

ABSTRACT

The Effect of Social Media Utilizing Motives on Followers Satisfaction Regarding Feminism Literacy (The Correlation Study of Instagram @Indonesiafeminis on Millennial Generation Followers)

Alfin Sugiarto¹⁾, Naurissa Biasini, S.Si., M.I.Kom.2)

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The social media Instagram has now been used by feminists to express their aspirations or disseminate feminist information and other social issues. One of the accounts that publish feminism literacy content on Instagram social media is @indonesiafeminis. Individuals have certain motives in using a media of course related by the usefulness and satisfaction of the media. This study focuses on how the motive for using Instagram @indonesiafeminis social media influences the satisfaction of millennial generation followers related to feminism literacy. This research is studied by referring to the Uses and Gratification theory. The study was studied using a quantitative approach through survey methods with questionnaire data collection. Based on the analysis of data on 400 respondents, it shows that there is an influence of the motive for using Instagram @indonesiafeminis social media on the satisfaction of millennial generation followers related to feminism literacy, which is 0.859 which is classified as very strong. The dimension of the variable X is the information motive for obtaining the highest results that most influence satisfaction. The dimension of the Y variable, which is information satisfaction, is the most affected by the highest result. The motive for using social media Instagram @indonesiafeminis has a positive and significant effect on the satisfaction of millennial generation followers regarding feminism literacy, with an effect of 73.78%.

Keywords: Uses and Gratification, Instagram, Feminism, Millennials

Libraries: 90

Publication Years: 2012 – 2022