

## ABSTRACT

### ***The Influence of Social Media Use Motives on Followers Satisfaction Related to Parenting Literacy (Instagram @lbupedia\_Id Correlation Study, January 2022 – January 2023 Period among Millennial Generation)***

Syafira Salsabillah Harisa<sup>1)</sup>, Reni Dyanasari<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Social media has been used by most of millennial parents to get parenting informations. @lbupedia\_id is one of the accounts that actively is giving parenting informations. Based on the data, 34% of mothers use Instagram as an information medium to find information related to parenting. Each individual has their own motives for using a media, this refers to the uses and gratification theory. This research focuses on how the motive for using @lbupedia\_id has an influence on millennial parents' followers regarding parenting literacy. The approach used in this study is quantitative through survey methods and data collection using questionnaire. The results filled by 400 respondents, shows that there is an influence of motives for using Instagram on the satisfaction of millennial parent followers related to parenting literacy, which is worth 0.681 and is classified as strong. The dimension of variable X, personal identity motive, obtains the highest results that affect the most. Meanwhile, the dimensions of Y variable, personal identity satisfaction, obtains the highest results and is most affected. The motive for accessing lbupedia\_id has a positive and significant effect on the satisfaction of millennial parent followers related to parenting literacy, with an influence worth 46.38%.

**Keywords:** Uses and Gratification, Instagram, Parenting Literacy, Milenial Generation

Literature : 54

Publication Years : 2013 – 2023