

ABSTRACT

Ichsan Hadiwibowo. 12819881. *Influence of Motives Instagram Media Use, Information Quality, and Intensity To See Content of @Kokbisa Instagram To Generation Z's Satisfaction For Get The Information.*

Keywords: Instagram, Intensity To See, Satisfaction, Information Quality, Motives Instagram Media Use

(xv + 124 + attachments)

Instagram had advantages in terms of displaying visuals, archived content, and gave freedom to users in displayed their ideal creative side. Instagram was not only a medium for shared photos or videos for expression, but can be used to share and find information. Generation Z was the age group that used Instagram as the most with a percentage of 74% based on IDN Times research on Goodstats.id website. Generation Z was able to spend more than 3 hours a day accessed social media. Generation Z loves Instagram because they like to deliver concise information and visuals displays. One Instagram account that shared information accompanied by visuals or infographics is @Kokbisa Instagram account. @Kokbisa Instagram account was an account that share information related to science, technology, and social issues by used visuals or infographics that support the topic being shared. This research's purposed to determine the influence of motives media use, quality of information, and intensity to see content of @Kokbisa Instagram accounts on generation Z satisfaction in obtaining information, both partially and simultaneously. The theories used are Uses and Gratifications theory and the Value Expectancy Theory. The method used a quantitative method with a positivism paradigm. The sampling technique used purposive sampling. Data collection techniques used questionnaires by distributed questionnaires to respondents. The respondents of this study were followers of @Kokbisa Instagram accounts belonging to generation Z with a total of 400 people calculated through the Slovin formula. The resulted of this research show that variables motives media use (X1), information quality (X2), and intensity to see content (X3) have an influence on satisfaction (Y) partially and simultaneously the variables of motives media use, information quality, and intensity have an influence on satisfaction.

Bibliography (2016-2022)