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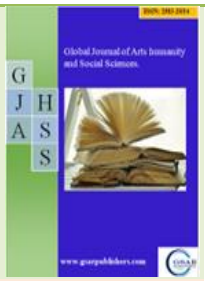

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THE INFLUENCE OF CONTENT AND IMAGE QUALITY ON INSTAGRAM ACCOUNT ON INTEREST IN PHOTOGRAPHY TO TEENAGERS

By

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Abstract

This study aims to determine whether Instagram social media, which is included in popular social media, has a major impact on photography interest. The writing method in this research was quantitative which includes research proposals, processes, hypotheses, field work, data analysis and data conclusions up to writing using aspects of measurement, calculations, formulas and certainty of numerical data using accidental sampling techniques to get respondents who meet the criteria and follow the @riomotret Instagram account and are interested in photography. The subjects in this study were active followers from the Instagram account @riomotret. Meanwhile, the object of this research is Instagram social media. Based on the results of this study, it can be concluded that variable X1, namely content and variable X2, namely the quality of shooting, has a positive influence on variable Y, namely interest in photography. Content and shooting quality have a strong relationship with photographic interest. This shows that the @riomotret Instagram account is able to increase interest in photography in adolescents and can improve photography skills.

Keywords: *Content, Image quality, Instagram, Photography*

INTRODUCTION

Content is something that is familiar to people who work in the digital field or those who work as content creators. Content has many types, on the internet itself content can be found on many media channels, for example there is content on websites and there is also content on social media platforms. Content is basically something that will later become public consumption for later this content will be enjoyed, entertain audiences, provide education, make content that inspires, and also as promotional content.

Content is information available in a media or electronic product. Content can also be said to be a communication tool that is used by fellow electronic media users and is used as an advantage by those who depend on content on the internet and social media for their work. With the development of technology and the internet which is currently growing rapidly, there is content that can be said to be digital content, this digital content is content in various formats which can then be converted to digital form and then the content is easy to share and access quickly with various devices and gadgets.

Content is information in an electronic form of media which is conveyed using a medium, one of which is the internet. Content using this internet medium is found in online services such as video on demand. In a video on demand service, the content is in the form of digital video and images from a program on television shows and films that are diverse and have their own characteristics so that people choose this service. Executing content must be as creative as possible by using a variety of mediums, from text, images, to an interesting video that gets high engagement.

The development of digital technology itself has developed very rapidly, this is a response and response from various layers of society that they have and must feel the convenience of current technological developments in an effort to meet information needs and as material for entertainment needs. By only using a device or smartphone, digital technology brings innovation and access to

content that is easy and fun. The following is statistical data from Graha Nurdian regarding internet user data in Indonesia in 2022.

Based on the data above, it is known that the population of Indonesian people is around 277 million people, of this population there are 204 million Indonesians using the internet in 2022, and there are around 191 million Indonesians who are active users of social media. From the description of the data, it shows that the Indonesian people have depended on the internet and social media for their lives, where both of these things, namely the internet and also social media, have ensured that there is content that they can access and enjoy. The following is statistical data generated from Graha Nurdian where this data is data from devices used by active internet users aged 16-64 years in 2022.

Based on these data, it can be concluded that active internet users use all types of mobile phones to use the internet with the highest percentage, namely 94%, followed by smartphones with a percentage of 93% and personal laptops with a user percentage of around 66%. This shows that almost all Indonesian people from various walks of life are certain to have personal cellphones as a communication device and also to fulfill information needs, access content as a medium of entertainment and education, and also for other purposes.

Photography is a field of art that is quite popular and liked by many people. Photography skills have a lot of enthusiasts because learning and practicing them does not require expensive equipment to start. For the beginning of learning photography, people can use an ordinary digital camera or a mobile device. However, to produce a quality and beautiful image, of course, mastered techniques are needed at the time of shooting. Photography can be said to be the process of painting or writing using the medium of light in producing an image or photo of an object by recording the reflection of light on the object you want to photograph in a medium that is sensitive to light.

