

ABSTRACT

The interest of Jakarta residents in using public transportation remained relatively low, with usage rates reaching only around 30%. One contributing factor was the lack of accessible and easily understood information about the public transportation system. In this context, social media content played an important role as an alternative source of information. One example was the TikTok account @cecilianov, which presented content “JakiMaulana” that delivered information about public transportation in an engaging, light, and easy to understand. This study aimed to analyze the influence of the “JakiMaulana” content quality on fulfilling the information needs of Jakarta residents regarding public transportation. The research applied the Uses and Gratifications theory and employed a descriptive quantitative approach through online questionnaires distributed to 400 respondents. The independent variable (X) was content quality, measured through four indicators: intrinsic, contextual, representational, and accessibility (Wang & Strong, 1996). The dependent variable (Y) was information needs fulfillment, based on the current need, everyday need, exhaustive need, and catching up need approaches (Guha, 2019). The results showed that content quality significantly influenced information needs fulfillment, with a determination coefficient of 63.7%. This study contributed to understanding the role of content creators in effectively delivering public information and could serve as a reference for related institutions to involve more content creators in addressing public transportation issues.

Keywords: Content Quality, Information Needs Fulfillment, TikTok, Public Transportation, Uses and Gratification