

Motives and satisfaction of followers of content aggregator @ussfeeds in consuming content

Richard, Jandy Edipson Luik, Agusly Irawan Aritonang

Communication Science Department Petra Christian University

ABSTRACT

This study examines the motives and satisfaction of @ussfeeds followers in consuming content. The content referred to in this study focuses more on micro-news content. Micro-news itself is news uploaded on media but its content is shorter when compared to the source. As a content aggregator, @ussfeeds must be able to satisfy every follower's motive in the fields of current affairs, passing time, social utility, finance, salient, and entertainment.

The research method used in this research is an online survey with an explanatory quantitative research type. The tests carried out in this study are validity and reliability tests, paired T tests, and cross tabulation. Through the six indicators proposed by Wohn & Ahmadi (2019) followers of @ussfeeds tend to be more satisfied in passing time, and salient. Through this study, it was found that @ussfeeds could not fulfill the motives in the other four indicators.

Keywords: *Instagram, Uses and Gratifications, @ussfeeds, Content Aggregator, Micro-news*

INTRODUCTION

Uses and Gratification theory (U&G) was proposed in 1940 to find out why consumers consume a media product. In the early days of the invention of this theory, consumers consumed media texts because they felt the media provided psychological, and social satisfaction (Cantril in Yüksel et al., 2023). Each individual has a different tendency to consume media, this can be caused by several things, one of which is the age of the user. Young users tend to favour media products that are suitable for them, and these media products tend to be different from those favoured by adults.

According to Chen (in Yüksel et al., 2023), uses and gratification theory is one of the important elements in media research. According to him, this theory is important in media research because this research focuses on the psychological and social needs (the need to

identify oneself, to the need to interact with one another) of each user or rather media consumer to understand what each media consumer needs.

New media has various advantages when compared to conventional media in general, such as interactivity. New media has several types of platforms, one of which is social media. More and more platforms are taking on the role of media, such as digital platforms YouTube, Twitter, and Instagram. At the beginning of its formation in 2013, the Instagram platform had a use for sharing photos, or moments of each user. Not only photos, Instagram provides a video sharing feature with a duration of only 15 seconds. But over time, many users use this platform to get creative information in the form of news.

Instagram accounts that use the news format as their main content are very common. According to Fikri (2024), nowadays Instagram is commonly used as a means of disseminating information that is often used by various parties. With the many parties that can contribute to this platform, there is also a lot of information that must be doubted. According to a survey from Pew Research, 3 out of 10 teenagers who use Instagram get news through Instagram. The data from Pew Research is not only about users, but also about the veracity of information. At least 76% of respondents who took part in this survey said that they often encounter news on Instagram whose veracity is worth questioning.

According to a report from Napoleoncat.com conducted in February 2024, the majority of Instagram users in Indonesia have an age range of 18-34 years. According to researcher observations, the @ussfeeds account presents more content for the Millennial and Gen Z generations. Not only that, on its Instagram account, @ussfeeds uploads more varied content when compared to their TikTok and YouTube accounts. On the TikTok and YouTube platforms, @ussfeeds only uploads content in the form of videos and in-depth information, while on its Instagram, @ussfeeds also presents content in the form of news on a national, and international scale.

Content aggregators are individuals, organisations or tools that collect multiple sources of information spread across the internet and combine them into a new article (Lutkevich, 2022). Generally, content aggregators do not create their own content, as explained, they only take information from several sources. There are two types of content aggregators: those that collect information for internal purposes, and those that collect information for distribution to consumers (commercial). There are several types of content aggregator platforms, such as blogs, news (news platforms), and social media posts. One type of content aggregator that is often found on social media platforms is micro-news. Micro-news is news that has a short and concise form but is accompanied by links that direct readers to the actual article (Wohn & Ahmadi, 2019).

The element of novelty raised in this research is that the object raised is an Instagram account that provides a wide variety of content, ranging from news, to entertainment. Generally, uses and gratification theory is used to examine a news media, account, or website that only focuses on one media text.