In photography itself, to produce the right light frequency, you can use 3 components called the exposure triangle which consists of ISO speed, aperture, and shutter speed. The digital camera itself is equipped with a qualified digital ISO so that it can produce quality photos. Many people like this photography activity, apart from being easy to learn and practice, if someone is proficient in using a digital camera to take a photo of an object, he can be said to be a photographer, this work can even produce high-quality photos, so that later many people believe in interest in photographing an object. Many people are very concerned about the content of moving images or images that are shared on their personal social media platforms, according to some people, a photo with the right composition of light and objects is a must that must be shared on their respective social media.

As Instagram itself is a social media platform that focuses its application on photos and videos, the good quality of photos and videos posted on Instagram is a reflection of the image and appearance of our profile on Instagram. Therefore, uploaded photos and videos have their own characteristics and uniqueness. The uniqueness of the photos and videos that are shared on Instagram will have an impact on increasing the number of followers or followers. By paying attention to and examining photos and videos uploaded by other accounts on Instagram, you will be honed and increase your sense of photographic interest for intagramable photos.

THEORETICAL FRAMEWORK

The Expectancy – Value Theory was stated by Dr. Martin Fishbein, a professor of communication at the Annenberg School for Communication Theory. The first explanation of this theory was in Martin Fishbein and Icek Ijzen's 1975 book, namely Belief, Attitude, Invention and Behavior: An introduction to theory and research.

This theory is a development of the uses and gratification theory. The focus of this theory is on mass communication, namely examining the influence of media use by users seen from their interests. The assumption of this theory is 'Audience's attitude towards media segments depends on the values they hold and their evaluation of the media'. This theory says that the satisfaction we seek as media users towards a media is determined by our attitude towards the media. We believe and we have the right to evaluate and determine attitudes.

Interest is one of the psychological aspects that can encourage humans to achieve goals. Someone who has an interest in an object tends to pay attention or feel greater pleasure for that object. Interest is a high heart tendency towards something, passion or desire (Purwadar Minta, 2007:744). However, if the object does not cause pleasure, then that person will have no interest in the object. Therefore, the level of one's attention or pleasure towards an object is influenced by the level of one's interest. Interest indicators include 4 aspects, namely:

1. **Feelings of Goodness**

Someone who has a feeling of pleasure or liking for something, then he will continue to study the knowledge he likes. There was no feeling of compulsion in him to study the field.

2. **Interest**

Related to the driving force that encourages to tend to feel attracted to people, objects, activities or it can be an affective experience stimulated by the activity itself.

3. **Caution**

Attention is the concentration or activity of the soul towards observation and understanding, to the exclusion of anything else than that. Someone who has an interest in a particular object, will automatically pay attention to that object.

4. **Engagement**

A person's interest in an object causes that person to be happy and interested in doing or doing the activities of that object.

Aspects of interest are divided into three aspects, namely cognitive aspects, affective aspects, and psychomotor aspects (Hurlock, 1995: 117). These three aspects can be explained as follows:

1. **Cognitive**

Cognitive is a domain that includes brain activity. That is, all efforts related to brain activity are included in the cognitive domain. Cognitive cannot be separated from one's intelligence. Cognitive examples can be shown when someone is learning, constructing an idea, and also solving a problem.

An important concept in cognitive is the existence of information processing which consists of knowledge, understanding, application, analysis, synthesis, and evaluation. According to Williams and Susanto, cognitive is the way an individual behaves, acts, and how fast the individual is when solving the problem at hand.

2. **Affective**

Affective is related to attitudes and values, and changes in a person's attitude can be predicted if he has a high level of cognitive mastery. Affective also relates to emotions such as feeling, appreciation, and motivation. There are five main affective categories from the simplest to the most complex, namely: acceptance, response, appreciation, organization, and characterization based on values or value internalization.

3. **Psychomotor**

Psychomotor related to skills (skills) or the ability to act after a person receives a particular learning experience. Psychomotor learning outcomes are a continuation of cognitive learning outcomes or understanding something and also affective learning outcomes or tendencies to behave. The psychomotor consists of perception, readiness, guided movement, habitual movement, complex movement, adjustment and originality.

