
The role of @literarybase X account in fulfilling information literacy needs

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Abstract

Background of the study: X is a social media used mainly by the public as a source of information and can fulfill its users' information needs, including the @literarybase account, which discusses literature and books. Through this, it is expected to increase information literacy skills through information search activities to meet the information needs of its users.

Purpose: This study aims to determine the role of auto-base @literarybase in meeting the information literacy needs of its followers.

Method: The method used is quantitative with survey techniques. Data was collected online through the distribution of Google form questionnaires to followers of the @literarybase account with a Likert scale as a measurement, and analysis was carried out descriptively.

Findings: The @literarybase account has played a role in meeting the information needs and training the information literacy skills of its followers. In content gratification, the @literarybase account fulfills the needs of information sharing and information seeking. In the gratification process, the @literarybase account fulfills entertainment, pass time, escape, habit, and self-expression needs. In social gratification, the @literarybase account fulfills the information needs through social interaction. Finally, regarding technology gratification, the @literarybase account fulfills information needs in the form of relative advantage.

Conclusion: The @literarybase account has played a role in meeting information needs and training information literacy skills for its account followers. However, several aspects still need to be fully met, such as the need for self-document in content gratification, the need for campaigns in process gratification, the need for status seeking in social gratification, and the need for social compliance in technology gratification.

Keywords: *Autobase X, Information Needs, Information Media, Information Literacy*

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Introduction

The internet has become an inseparable part of human life. The recent rise in internet use has changed a person's habits in interacting and searching for information ([Cahyono, 2016](#)). Through internet searches, users can find out information from friends, coworkers, and even strangers ([Huang & Yang, 2008](#)). Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), it can be seen that in Indonesia itself in 2022 the highest internet penetration rate will be among teenagers aged 13-18 years with 99.16% and then users aged 19-34 years, which reached 98.64% ([Bayu, 2022](#)). On the other hand, social media users are almost evenly distributed across every age group and most of them come from those aged 20-29 years ([Finaka, 2017](#)). So it can be seen that one of the frequently used internet access is social media.

Social media can be used according to the needs of its users. The use of social media itself can be used as a communication tool, information search and social interaction ([Saputra, 2019](#)). In this digital era, people, especially teenagers, are starting to switch to using social media as a means of exchanging information and communication because of the ease of accessing it ([Fauziyyah & Rina, 2020](#)). Through social media, users also usually look for information from an organization or community ([Logan et al., 2023](#)), because this is related to the user's needs, hobbies or pleasure information. This is reinforced by the opinion of [Mejova \(2018\)](#) who said that currently many organizations are starting to disseminate their information to the public via social media, especially Twitter (now X) and Facebook ([Mejova, 2018](#)). According to [Young and Rossman \(2015\)](#), searching for information about the community will create a sense of trust, reciprocity and connection between social media users and community members. This is usually obtained when they reply to each other and like each other's posts ([Young & Rossmann, 2015](#)).

The concept itself is often associated with several terms such as 'desire', 'request' and 'question'. The term 'desire' refers to what someone wants to have, 'request' refers to what someone is looking for, while 'question' refers to the actualization of someone's expression when they need information ([Afzal, 2017](#)). These things make someone search for information ([Widiyastuti, 2016](#)).

Information search activities are part of information literacy. Information literacy itself can be interpreted as the ability to be aware of information needs and be able to find the information needed ([Pattah, 2014](#)) and understand this information skillfully ([Shinta et al., 2023](#)). This information literacy ability is expected to be possessed by every individual. As stated in one of the goals of the Sustainable Development Goals (SDGs) or sustainable development goals point 4.6 which states that all teenagers and a certain proportion of adult groups, both men and women, have literacy and numeracy skills. In this regard, it is hoped that the use of social media among teenagers and the public can be used as a way to increase information literacy through information search activities to fulfill the information needs of users.

[Ginting and Nasionalita \(2021\)](#) argue that the higher the use of social media, the more social media will have a large portion in fulfilling the information needs of its audience. The intensity of time of use, what information is conveyed and obtained, as well as the effect or impression created by the information are factors that play a role in whether or not the user's information needs are met. This information need usually includes information that is specific, currently trending, information about hobbies or preferences, to concise and complete information ([Anugrahwisesa & Rina, 2019](#); [Ginting & Nasionalita, 2021](#); [Riani, 2017](#)).