LITERATURE REVIEW

Literature Review 1

Previous research has been conducted by Mutiah & Rafiq (2021) with the title 'Instagram New Media for News Dissemination (Study on @feydown_official Account)'. This research discusses how the Instagram platform is used to spread news and become a fast information media. This previous research became one of the main references taken by researchers because according to previous research, the @feydown_official account is a news account, just like the @ussfeeds account which is also literally a news account. The difference in these two studies is that until 2024, the @feydown_official account cannot be seen on the Instagram platform.

Literature Review 2

The next previous research reference was taken from a study entitled 'Motives and satisfaction of readers of Dahlan Iskan's daily notes rubric on the Disway.id website' by Palit (2023). This study examines the motives and satisfaction of rubric readers on the disway.id website, which is an online news portal. The similarity between this research and previous research is that both use digital platforms, and both examine the motives and satisfaction of readers of an article.

Literature Review 3

There is a study entitled 'Motives and satisfaction of UNJ Communication Science students class of 2019 in using Instagram social media' by Firdausi (2021). This study discusses whether the subjects (UNJ communication science students class of 2019) are satisfied with using Instagram. As a result, this study issued several indicators of Instagram user motives and satisfaction. When associated with this research, previous research is very helpful to help provide a basis for indicators in this study, considering that the object of this research is a content aggregator on the Instagram platform.

METHODOLOGY

Research Conceptualization

This research uses a quantitative approach with the type of research, namely explanatory quantitative. The method that will be used in this research is an online survey. According to Tanner (2018), an online survey is a method of data collection that is carried out electronically, which is generally done via email, or a website to facilitate flexibility in data transmission, retrieval, and analysis. As mentioned earlier, online surveys can be conducted via email or website and both have their own advantages and disadvantages. Online surveys conducted using email tend to get responses faster, but are less anonymous. While online surveys conducted using the website can be filled out anonymously, getting answers will be more difficult. Geisen & Bergstrom (2017) describe there are 4 cognitive properties in the process of respondents filling out surveys, namely; comprehension, retrieval, judgement, and response.

The operational definition explains the measurement of the variables used in the research. In looking at Gratification Sought in this study, the operationalisation used is the operationalisation according to Wohn & Ahmadi (2019) because in their research, Wohn & Ahmadi used this indicator to examine micro-news. The following is the operationalisation used:

1. Info-seeking: Current Affairs
 - a. I consume news content from @ussfeeds to get the latest information about my country
 - b. I consume news content from @ussfeeds to stay informed about the national climate
 - c. I consume news content from @ussfeeds to be informed about national travel routes
 - d. I consume news content from @ussfeeds to be informed about locations around me
 - e. I consume news content from @ussfeeds to stay up to date with social events
2. Pass-time
 - a. I consume news content from @ussfeeds when I have nothing to do
 - b. I consume news content from @ussfeeds because it appears on my Instagram feed
 - c. I consume news content from @ussfeeds because I'm bored
 - d. I consume news content from @ussfeeds so I have someone to interact with
 - e. I consume news content from @ussfeeds because I have nothing better to do when I'm alone.
3. Social utility
 - a. I consume news content from @ussfeeds so that I can start a topic of conversation
 - b. I consume news content from @ussfeeds in order to have broad insights in a conversation
 - c. I consume news content from @ussfeeds to create discussion material
 - d. I consume news content from @ussfeeds to build new connections with people
4. Info-seeking: Finance
 - a. I consume news content from @ussfeeds to find information about business finance
 - b. I consume news content from @ussfeeds to find out international market data
5. Seeking information about trends (Info-seeking: Salient)
 - a. I consume news content from @ussfeeds to find out what is trending
 - b. I consume news content from @ussfeeds to find information from news headlines
 - c. I consume news content from @ussfeeds to find interesting content
6. Entertainment
 - a. I consume news content from @ussfeeds to find entertainment
 - b. I consume news content from @ussfeeds so that I can feel emotional

To see Gratification Obtained, there are several indicators that if fulfilled, then @ussfeeds media is considered satisfying. Here are the indicators:

1. Info-seeking: Current Affairs
 - a. After I consume news content from @ussfeeds I get the latest information about my country
 - b. After I consume news content from @ussfeeds I am well-informed about the national climate
 - c. After I consume news content from @ussfeeds I am informed about national travel routes
 - d. After I consume news content from @ussfeeds I am informed about locations around me
 - e. After I consume news content from @ussfeeds I get up-to-date information about social activities
2. Pass-time
 - a. After I consume news content from @ussfeeds when I am not doing anything
 - b. After I consume news content from @ussfeeds I can pass the time
 - c. After I consume news content from @ussfeeds I don't feel bored
 - d. After I consume news content from @ussfeeds I can interact
 - e. After I consume news content from @ussfeeds I can do more useful things
3. Social need (Social Utility)
 - a. After I consume news content from @ussfeeds I can start a conversation topic
 - b. After I consume news content from @ussfeeds I have great insight into a conversation
 - c. After I consume news content from @ussfeeds I can create discussion material
 - d. After I consume news content from @ussfeeds I can build new connections with people
4. Info-seeking: Finance
 - a. After I consume news content from @ussfeeds I get information about business finance
 - b. After I consume news content from @ussfeeds I get information about international market data
5. Seeking information about trends (Info-seeking: Salient)
 - a. After I consume news content from @ussfeeds I know what is trending
 - b. After I consume news content from @ussfeeds I get information from news headlines
 - c. After I consume news content from @ussfeeds I get interesting content
6. Entertainment
 - a. After I consume news content from @ussfeeds I am entertained
 - b. After I consume news content from @ussfeeds I feel emotional

This research will use a closed question type, which means that respondents will only answer questions briefly and or use the options provided. This research will use a Likert scale as an instrument in the questionnaire that will be distributed. The Likert scale selection is based on the variety of answers that can be selected by respondents, allowing them to be more able to answer according to the level of motive or satisfaction felt. The Likert scale can consist of 3, 4, 5 (or more) answer choices (Nursyafitri, 2022). In this study, researchers used a Likert scale with five answer choices consisting of positive responses 'strongly agree' and 'agree', neutral responses, and negative responses 'disagree' and 'strongly disagree'. The subject of this research is @ussfeeds account followers. While the object in this study consists of 2 variables, namely; motives, and content consumer satisfaction.

According to Cooper and Emory (in Sinaga, 2014), population is a collection of elements that can be used to make some conclusions. Population can be interpreted as a source of data that represents certain characteristics in a study. Recorded as of August 2024, the @ussfeeds account has 1.8 million followers. The total number of followers will be the population in this study. Based on the calculation, the result obtained is 99.99 and rounded up to 100. Then the number of samples to be taken is 100 respondents.

The measuring instrument (questionnaire) is said to be reliable if the measuring instrument is stable, reliable, and fixed in every situation and condition. Thus, reliability is a condition where the research instrument continues to produce the same data even though it is distributed to different samples and different times.

The reliability test will be carried out using the Cronbach's alpha (α) method with the provision that the variable under study is declared reliable if the Cronbach's alpha (α) value is above 0.6 and if the Cronbach's alpha (α) is below 0.6 then the instrument asked is not reliable. Calculations in this study will use IBM Statistics SPSS 25.

Instrument item validity is used to determine the support of an item on the total score. A question item is said to be valid if the correlation value r count is greater than or equal to r table, otherwise, if r count is smaller than r table, then the item is declared invalid.

Paired T-Tests were conducted to calculate whether there was a mean gap between GS and GO as follows:

1. If the mean value of GS is greater than the mean value of GO ($GS > GO$). An expectation gap will occur when a person's expectations are greater than what is obtained when consuming media.
2. If the mean value of GS is equal to the value of GO ($GS = GO$). The gap will not occur when a person's expectations and desires are fully fulfilled by the media.
3. If the mean value of GS is less than the mean value of GO ($GS < GO$). A satisfaction gap will occur when a person receives more than expected.

Pearson correlation calculates the correlation coefficient between 2 with 'r' with a range of values between -1 and 1. A positive relationship is indicated by a value of $r = 1$, a negative relationship is indicated by a value of $r = -1$, while $r = 0$ indicates no relationship between the 2 variables.