RESEARCH METHODS

In this study, the researchers used quantitative research methods. V. Wiratna Sujarweni (2014: 39) stated that quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (measurement). The research was conducted on young active users of social media who know and follow the Instagram account from @riomotret and to find out the influence of the account and the quality of taking pictures from Instagram @riomotret to increase interest in photography in adolescents.

RESULTS AND DISCUSSION

The Instagram account @riomotret is an Instagram account owned by a person with the real name Rio Wibowo. Rio Motret is a professional photographer who is very well known among the capital's artists. The photos taken are very good and much liked by the public. Rio did a lot of photo sessions with many Indonesian artists. In fact, Rio doesn't only do photo sessions in the studio, but in an outdoor area that has a beautiful atmosphere. Rio often goes abroad to do photo sessions. Being a photography expert, Rio finally opened a photo class for beginners who want to learn about photography. The @riomotret Instagram account itself has approximately 10,000 posts, with a following of 3.6 million followers (as of June 2023). The post contains the results of a photo session with various artists.

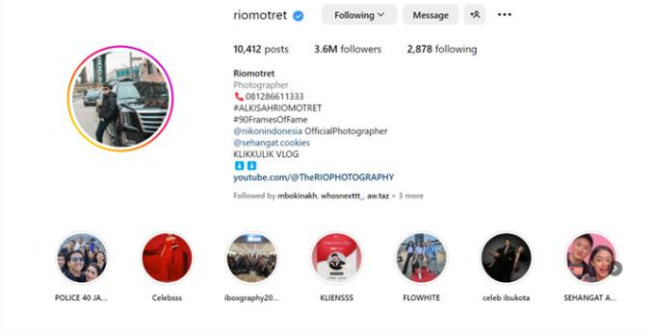

Figure 1. Instagram account profile @riomotret
(Source: Instagram account @riomotret)

The @riomotret Instagram account shares the results of photo sessions both in the studio, outdoors and in various other beautiful places with artists in Indonesia. With a cool design for young people who like photography and interesting edited photos such as additional illustrations, which makes it has its own characteristics. The posts shared on his account are not only in the form of photos, but are presented in various forms such as Instagram Stories, IG TV, highlights and reels.

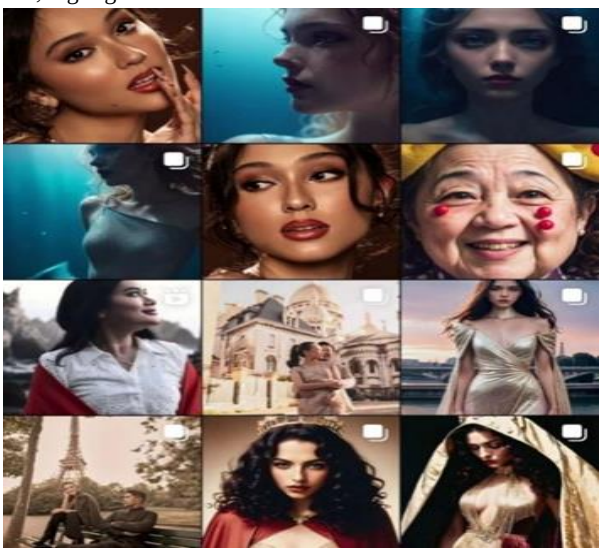

Figure 2. Instagram account profile @riomotret
(Source: Instagram account @riomotret)

Here are some of the photos posted on the Instagram account @riomotret, with his high photography skill and producing good photos, Rio edited his photos to make the results even more perfect.

Validity Test

The validity test was conducted in this study to evaluate whether the used question items succeeded in measuring what should be measured (valid). It is conducted to determine the feasibility of the research instrument questionnaire questions in defining a variable. The instrument used in this validity test is SPSS version 25. This validity test is carried out by calculating the Person Product Moment correlation coefficient (r count), which means correlating each question item with the total score of each item.

The value of the r-table obtained is based on the number of respondents (N), its validity is determined by conducting a significant test of 10% or 0.1. In this study there were 10 respondents who had filled out the questionnaire. Based on the number of respondents, it is known that the r table for this validity test is 0.5494. So, each successful item has a calculated r value above and can be said to be valid. Following are the results of the validity test using the Pearson correlation coefficient on each indicator item.

