ABSTRACT

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Media and Motive of Using Instagram Account for Lambe Turah (@lambe_turah) on the Satisfaction of Followers Information on Celebrity

Keywords: Instagram, Motives and Followers and Satisfaction

Social media has become a bridge to build networks of interpersonal communication. Computer Mediated Communication offers the possibility of computer-mediated interactive communication, the virtual community. Lambe Turah is one example of a virtual community that discusses celebrity coverage with more than 5 million Instagram-based users.

This study aims to analyze the influence of media exposure factors and the use of media motives to satisfy followers of Lambe Turah Instagram account regarding celebrity reporting. Another goal is to find out which factors are most influential in satisfying followers of Lambe Turah Instagram account regarding celebrity reporting.

This study uses quantitative methods. Respondents totaling 100 people, are active users who are followers of Lambe Turah Instagram accounts. Sampling using purposive sampling technique. The questionnaire and its data are processed using validity test, reliability test, classic assumption test, multiple linear regression analysis, T test, F test, and determination coefficient test.

Based on the T test and F test, the variables of media exposure and the motive of using media have a positive effect on satisfaction of Lambe Turah Instagram account followers regarding celebrity reporting partially or simultaneously. The Determination Coefficient shows the level of influence that is closely related to the satisfaction of Lambe Turah Instagram account followers regarding celebrity reporting, namely the variable exposure to media by 36.4% and the motive of using the media by 48.4% indicating a close level of influence. It was also known that the majority of respondents accessed Lambe Turah's Instagram account to get 58% satisfaction, and 42% of respondents agreed that Lambe Turah's Instagram account could help the public to obtain information about celebrities.