculated r value higher than Table r. Then, for items 10 through 21, which are figure variables, we must get a calculated r value higher than the r value of the table To determine the validity of the result of the whole statement. It was determined that the prates reliability test findings obtained were reliable because Cronbach's Alpha value for each variable was greater than 0.60. This is the case in all cases. After that, reliability tests were carried out on the main test, and the test results were seen in the information quality variable of 0.734 and the image variable of 0.812. For reliability tests performed at the main test stage to be

considered reliable, the Cronbach Alpha value must be greater than 0.60.

Based on the description above, it can be concluded that the image can be influenced by the quality of good information on the Instagram account so that media consumers or audiences will faithfully follow and wait for information from the account.

Conclusion

After this research is carried out, several conclusions can be drawn. Based on the research period conducted from February to June 2022, the @bkkbnofficial Instagram account does not seem serious about providing education about early marriage. It can be seen from the amount of content uploaded in the research period, only 6 posts. It certainly needs to be improved by BKKBN to reduce the number of early marriages through continuous education. The theory used in this study is the theory of agenda setting. Based on agenda-setting theory, BKKBN provides information about early marriage as an issue that is considered important. Then, the audience receives the information to impact public knowledge and awareness and raise views (images) on BKKBN. It proves that good quality information can cause an influence on a good image.

With a significance of 5%, the number of respondents in this study amounted to 400 respondents. Two hundred sixty-four women and 136 men dominated respondents who had taken the time to fill out this questionnaire. The first test was carried out pre-test validity and reliability tests to 30 declared valid and reliable respondents. So that the statements on each indicator can be reused as a measurement tool for further research, based on the findings of the analysis conducted on the collected data, it can be concluded that the information quality variable has a constructive influence on the image

variable. Second, this study aims to determine how the standard of information on Instagram accounts @bkkbnofficial affects the public perception of BKKBN. From the T-test, it can be concluded that the independent variable significantly influences the variable tested.

The academic advice given by researchers to the next researcher is that the next researcher needs to find more references and journals that have been published. Researchers hope this research can be used as a reference or reference for future research. The goal is that further researchers can further deepen and develop similar research. Researchers give some practical suggestions. The first suggestion is for the implementers of early marriage education, namely BKKBN, to continue education to continue to remind the public of the importance of awareness and the impact of early marriage that still occurs. The second suggestion is that education can be made more interesting by using more friendly sentences, considering the target audience is teenagers. In addition, it is necessary to appoint special resources, namely the *right influencers, to attract public reading interest and realise a decrease in the number of early marriages.*

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