The criteria used in conducting the validity test are:

1. If r count > r table, then the statement is declared valid.
2. If r count <r table, then the statement is declared invalid.

And to determine the r table to be used, the researcher uses the formula
df = (N - 2) with a sig of 10% where:
df = degrees of freedom
N = Number of respondents
So that we get the equation df = N - 2
= 10 - 2
= 8
Value of R table = 0.549

X1 Variable Validity Test Results (Instagram Content)

Researchers processed data using IBM SPSS version 25, to calculate the validity of the X1 variable (Instagram content), which totaled 6 statements.

Table 1. Results of the X1 Variable Validity Test

Statement	R Count	R Table	Information
1	0,855	0,594	Valid
2	0,782	0,594	Valid
3	0,855	0,594	Valid
4	0,782	0,594	Valid
5	0,802	0,594	Valid
6	0,802	0,594	Valid

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

X2 Variable Validity Test Results (Image Capture Quality)

The researcher processed the data using IBM SPSS version 25, to calculate the validity of the X2 variable (Image Capture), which totaled 7 statements.

Table 2. Results of the X2 Variable Validity Test

Statement	R Count	R Table	Information
1	0,941	0,594	Valid
2	0,941	0,594	Valid
3	0,629	0,594	Valid
4	0,745	0,594	Valid
5	0,808	0,594	Valid
6	0,941	0,594	Valid
7	0,941	0,594	Valid

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Y Variable Validity Test Results (Interest in Photography)

Researchers processed data using IBM SPSS version 25, to calculate the validity of variable X (Motives for Media Use), which totaled 6 statements.

Table 3. Results of the Y Variable Validity Test

Statement	R Count	R Table	Information
1	0,787	0,594	Valid
2	0,657	0,594	Valid
3	0,882	0,594	Valid
4	0,970	0,594	Valid
5	0,926	0,594	Valid
6	0,926	0,594	Valid

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Reliability Test

In this study, researchers used the Cronbach Alpha reliability test. The statement is declared reliable if it has a Cronbach Alpha > 0.60 using SPSS version 25.

X1 Variable Reliability Test (Instagram Content)

The researcher tested the reliability of the X variable statement (Instagram content) with a total of 6 statement items, as follows:

Table 4. Results of the X1 Variable Reliability Test (Instagram Content)

Reliability Statistics	
Cronbach's Alpha	N of Items
.895	6

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Based on the table above, it can be seen that the reliability test of variable X1 (Instagram Content) for each statement item obtained a reliability coefficient value of 0.895. This indicates that the research instrument used in this study is reliable, with a reliability coefficient value of 0.895 > 0.60.

X2 Variable Reliability Test (Image Capture Quality)
Next, the researcher tested the reliability of the X2 variable statement (Shooting) with a total of 7 statement items, as follows:

Table 5. X2 Variable Reliability Test Results (Image Capture Quality)

Reliability Statistics	
Cronbach's Alpha	N of Items
.938	7

(Source: Results of Data Processing Using SPSS Ver.25 By the Researcher, 2023)

Based on the table above it can be seen that the reliability test of variable X2 (Image Taking) for each statement item obtained a reliability coefficient value of 0.938. This shows that the research instrument used in this study is reliable, with a reliability coefficient value of 0.938 > 0.6.

Variable Y Reliability Test Results (Interest in Photography)
The researcher tested the reliability of the Y variable statement (Interest in Photography) with a total of 6 statement items, as follows:

Table 6. Reliability Test Results for Variable Y (Interest in Photography)

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	6

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Based on the table it can be seen that the reliability test of variable Y (Interest in Photography) for each statement item obtained a reliability coefficient value of 0.921. This shows that the research instrument used in this study is reliable, with a reliability coefficient value of 0.921 > 0.60.

Normality Test
The normality test was conducted by researchers using analysis using the *Kolmogorov-Smirnov* approach. The *Kolmogorov-Smirnov* test is a nonparametric statistical test used to determine whether the distribution of data used in research is normally distributed or not. Decision making in the Kolmogorov-Smirnov Normality test, namely:

1. If the significance value (Sig.) is greater than 0.05, the research data is normally distributed.
2. Conversely, if the significance value (Sig.) is less than 0.05, the research data is not normally distributed.

