

Abstrak

Studi ini menyelidiki tentang pengaruh kuantitas informasi, kualitas argumen, kredibilitas sumber terhadap kemudahan media sosial yang dirasakan oleh masyarakat. Pengumpulan data dilakukan dengan menggunakan kuesioner *online* yang disebarakan 203 pengguna media sosial instrgram di Kota Semarang dan sekitarnya. Data kemudian dianalisis menggunakan model regresi dengan bantuan aplikasi *SPSS 22*. Hasil menunjukkan bahwa kuantitas informasi berpengaruh positif terhadap kemudahan media sosial, kualitas argumen berpengaruh positif terhadap kemudahan media sosial, kredibilitas sumber berpengaruh positif terhadap kemudahan media sosial.

Kata kunci: Kuantitas Informasi; Kualitas Argumen; Kredibilitas Sumber; Kemudahan Media Sosial

Abstract

This study investigates the influence of quantity of information, quality of arguments, credibility of sources on the ease of social media perceived by the public. Data collection was carried out using an online questionnaire distributed to 203 Instagram social media users in Semarang City and its surroundings. The data was then analyzed using the multiple linear regression model model 2 using spss. The results showed that the quantity of information had a positive effect on the ease of social media, the quality of arguments had a positive effect on the ease of social media, the credibility of the source had a positive effect on the ease of social media.

Keywords: *Information Quantity; Quality of Argument; Source Credibility; Ease of Social Media*