

ABSTRACT

The Effect Of Content Exposure To Instagram Account @tangsel.life On Followers Satisfaction

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In today's digital age, social media like Instagram has become an important platform for individuals and organizations to interact with their audiences. There is an Instagram account that presents information – information related to entertainment, destinations, culinary, and important events that are happening especially in the South of Tangerang namely the Instagram account @tangsel.life. The aim of this study is to find out the impact of Instagram @tangsel.life content on followers satisfaction. This study uses the theory of uses and gratification. The study used the survey method with the collection of questionnaire data that will be distributed to the active followers of the Instagram account @tangsel.life of 400 respondents. The variable X in this study is the content, while the variable Y in this research is the satisfaction of followers. The data analysis methods used in this study are Descriptive Analysis, Correlation Analysis and Determination Coefficient, and Simple Linear Regression Analysis. The results of this study show that the use of the theory of Uses and Gratification applies well, where Instagram followers @tangsel.life choose to follow the account. Followers are satisfied because the content presented can meet their needs in obtaining information related to the Southern City of Tangerang. The level of relationship between the content level, i.e. the variable X and the satisfaction of followers, y, has a very strong and positive level of relation. This is seen from the value of rCalculation of 0.806. This indicates that Instagram account content rankings @tangsel.life have a significant impact on followers satisfaction, with a percentage of 64.96%.

Keywords: Instagram, Tagged Containers, Responding Followers, Account @tangsel.life

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