Table 7. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test Result		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,95119781
Most Extreme Differences	Absolute	,171
	Positive	,099
	Negative	-,171
Test Statistic		,171
Asymp. Sig. (2-tailed)		,150[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

The results of the data normality test with the Kolmogorov-Smirnov can be concluded by comparing the value of the probability number or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the significance value is less than 0.05 or 5%, then the data distribution is not normal. If the significance value is greater than 0.05 or 5% then the data distribution is normal. Based on table 4, it is concluded that the income variable data is normally distributed because the Asymp value. Sig (2-tailed) 0.150 is greater than 0.05 so the data is normally distributed.

Test the Coefficient of Determination and Correlation
Multiple correlation analysis was performed to measure the degree of association (relationship) of more than two variables. The strength of the relationship that shows the degree of relationship is called the coefficient of association (Kriyantoro, 2016: 172). Meanwhile,

$$(0 < R2 < 1)$$

according to Ghozali (2017), the coefficient of determination (R') is used to measure how far the model's ability to apply variations to

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717[a]	,513	,503	1,948
a. Predictors: (Constant), shooting quality, content				
b. Dependent Variable: interest in photography				

the dependent variables. The Coefficient of Determination Test (R-Squared) is a test to explain the magnitude of the proportion of variation of the dependent variable that is explained by the independent variable. In addition, the coefficient of determination test can also be used to measure how well our regression line is. If the value of the coefficient of determination (R-squared) in an estimate is close to one (1), then it can be said that the dependent variable is well explained by the independent variable. And conversely, if the coefficient of determination (R-Squared) is away from one (1) or close to zero (0), the less well the independent variable explains the dependent variable. The coefficient of determination test is essentially used to measure how much the independent variables together are able to provide an explanation of the dependent variable (Widarjono 2010, in Rachmat's research, 2020). The value of the coefficient of determination is between zero and one, according to the following assumptions:

1. If the value of r2 is closer to 1, then the model is good and the closeness of the independent and dependent variables is getting closer. This means that the independent variables provide almost all the information needed to predict the independent variables.
2. If the number 1 is further away, then the relationship between the independent variable and the dependent variable is further away. This means that the ability of the independent variables to explain variations in the dependent variable is very limited.

According to Sugiyono (2007) the guidelines for providing an interpretation of the correlation coefficient value are as follows:

Table 8. Correlation Coefficient Intervals

Coefficient Intervals	Relationship Level
0,80 – 1000	Very Strong
0,60 – 0,799	Strong
0,40 – 0,599	Middle
0,20 – 0,399	Low
0,00 – 0,199	Very Low

(Source: Sugiyono, 2017)

The Coefficient of Determination and Correlation test in this study was carried out on 100 respondents who are followers of the @riomotret account. The following is the processing and explanation of the results of coefficient data processing with the coefficient of determination test:

Table 9. Test Results for the Coefficient of Determination

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

In determining the magnitude of the influence of the intensity of content impact and the quality of shooting on photography interest, it can be seen in the R Square section in the table above. Based on the data from the table above, it can be concluded that:

1. The value of R = 0.717 which means that the relationship between Instagram content and the quality of taking pictures of photography interest is 0.717 or if it is presented as much as 71.7%. Based on the table above, the criteria regarding the strength of the relationship between the two variables have a strong relationship.
2. The R Square value is 0.513 which, if presented, becomes 51.3%. This shows that Instagram content and the quality of taking pictures have an impact of 51.3% on interest in photography, while the rest is caused by other factors outside of the research.
3. Adjust R Square of 0.503 if it is presented to 50.3%, the factor of interest in photography is explained by Instagram content and the quality of shooting on interest in photography, while the rest can be caused by factors outside the research.
4. Standard Error Estimated is measuring the variation of the value being predicted. Standard Error Estimated can also be called as Standard Deviation. Standard Error Estimated value 1.948. The smaller the standard deviation means that the model is getting better.

Heteroscedasticity Test

The heteroscedasticity test tests the difference in residual variance from one observation period to another. To test whether there is heteroscedasticity in this study using the Glejser test, namely by regressing the absolute value of the residuals on the independent variables. Whether there is heteroscedasticity is known by looking at the probability to the degree of confidence. If the Sig value > 0.05 then it does not happen.