Meanwhile, regarding social media, Twitter or what is now better known as X is one of the social media that is widely used today. Data from 'We Are Social' reported by katadata.co.id states that as of January 2023 Indonesia is ranked 5th for the country that uses X the most, the



number of users has reached 24 million. As a social media with a large number of users, X is a social media which contains a collection of information posted by its users, be it official information, hobby information, personal information and so on. X also has the advantage of being able to display trending or viral information ([Juditha, 2015](#); [Rezeki et al., 2020](#); [Suharso, 2019](#)).

[Dwiwina and Putri \(2021\)](#) stated that X is social media in the form of a micro blog which has the main use of uploading short posts called tweets. Like other social media, on X everyone can view, exchange ideas or write personal opinions. Users can also comment, like and share each other's tweets (posts) ([Dwiwina & Putri, 2021](#)). X has basically turned into an important need for someone in looking for an answer ([Liu & Jansen, 2013](#)). This statement is reinforced by the opinion of [Meier \(2014\)](#) who says that among the finding - keeping - re-finding activities in personal information management, X is seen as useful for finding personal information ([Meier & Elsweiler, 2014](#); [Nurhadi, 2017](#)).

It is possible that X can be used as an association for users to fulfill information needs related to the same hobbies or pleasures. This is proven by the widespread use of autobase This message is usually called a mention confession or menfess. User However, there are also several autobase accounts that provide the condition that in order to send a message, the user needs to have been followed back by the autobase.

One autobase that has many followers is @literarybase ([Kala & Ulina, 2022](#)). This Autobase has a special topic, namely literacy, so the anonymous messages posted are information messages related to books or written literature. X users who follow (follow) this autobase can easily find various reviews, recommendations, and discussions about book reading materials. Every individual definitely has motivation to use media ([Panjaitan et al., 2020](#)). Based on a preliminary study carried out personally with 44 respondents, it can be seen that the motivation of some followers for following autobase @literarybase is to look for information about literature and/or all things about book reading materials (evidenced by the affirmative answer from 24 (54.5%) respondents), to get entertainment (evidenced by an affirmative answer from 20 (45.5%) respondents), as well as to fill free time (evidenced by an affirmative answer from 23 (52.3%) respondents). Therefore, the autobase account @literarybase can be used by its followers as a means of searching for information about literature and reading books as well as entertainment in their spare time.

Research on autobase was conducted by [Bunga and Rachman \(2022\)](#) in an article entitled "The role of the X @literarybase account in increasing its followers' interest in reading". This research states that the @literarybase autobase, which provides information and a forum for discussing book reading, has a significant role in increasing its followers' interest in reading. Overall, Autobase @literarybase has implemented the principles of improving reading ([Bunga & Rachman, 2022](#)). Apart from that, an article entitled "Autobase @collegemenfess, a twitter account used as information retrieval tool" also discuss the same thing. This research suggests that autobase can be used as an information retrieval system by users who are driven by the user's information needs ([Syafitri et al., 2020](#)).

Based on the phenomenon described, research was carried out with the aim of finding out the role of the autobase account @literarybase in meeting the information needs about books and literature for its followers. Through this research, it is hoped that social media users will be able to realize that the activity of accessing information on social media is included in fulfilling information needs. The difference between this research and other research lies in the focus of the material, namely material regarding fulfilling the information needs of followers on account X.



Method

Research Type

The method used in this research is a quantitative method with survey techniques. According to [Creswell \(2014\)](#) quantitative is a research approach used to test objective theories by examining the relationship between variables ([Creswell, 2014](#)). Meanwhile, according to Warwick and Lininger, a survey is a method that describes the characteristics of a population by collecting various information from the majority of individuals ([Yusuf, 2017](#)).

Population and Sample

The population in this study are followers of the @literarybase account who have interacted, whether by replying, retweeting, liking or sending comments via DM to the @literarybase account. The sampling technique is random sampling. According to Sugiyono, the appropriate sample size for research is 30-500 ([Sugiyono, 2019](#)). In this study the number of samples obtained was 44 people.

Data collection

Data collection was carried out online through distributing Google Form questionnaires. The measurement used is the Likert Scale, which is a measurement that provides respondents with five possible answers. This Likert scale will indicate how much the respondent agrees or disagrees with the questions given ([McLeod, 2023](#)).

