

ABSTRACT

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THE INFLUENCE OF USE OF IGTV FEATURE ON THE SELF EXISTENCE OF GAMAGUDABO COMMUNITY MEMBERS

Keywords: Instagram,self existence

This research is motivated by the emergence of social media that has changed the way individuals interact with other individuals, In meeting these information needs, can be obtained through various ways. One of them is through the internet and the one that gets a lot of attention in the community is social media, and currently there is one social media that is very interested by young people to adults, namely Instagram.

This study aims to determine whether there is an effect of using IGTV feature on the self-existence of members of the Gamagudabo community. The theory used is use & gratification theory and Victor Frank's existential theory (Azizah, 2014: 4-5). The method used in this research is used & Quantitative which is based on a postivitic view. The results showed that the use of social media instagram has an influence on the self-existence of Gamagudabo community members who have a fairly strong relationship, R square value 0.533 means that the influence of the influence of instagram usage on the existence of gamagudabo community members is 53.3%.

Furthermore, in the hypothesis that the T test results are obtained the value of t count is 9,182> t table 1,666 and significant value (sig) 0,00 <0,1, it can be concluded that (Ho) which reads "there is no effect on using IGTV features on instagram towards the self-existence of Gamagudabo members "rejected and, (Ha) which says" the influence of the use of IGTV features in Instagram on the self-existence of Gamagudabo members "is accepted.