RESULTS AND DISCUSSION

Data Analysis

Validity Tests

Validity test refers to the accuracy of a method in measuring something. If the validity is high, then the research provides results that are in accordance with the real nature, characteristics, and variations. Instrument item validity is used to determine the support of an item on the total score. A question item is said to be valid if the correlation value r count is greater than or equal to r table, otherwise, if r count is smaller than r table, then the item is declared invalid. The number of respondents collected by researchers is 100, therefore the number of r tables used is 0.195.

| Indicator | Sub-Indicator | r value | r table | Notes |
|--------------------------------------|---------------|---------|---------|-------|
| <i>Info-seeking: Current Affairs</i> | CAQ1 | 0.893 | 0.195 | Valid |
| | CAQ2 | 0.795 | 0.195 | Valid |
| | CAQ3 | 0.784 | 0.195 | Valid |
| | CAQ4 | 0.863 | 0.195 | Valid |
| | CAQ5 | 0.844 | 0.195 | Valid |
| <i>Pass Time</i> | PTQ1 | 0.782 | 0.195 | Valid |
| | PTQ2 | 0.883 | 0.195 | Valid |
| | PTQ3 | 0.831 | 0.195 | Valid |
| | PTQ4 | 0.703 | 0.195 | Valid |
| | PTQ5 | 0.719 | 0.195 | Valid |
| <i>Social Utility</i> | SUQ1 | 0.766 | 0.195 | Valid |
| | SUQ2 | 0.859 | 0.195 | Valid |

| | | | | |
|------------------------------|-------|-------|-------|-------|
| | SUQ3 | 0.892 | 0.195 | Valid |
| | SUQ4 | 0.783 | 0.195 | Valid |
| <i>Financial</i> | FQ1 | 0.648 | 0.195 | Valid |
| | FQ2 | 0.719 | 0.195 | Valid |
| <i>Info-seeking: Salient</i> | SALQ1 | 0.874 | 0.195 | Valid |
| | SALQ2 | 0.883 | 0.195 | Valid |
| | SALQ3 | 0.908 | 0.195 | Valid |
| <i>Entertainment</i> | ENQ1 | 0.906 | 0.195 | Valid |
| | ENQ2 | 0.725 | 0.195 | Valid |

Table 4.1 Hasil uji validitas Gratification Sought

Source: Olahan Penulis (2024)

| Indicator | Sub-Indicator | r value | r table | Notes |
|--------------------------------------|---------------|---------|---------|-------|
| <i>Info-seeking: Current Affairs</i> | CAA1 | 0.917 | 0.195 | Valid |
| | CAA2 | 0.893 | 0.195 | Valid |
| | CAA3 | 0.824 | 0.195 | Valid |
| | CAA4 | 0.860 | 0.195 | Valid |
| | CAA5 | 0.867 | 0.195 | Valid |
| <i>Pass Time</i> | PTA1 | 0.878 | 0.195 | Valid |
| | PTA2 | 0.857 | 0.195 | Valid |
| | PTA3 | 0.917 | 0.195 | Valid |
| | PTA4 | 0.796 | 0.195 | Valid |
| | PTA5 | 0.885 | 0.195 | Valid |

| | | | | |
|------------------------------|-------|-------|-------|-------|
| <i>Social Utility</i> | SUA1 | 0.887 | 0.195 | Valid |
| | SUA2 | 0.896 | 0.195 | Valid |
| | SUA3 | 0.912 | 0.195 | Valid |
| | SUA4 | 0.825 | 0.195 | Valid |
| <i>Financial</i> | FA1 | 0.748 | 0.195 | Valid |
| | FA2 | 0.793 | 0.195 | Valid |
| <i>Info-seeking: Salient</i> | SALA1 | 0.887 | 0.195 | Valid |
| | SALA2 | 0.914 | 0.195 | Valid |
| | SALA3 | 0.898 | 0.195 | Valid |
| <i>Entertainment</i> | ENA1 | 0.912 | 0.195 | Valid |
| | ENA2 | 0.854 | 0.195 | Valid |

Table 4.2 Hasil uji validitas Gratification Obtained

Source: Processed by researchers (2024)

With this data, the questions Gratification Sought and Gratification Obtained, the questions used are declared valid.

