ABSTRAK

Penelitian ini menganalisis tentang pengaruh motif penggunaan media sosial Instagram terhadap kepuasan pengikut akun @infocegatan_jogja. Penelitian ini menggunakan teori *uses and gratifications* dan metode yang digunakan adalah kuantitatif dengan pendekatan secara asosiatif kausal. Sampel yang digunakan peneliti berjumlah 100 responden, dengan pengambilan data responden menggunakan teknik insidental *sampling*. Penelitian ini memiliki 7 dimensi yang mengukur motif penggunaan media sosial Instagram terhadap kepuasan pengikut akun @infocegatan_jogja yaitu motif *exploration*, *self enhancement*, *perceived functionally*, *entertainment and relaxation*, *social sharing*, *relationship building*, dan *novelty*. Hasil dari penelitian ini adalah terdapat pengaruh antara motif penggunaan media terhadap kepuasan pengikut akun instagram @infocegatan_jogja sebesar 84,9% sedangkan sisanya yaitu sebesar 15,1% dipengaruhi oleh faktor lain di luar penelitian ini. Terdapat kesenjangan antara rata-rata GS dan GO pada dimensi motif *exploration* dan *self enhancement* (GS > GO) yang berarti akun Instagram @infocegatan_jogja belum dapat memenuhi kepuasan khalayak pada dua dimensi tersebut. Di sisi lain, nilai rata-rata GS pada dimensi motif perceived *functionally*, *entertainment and relaxation*, *social sharing*, *relationship building*, dan *novelty* lebih besar daripada nilai rata-rata GO (GS < GO) yang berarti tidak terdapat kesenjangan dan akun Instagram @infocegatan_jogja dapat memenuhi kebutuhan khalayak pada dimensi-dimensi tersebut. Namun, jika dilihat secara keseluruhan nilai rata-rata GS adalah 69,64 dan GO 69,68 yang berarti GS < GO. Dengan demikian, secara keseluruhan akun Instagram @infocegatan_jogja dapat memenuhi kebutuhan pengikutnya.

Kata Kunci: *Uses and Gratifications*, Motif, Kepuasan, Instagram, Info Cegatan Jogja

ABSTRACT

This research analyzes the influence of motives for using Instagram social media on the satisfaction of followers of the @infocegatan_jogja account. This research uses the theory of uses and satisfaction and the method used is quantitative with an causal associative approach. The sample used by researchers was 100 respondents, with respondent data collected using incidental sampling techniques. This research has 7 dimensions that measure the motives for using Instagram social media on the satisfaction of followers of the @infocegatan_jogja account, namely motive exploration, self-improvement, functional perception, entertainment and relaxation, social sharing, building relationships, and novelty. The results of this research are that there is an influence between the motives for using media on the satisfaction of followers of the @infocegatan_jogja Instagram account, amounting to 84.9%, while the remaining 15.1% is influenced by other factors outside this research. There are similarities between the average GS and GO in the dimensions of exploration and self-enhancement motives (GS > GO), which means that the Instagram account @infocegatan_jogja has not been able to meet audience satisfaction in these two dimensions. On the other hand, the average value of GS on the dimensions of functionally perceived motives, entertainment and relaxation, social sharing, building relationships, and novelty is greater than the average value of GO (GS < GO) which means there are no meetings and Instagram accounts @infocegatan_jogja can meet the needs of the audience in these dimensions. However, if we look at the overall average value of GS is 69,64 and GO 69,68, which means GS < GO. Thus, overall the Instagram account @infocegatan_jogja can meet the needs of its followers.

Keywords: Uses and Gratifications, Motives, Gratifications, Instagram, Info Cegatan Jogja