Data analysis

The research results are presented using descriptive analysis, where this analysis is a form of data analysis used to test the generalization of research results based on a sample ([Nasution, 2017](#)). Descriptive analysis using percentage techniques for each item and also averages for each aspect.

Result and Discussion

Demografi Responden

Table 1. Respondent Demographics

Aspect	Variable	%	Total
How Respondents Find Out <i>Autobase @literarybase</i>	From friend	4.5%	100%
	From family	2.3%	
	From X	93.2 %	
Following Period <i>Autobase @literarybase</i>	Since its creation (2018)	2.3%	100%
	Around 2019-2020	15.9%	
	Around 2021-2022	63.6 %	
	Just joined (2023)	18.2%	
The frequency with which followers post and interact on <i>autobase @literarybase</i>	Never	34.1%	100%
	1-2 times per day	50%	
	2-3 times per day	6.8%	
	More than 5 times	9.1%	

Source: Primary data processed in 2023

Based on Table 1, it can be seen from a total of 44 respondents, it can be seen in Figure 1 that the majority of them (93.2%) know the autobase @literarybase from X itself such as timelines, likes, retweets, or other users' posts. Meanwhile, the rest found out from friends and family. For the time period of how long respondents have been following @literarybase, it can



be seen in Figure 2 that the majority of respondents (63.6%) answered that they have been following @literarybase since around 2021-2022. Apart from that, there are also those who have followed since 2023, 2019-2020 up to 2018 or the year the account was first created. Finally, in Figure 3, when asked about the frequency of sending and/or interacting (replying/retweeting/liking posts), the majority of respondents (50%) stated that they sent comments and/or interacted 1-2 times a day. The rest said they never did, did it more than 5 times and 2-3 times per day at @literarybase.

The role of the @literarybase autobase account in meeting information literacy needs

To find out whether the information needs of @literarybase followers or followers are met or not, respondents were asked to fill in a statement with the answer choices Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS) and Strongly Disagree (STS). The indicators used are Content Gratification, Process Gratification, Social Gratification, and Technology Gratification (Dindar & Yaman, 2018).

Content Gratification

Table 2. Content Gratification

No.	Statement	Very agree	Agree	Netral	Disagree	Very Disagree
1.	I access @literarybase to share information about literature and books	36.4%	40.9%	20.5%	0.0%	2.3%
2.	The information in @literarybase is useful for my hobbies related to the world of literature and books	34.1%	54.5%	11.4%	0.0%	0.0%
3.	The information contained in @literarybase makes me understand more about the world of literature and books	31.8%	56.8%	11.4%	0.0%	0.0%
4.	I access @literarybase to document personal activities related to literature and books so that others know about them	15.9%	27.3%	22.7%	29.5%	4.5%
	Average	29.55%	44.9%	16.5%	7.4%	1.7%

Source: Primary data processed in 2023

Based on Table 2 above, it can be seen that the majority of autobase @literarybase followers agree to use the autobase @literarybase account to share information about literature and books and a small number use it to document personal activities related to literature and books. Respondents also agreed that with the autobase @literarybase account, they became more aware of the world of literature and books and felt that the account was useful for their hobbies.

These results show that autobase @literarybase has fulfilled the content gratification or content information needs of its followers. Content gratification is related to how content can fulfill users' information needs so that users feel satisfied with the information ([Malodia et al., 2022](#)). In content gratification there are aspects of information sharing (a person's need to share information), information seeking (a person's need to search for information), and self-documentation (a person's need to document personal activities). ([Dindar & Yaman, 2018](#)). Autobase @literarybase has provided a platform for respondents to share and search for information related to literature and books. The existence of the autobase @literarybase has



also made respondents aware that they can fulfill their information needs on this autobase, which is in line with the theory of Kriklass (1983) which argues that when someone has a particular interest in something, that person will try to find information related to that interest - in his interest is literature and books ([Garg, 2016](#); [Tawaf & Alimin, 2012](#)). Unfortunately for self-documentation, the @literarybase autobase plays less of a role in this matter. This is proven by respondents who did not agree that @literarybase could be used as access or a place to document personal activities related to literature and books so that other people would know.