Reliability Tests

The reliability test will be carried out using the Cronbach's alpha (α) method with the provision that the variable under study is declared reliable if the Cronbach's alpha (α) value is above 0.6 and if the Cronbach's alpha (α) is below 0.6 then the instrument asked is not reliable.

| Variabel | Nilai Alpha Cronbach | r table | Keterangan |
|------------------------|----------------------|---------|------------|
| Gratification Sought | 0.767 | 0.6 | Valid |
| Gratification Obtained | 0.769 | 0.6 | Valid |

Table 4.3 Hasil Uji Reliabilitas

Source: Processed by researchers (2024)

Based on the data in table 4.3, the Cronbach alpha value is greater than 0.6, therefore the instrument used can be declared reliable.

Paired T-Tests

The Paired T-Test is used to test whether two paired samples have the same mean or not. The significance obtained must be smaller than 0.005 and the Pearson correlation number must be above 0.6. The following are the results of the Paired T test obtained:

Paired Samples Correlations

| | | N | Correlation | Sig. |
|--------|-------------------------|-----|-------------|-------|
| Pair 1 | ALLGSTotal & ALLGOTotal | 100 | .980 | <.001 |

Through the data obtained, the number of Pearson correlations obtained is 0.980 (above 0.6) and the significance obtained is also smaller than 0.005. Through this data, it can be concluded that there are differences between the motives and satisfaction of @ussfeeds followers.

Respondent Profile

Age

| Usia | Jumlah | Persentase |
|--------------|------------|-------------|
| 18-20 | 23 | 23% |
| 21-23 | 34 | 34% |
| 24-26 | 24 | 24% |
| 27-29 | 14 | 14% |
| 30-34 | 5 | 5% |
| TOTAL | 100 | 100% |

Table 4.4 Respondent Profile

Source: Processed by researchers (2024)

From the data obtained above, it can be seen that most of the followers of the @ussfeeds account range in age 21-23 years with a percentage of 34%. Followed by ages 24-26 with a percentage of 24%. According to a survey conducted by the napoleoncat.com website, the largest Instagram users in Indonesia have an age range of 18-34 years. According to Rizal & Nugroho (2021) Gen Z (Generation Z) is a group of people born in 1997-2012. Meanwhile, Millennials (Generation Y) are a group of people born in 1981-1996. According to a survey that has been distributed to 100 people who follow @ussfeeds on Instagram, 87% of @ussfeeds followers are Gen Z, while the other 13% are millennials. With the dominant percentage of Gen Z following @ussfeeds, the content distribution target of @ussfeeds can be considered right on target, because on the ussfeed.com website, it is explained that the news content produced by ussfeed focuses on Gen Z.

Gender

| Jenis Kelamin | Jumlah | Persentase |
|----------------------|---------------|-------------------|
| LAKI-LAKI | 47 | 47% |
| PEREMPUAN | 53 | 53% |
| TOTAL | 100 | 100% |

Table 4.5 Respondent's Gender

Source: Processed by researchers (2024)

According to the results of data obtained through surveys, the number of @ussfeeds followers is mostly female with a percentage of 53%. According to a survey from napoleoncat.com, Instagram users in Indonesia are indeed more women aged 25-34 years (napoleoncat). The large number of Instagram users who are female can affect the followers of the @ussfeeds account, the majority of whom are women. According to Diehl (2018), most social media users are female and most of them are *heavy social media viewers*.