Table 10. Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,104	1,341		-,077	,939
	x1total	,021	,105	,033	,199	,842
	x2total	,048	,099	,081	,487	,628
a. Dependent Variable: Y (Interest of Fotografi)						

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

If the significance value (Sig) between the independent variables and the absolute residual is greater than 0.05, then there is no heteroscedasticity problem. From the output above, it appears that the three variables namely X1 0.628 X2 0.011 and Y 0.939 means that there are no symptoms of heteroscedasticity because the value of Sig. more than 0.05.

Multicollinearity Test

The multicollinearity test is a test conducted to determine whether there is intercorrelation or collinearity between independent variables in a regression model. Intercorrelation is a linear relationship or a strong relationship between one independent variable or predictor variable and other predictor variables in a regression model. The intercorrelation can be seen by the value of the correlation coefficient between the independent variables, VIF and Tolerance values, Eigenvalue and Condition Index values, as well as the standard error value of the beta coefficient or partial regression coefficient. The multicollinearity test is intended to test whether the regression model has a correlation between the independent variables, taking into account the tolerance value and VIF (Variance Inflation Factor). As a prerequisite, the regression model must have a tolerance value, if the tolerance value is greater than > 0.10 and if the resulting VIF value is less than < 10.00, then multicollinearity does not occur (Ghozali, 2005).

Multicollinearity means that there is a perfect linear relationship between some or all of the variables that explain the regression model (Ajija, 2011).

Table 11. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,903	1,827		1,042	,300		
	X1 Konten Instagram	,736	,143	,601	5,154	,000	,368	2,715
	X2 Kualitas pengambilan gambar	,160	,135	,139	1,188	,238	,368	2,715
a. Dependent Variable: Y								

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Based on table 11, the Tolerance values, namely X1 and X2, are 0.368 greater than 0.10 and the VIF value from the results of the multicollinearity test for content and shooting quality is the same, which is 2.715 less than 10.00, so multicollinearity does not occur.

T test

The T-test aims to determine whether or not there is a partial (self) effect given by the independent variable (X) on the dependent variable (Y). In this study, namely whether the independent variables, Instagram Content (X1) and Quality of Taking Pictures (X2) partially affect the variable, namely Interest in Photography (Y). The basis for making decisions on the t test is: If the sig value < 0.05, or t count > t table then there is an influence of variable X on variable Y. And if the sig value > 0.05, or t count <t table then there is no effect variable X to variable Y. T-table with a probability of 0.05 from this study is (1,965). This value comes from the number of respondents (n) minus the number of variables (k) and then minus 1 (t-table = n-k-1). Respondents in this study were 100 people and the total number of variables was 3.
T table = n-k-l = 100-3-1 = 1.661.

Table 12. T test results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,903	1,827		1,042	,300		
	Konten Instagram (X1)	,736	,143	,601	5,154	,000	,368	2,715
	Kualitas Pengambilan Gambar (X2)	,160	,135	,139	1,881	,000	,368	2,715
a. Dependent Variable: Minat Fotografi (Y)								

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

H1: Instagram content has a significant effect on Interest in Photography
H2: Image Capture Quality has a significant effect on Interest in Photography
H3: Instagram Content and Image Capturing Quality have a significant effect on Interest in Photography
H0: There is no influence between Instagram Content and Image Capture Quality on Interest in Photography

Based on table 12 it can be concluded from the results of the t test, it will get the following hypothesis results:

a) Instagram content (XI) to Interest in Photography (Y) based on the table above it is known that the calculated t value for Instagram content (X1) is 5,154 > 1,661 and the Sig. 0.000 < 0.05. Then H0 is rejected and HI is accepted. So it can be concluded that Instagram content (X1) has a positive and significant effect on Interest in Photography (Y).

b) Quality of shooting (X2) to interest in photography (Y) based on the table above it is known that the t value for shooting quality (X2) is 1,881 > t table 1,661 and the value of Sig. 0.000 < 0.05. Then H0 is rejected and H2 is accepted. So it can be concluded that the quality of shooting (X2) has a positive and significant effect on interest in photography (Y).