Process Gratification

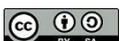
Table 3. Gratification Process

No.	Statement	Very agree	Agree	Netral	Disagree	Very Disagree
1.	I am proud to be able to share stories or personal experiences related to literature and books on the @literarybase account	15.9%	45.5%	36.4%	2.3%	0.0%
2.	I can unwind on the @literarybase account	29.5%	40.9%	25%	4.5%	0.0%
3.	I get entertainment on the @literarybase account	36.4%	54.5%	6.8%	2.3%	0.0%
4.	I can release tension from the real world (real life) on the @literarybase account	25%	50%	18.2%	6.8%	0.0%
5.	I am happy to be able to share information related to literature and books on the @literarybase account	29.5%	45.5%	22.7%	2.3%	0.0%
6.	The information contained in @literarybase can entertain me	34.1%	59.1%	4.5%	2.3%	0.0%
7.	I access @literarybase to escape from real life	9.1%	29.5%	29.5%	27.3%	4.5%
8.	I access @literarybase because it has become a habit	4.5%	43.2%	31.8%	15.9%	4.5%
9.	I access @literarybase to get public attention for personal activities related to literature and books	9.1%	15.9%	25%	40.9%	9.1%
10.	I access @literarybase to express myself about the literature and books I like or dislike	9.1%	61.4%	27.3%	2.3%	0.0%
Average		20.2%	44.6%	22.7%	10.7%	1.8%

Source: Primary data processed in 2023

Based on Table 3 above, it can be seen that the majority of autobase @literarybase followers agree to use autobase @literarybase to unwind, get entertainment, release tension, and express themselves about the literature and books they like. Apart from that, they also agreed and felt happy and proud to be able to share stories related to literature and books. It's just that the majority of followers disagree about the autobase account @literarybase which can be used to get public attention for personal activities regarding literature and books.

This shows that autobase @literarybase has fulfilled the gratification process or process information needs of its followers. In the gratification process there are aspects of entertainment needs (a person's need to seek entertainment), pass time (a person's need to fill free time), escape (a person's need to escape from the real world), habit (a person's need that comes from



habits), campaign (a person's need to get public attention), and self-expression (a person's need to express personal identity). (Dindar & Yaman, 2018). The @literarybase account has played a role in this as evidenced by the respondents, most of whom agree and realize that @literarybase can relieve fatigue and entertain its followers, relieve tension, get bored and escape from the real world, express oneself and feel proud when able to share stories or personal experiences related to literacy at @literarybase. The @literarybase autobase also plays a role in filling the habits of respondents who are used to accessing information on the @literarybase autobase. This statement is also in line with the opinion of Guha (2004) regarding one of the human information needs seen from everyday life (everyday need approach). If a person is used to looking for information every day, he will routinely and continuously look for information in the same place and expect the right answer too (Puspitadewi et al., 2016). Unfortunately, the @literarybase autobase played less of a role in the campaign's public attention needs, as evidenced by the respondents' statements that did not agree with this.

Social Gratification

Table 4. Social Gratification

No.	Statement	Very agree	Agree	Netral	Disagree	Very Disagree
1.	I access @literarybase to interact socially with fellow literature and book lovers	31.8%	50%	13.6%	4.5%	0.0%
2.	I am seen as a person who loves literature and books after sharing information on the @literarybase account	9.1%	25%	36.4%	20.5%	9.1%
3.	I am seen as someone who has extensive knowledge about literature and books after sharing information on the @literarybase account	9.1%	25%	34.1%	25%	6.8%
4.	I am trusted as a person who is able to provide information about literature and books after following the @literarybase account	9.1%	29.5%	34.1%	18.2%	9.1%
5.	I accessed @literarybase to seek validation or acceptance from fellow literature and book lovers	9.1%	18.2%	38.6%	22.7%	11.4%
	Average	13.6%	29.5%	31.4%	18.2%	7.3%

Source: Primary data processed in 2023

Based on Table 4 above, it can be seen that the majority of autobase @literarybase followers agree to use autobase @literarybase to interact with fellow literature and book lovers. Unfortunately, in statements regarding the views, validation or self-acceptance they received when interacting with fellow literature and book lovers on autobase @literarybase, the majority of autobase @literarybase followers chose to answer neutrally to this statement.