Educational Background

| Usia | Jumlah | Persentase |
|----------------|---------------|-------------------|
| SD | 0 | 0% |
| SMP | 0 | 0% |
| SMA | 38 | 38% |
| DIPLOMA | 5 | 5% |
| S1 | 55 | 55% |
| S2 | 2 | 2% |
| S3 | 0 | 0% |
| TOTAL | 100 | 100% |

Table 4.6 Respondent's Educational Background

Source: Processed by researchers (2024)

According to the survey results, @ussfeeds followers who have an undergraduate education background are 55% with 55 respondents, followed by a high school education background of 38%. Humans as social creatures will undergo education during their lifetime, therefore it is not uncommon for the background level of education to influence a person's behaviour. According to Karsidi (in Muskanan, 2019) educational background affects how a person seeks

goals, ideals, or values that are pursued. According to the APJII (Association of Indonesian Internet Service Providers) survey, internet penetration in Indonesia for people with an S1 / D1 / D2 / D3 educational background has a value of 99.91%. With the high number of Indonesians who already use the internet, it supports the results of a survey conducted by researchers where 55% of @ussfeeds followers have an undergraduate educational background.

Monthly Expenses (personal)

| Pengeluaran | Jumlah | Persentase |
|----------------------------|---------------|-------------------|
| <1.000.000 | 7 | 7% |
| 1.000.000-3.000.000 | 47 | 47% |
| 3.000.000-5.000.000 | 23 | 23% |
| >5.000.000 | 23 | 23% |
| TOTAL | 100 | 100% |

Table 4.7 Respondent's Monthly Expenses

Source: Processed by researchers (2024)

According to the survey results, 47% of respondents have expenses ranging from 1-3 million per month. 23% of respondents have expenses ranging from 3-5 million per month, and another 23% of respondents have expenses above 5 million per month. While the rest have expenses below 1 million per month. According to the APJII survey, the largest monthly expenditure of internet users in Indonesia is in the range of 1,000,000-5,000,000. This supports the data obtained through a survey of @ussfeeds followers, which states that the largest number of @ussfeeds followers' average expenditure ranges from 1,000,000-3,000,000.

Time Consumed While Using Instagram (per day)

| Durasi Aktif Di Instagram | Jumlah | Persentase |
|----------------------------------|---------------|-------------------|
| >12 jam | 2 | 2% |
| 6-12 jam | 6 | 6% |
| 3-6 jam | 53 | 53% |
| 1-3 jam | 36 | 36% |
| <1 jam | 3 | 3% |
| TOTAL | 100 | 100% |

Table 4.8 Time Consumed While Using Instagram in 1 Day
 Source: Processed by researchers (2024)

According to the survey results, most @ussfeeds followers spend 3-6 hours every day playing Instagram, this percentage is obtained from the answers of 53 respondents. Furthermore, 36 respondents spend 1-3 hours per day playing Instagram. According to Diehl (2018) Heavy Social Media Users are people who use social media for more than 4 hours in 1 day. When viewed from this definition, most @ussfeeds followers are *moderate to heavy social media viewers* who use Instagram for 3-6 hours in 1 day.

Gratification Sought & Gratification Obtained

A. *Info-Seeking: Current Affairs Indicator*

| Gratification Sought | | | | | |
|-----------------------|-------------|-------------|-------------|-------------|-------------|
| Jawaban Responden | CAQ1 | CAQ2 | CAQ3 | CAQ4 | CAQ5 |
| SS | 19 | 31 | 34 | 17 | 32 |
| S | 52 | 41 | 34 | 47 | 32 |
| N | 6 | 14 | 16 | 8 | 10 |
| TS | 8 | 5 | 11 | 16 | 12 |
| STS | 15 | 9 | 5 | 12 | 14 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Mean | 3.52 | 3.84 | 3.81 | 3.41 | 3.56 |
| Rata Rata Mean | 3.63 | | | | |

Table 4.9 GS Data Description
 Source: Processed by researchers (2024)

Description:

CA: *'Info-Seeking: Current Affairs'*

CAQ1: I consume news content from @ussfeeds to get current information about my country

CAQ2: I consume news content from @ussfeeds to stay informed about the national climate

CAQ3: I consume news content from @ussfeeds to be informed about national travel routes

CAQ4: I consume news content from @ussfeeds to be informed about locations around me

CAQ5: I consume news content from @ussfeeds to get up-to-date information about social events.

