

ABSTRACT

Uses and Gratification of followers of the Indonesian Basketball Team's Instagram Account (Descriptive Study on @smpertamina's Instagram Account)

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Satria Muda Pertamina is one of Indonesia's professional basketball teams that competes in the Indonesian Basketball League. Satria Muda in its implementation as a professional team has its own support group or what could be called a fanbase called SM Fanatics. SM Fanatics is a greeting given by Satria Muda to its fans. These SM Fanatics will be the support system for Satria Muda when they are competing. The Pertamina Young Satria Team interacted with SM Fanatics via their Instagram account @smpertamina. SM Fanatics as a fan group of the Satria Muda team certainly has its own reasons for accessing the Instagram account @smpertamina. For this reason, this research wants to see the motives and satisfaction of SM Fanatics in accessing the Instagram account @smpertamina. Using qualitative research methods, data was obtained through interviews with informants. The results of this research explain that the informant had a motive for accessing the @smpertamina Instagram account. These motives include: supervision motive, diversion motive, personal identity motive, and social interaction motive.

Keywords: *Uses and gratification, Instagram, Satria Muda Pertamina*

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