This shows that the @literarybase autobase has not optimally fulfilled the social gratification or social information needs of its followers. Social gratification is closely related to the feeling of satisfaction obtained after getting the information needed (Krasnikolakis & Chen, 2023). There are two aspects included in social gratification, namely social interaction (a person's need to communicate with other people who have the same interests) and social seeking (a person's need to receive validation and acceptance) (Dindar & Yaman, 2018). For social interaction, autobase @literarybase has played a role in fulfilling this need, as evidenced



by the answers of respondents, some of whom agreed and were aware that the reason for accessing @literarybase was to interact with fellow literature and book or literacy lovers. This is also in line with the theory of Katz, Gurevitch, and Haas which states that information in an environment will fulfill the need for social integration, which means that this information makes someone want to join a group - in this case the group in question is a group of literature lovers, books and literacy. (Iswahyuni et al., 2017; Zalmi, 2017). Meanwhile for social seeking, respondents' answers were mostly neutral regarding the statement which stated that after sharing or accessing information on @literarybase they would be considered as people who love, have extensive knowledge, and are able to provide information about literature and books (Iswara, 2022). They are also neutral in stating that the reason they accessed @literarybase was to seek validation or acceptance from fellow literature and book lovers.

Technology Gratification

Table 5. Technology Gratification

No.	Statement	Very agree	Agree	Netral	Disagree	Very Disagree
1.	I accessed @literarybase because I followed other people's wishes or was influenced by friends, family or colleagues who love literature and books.	6.8%	29.5%	4.5%	27.3%	31.8%
2.	I find it useful after sharing information about literature and books on the @literarybase account	25%	40.9%	31.8%	2.3%	0.0%
3.	If I know information about literature and books, I feel I have to share that information on the @literarybase account	20.5%	25%	34.1%	15.9%	4.5%
4.	The information contained in @literarybase has provided me with knowledge about literature and books	50%	40.9%	9.1%	0.0%	0.0%
Average		25.6%	34.1%	19.9%	11.4%	9.1%

Source: Primary data processed in 2023

Based on Table 5 above, it can be seen that the majority of autobase @literarybase followers agree and find it useful to use autobase @literarybase to share and gain knowledge about literature and books. This shows that the @literarybase account is sufficient to fulfill technology gratification or technology information needs. Technology gratification is one of the factors in the development of technology-based services to provide information (Gao, 2023). There are two things that include technology gratification, namely social compliance (a person's need to be influenced by other people) and relative advantage (a person's need to believe in something) (Dindar & Yaman, 2018). For relative advantage or belief in . This makes them feel proud when they do it. Meanwhile, there were also respondents who answered neutrally to the statement that when they had information, they felt they had to share the literature and books and literacy information with @literarybase. Unfortunately, for social compliance or needs that are influenced by other people, autobase @literarybase has not fully played a role as evidenced by the answers of respondents who strongly disagree with this.

Conclusion

Based on the results of research regarding the role of the @literarybase account in meeting the information needs of its followers or following, it can be concluded that the



@literarybase account has played a role in supporting its followers in meeting their information needs in terms of content gratification, process gratification, social gratification, and technology gratification. However, in its implementation there are still several aspects where autobase @literarybase has not or cannot play a full role in meeting these information needs. In content gratification, for example, the @literarybase autobase does not fully fulfill self-documentation needs. For the gratification process, the @literarybase autobase has not fully met and raised awareness of the campaign's needs. Regarding social gratification, autobase @literarybase has not fully fulfilled and made aware of the need for social seeking. Furthermore, in technology gratification, autobase @literarybase does not play a role in fulfilling and raising awareness of social compliance needs. Apart from that, the @literarybase autobase has also played a role in training information literacy skills as evidenced by the awareness of its followers to find and fulfill the information they need on the autobase. This research is still limited to one Autobase account, so it is very likely that followers of other Autobase accounts have different literacy skills in meeting their information needs. In this regard, the researcher recommends that future researchers can research the influence of Autobase accounts on users' information literacy levels by adding several Autobase accounts that have similar content characteristics. You can also compare the literacy levels between followers of autobase accounts, so that you can see differences in literacy characteristics for followers of each autobase. Another recommendation relating to followers of the autobase account to increase their literacy level about the quality information available on X in order to better meet their information needs.

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Authors' Contributions

All authors have contributed to the final manuscript. The contribution of all authors: conceptualization, methodology, formal analysis, writing original draft preparation, writing review and editing. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

All authors have no conflict of interest related to this study.

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