F test

The F test in this study used the ANOVA test. This test can be used to determine the effect simultaneously (simultaneously) of the independent variables (Instagram Content and Image Capture Quality) on the dependent variable (Interest in Photography). The basis for decision making is as follows:

- If the sig value < 0.05, or F count > F table, then there is a simultaneous effect of variable X on variable Y.
- If the sig value > 0.05, or Fcount <Ftable, then there is no effect of variable X simultaneously on variable Y.

F table = f (K; n – k) = f (3; 97)
F table = 2.14

Based on the formula for finding the f table value above, we can see the value of the f-table in this study is:

Table 13. F test results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388,421	2	194,211	51,172	,000[b]
	Residual	368,139	97	3,795		
	Total	756,560	99			
a. Dependent Variable: Minat Fotografi (Y)						
b. Predictors: (Constant), Kualitas Pengambilan Gambar (X2), Konten Instagram (X1)						

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

Based on table 13, the results of the F (simultaneous) test on variables X1 (Instagram Content) and X2 (Image Capture Quality) on Y (Interest in Photography) show an F calculated value of 51,172 with a Sig value of 0.000.

The calculated F value that has been obtained is then compared with the table F value used, which is equal to . The F table value is obtained by finding the degree of freedom (df) by using the formula (n-k / 100-3 = 97).

The results of the F test above show that the calculated F value is (51,172) > from F table (2.14) and the significance value is (0.000) < (0.05). Thus, it can be concluded that Ho' is rejected and H3 is accepted. This means that Instagram Content and Image Capture Quality together have a significant influence on Interest in Photography.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to analyze the effect of several independent or independent variables (X) on one dependent variable or dependent variable (Y) simultaneously. In this study used 2 independent variables and 1 dependent variable, it is necessary to have multiple linear regression analysis.

Following are the results of multiple linear regression analysis:

Table 14. Multiple Linear Regression Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,903	1,827		1,042	,300		
	Instagram Content (X1)	,736	,143	,601	5,154	,000	,368	2,715
	Image Capture Quality (X2)	,160	,135	,139	1,188	,238	,368	2,715
a. Dependent Variable: Interest Fotografi (Y)								

(Source: Results of Data Processing Using SPSS Ver.25 By Researchers, 2023)

From the data in table 14, the regression equation is obtained as follows:

Y = 1.903 + 0.143 X1 + 0.787 X2

a) Constant (a) of 1,903: meaning that if the Y variable is zero, then the influence on Instagram content is 1,903, besides that the constant value also states that the interest in photography towards its users is positive.

b) The regression coefficient of Instagram content (X1) is 0.143 indicating that every increase of I unit in this variable will increase the influence of Instagram content and the quality of shooting on user interest by 0.143, where the variable X2 is 0 (zero).

c) The regression coefficient of shooting quality (X2) is 0.787 indicating that every increase of I unit in this variable will increase the influence of Instagram content

and the quality of shooting on user interest by 0.787, where the XI variable has a value of 0 (zero).

CONCLUSION

According to the results of the study, it can be concluded that the @riomotret Instagram account has a significant influence on interest in photography in adolescents. Interesting and quality content uploaded by this account helps increase youth interest in photography. Photography inspiration and knowledge, teenagers who follow the @riomotret account get inspiration in the field of photography through creative and aesthetic content. In addition, this account also provides technical knowledge about photography, such as camera settings, composition, and photo editing, which helps improve photography skills for teenagers.

The importance of photography style and theme is that the @riomotret account, which is consistent in its photography style and theme, helps introduce young people to a variety of photography styles and subjects. This broadens their understanding of the world of photography and helps them find a photography style that matches their interests and personality. Social interaction and the photography community, following the Instagram account @riomotret also opens opportunities to interact with other people who have similar interests. This interaction creates a sense of connectedness and a sense of belonging within the photography community, which can strengthen a teenager's interest in photography. Then, recognition and appreciation, popular and respected Instagram accounts such as @riomotret can be a source of recognition and appreciation for young people who are active in photography. This recognition increases the value and personal satisfaction of adolescents in carrying out their interest in photography.

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