In the indicator ‘Info-Seeking: Current Affairs’, the Gratification Sought indicator that is most chosen by @ussfeeds followers is CAQ2. This means that most @ussfeeds followers follow the @ussfeeds Instagram account with the expectation and motivation to get the latest information about the national climate. According to the BBC, there are still many social media in Indonesia that present inaccurate information about the climate in Indonesia while in Indonesia itself climate change often occurs (Silva, 2023). By following @ussfeeds, followers hope that @ussfeeds can present accurate climate information.

B. Passing Time Indicator

| Gratification Sought | | | | | |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|
| Jawaban Responden | PTQ1 | PTQ2 | PTQ3 | PTQ4 | PTQ5 |
| SS | 22 | 32 | 29 | 32 | 21 |
| S | 29 | 31 | 33 | 37 | 41 |
| N | 11 | 8 | 12 | 16 | 13 |
| TS | 19 | 8 | 10 | 11 | 13 |
| STS | 19 | 21 | 16 | 4 | 12 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Mean | 3.16 | 3.45 | 3.49 | 3.82 | 3.46 |
| Rata Rata Mean | 3.48 | | | | |

Table 4.11 GS data description of Passing Time indicator

Source: Processed by Researchers (2024)

Description:

PT: ‘*Passing Time*’

PTQ1: I consume news content from @ussfeeds when I am not doing anything

PTQ2: I consume news content from @ussfeeds because it appears on my Instagram homepage

PTQ3: I consume news content from @ussfeeds because I'm bored

PTQ4: I consume news content from @ussfeeds so I have someone to interact with

PTQ5: I consume news content from @ussfeeds because I have nothing better to do when I'm alone.

In Gratification Sought in the Pass-time indicator, the sub-indicator that has the highest *mean* value is PTQ4. It can be assumed that @ussfeeds followers follow the @ussfeeds account so that there is someone to interact with. According to Yohanna (2020), one of the biggest *impacts* of social media is the reduction of face-to-face human interaction, but on the other hand, digital human interaction is increasing rapidly. The high value in the PTQ4 sub-indicator indicates that @ussfeeds followers want to interact when they have free time.

| Gratification Obtained | | | | | |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| Jawaban Responden | PTA1 | PTA2 | PTA3 | PTA4 | PTA5 |
| SS | 17 | 28 | 32 | 32 | 28 |
| S | 41 | 38 | 36 | 35 | 33 |
| N | 9 | 5 | 5 | 10 | 10 |
| TS | 14 | 12 | 11 | 15 | 15 |
| STS | 19 | 17 | 16 | 8 | 14 |
| Total | 100 | 100 | 100 | 100 | 100 |
| Mean | 3.23 | 3.48 | 3.57 | 3.68 | 3.46 |
| Rata Rata Mean | 3.48 | | | | |

Table 4.12 GO data description of Passing Time indicator

Source: Processed by researchers (2024)

Description:

PT: 'Pass Time'

PTA1: After I consume news content from @ussfeeds when I have nothing to do

PTA2: After I consume news content from @ussfeeds I can pass the time

PTA3: After I consume news content from @ussfeeds I don't feel bored

PTA4: After I consume news content from @ussfeeds I can interact with it

PTA5: After I consume news content from @ussfeeds I can do more useful things

In this pass-time indicator, Gratification Obtained which has the highest mean value is in PTA4 which means that @ussfeeds followers feel they can interact with fellow followers. With the high number of PTA4 sub-indicators, it can be concluded that when they have free time, @ussfeeds followers tend to spend it interacting with other followers. The aspects explored in this sub indicator are more fulfilled than the aspects in other sub indicators.

C. Social Utility Indicator

| Gratification Sought | | | | |
|-----------------------------|-------------|-------------|-------------|-------------|
| Jawaban Responden | SUQ1 | SUQ2 | SUQ3 | SUQ4 |
| SS | 25 | 29 | 35 | 29 |
| S | 35 | 41 | 34 | 38 |
| N | 17 | 4 | 6 | 10 |
| TS | 10 | 12 | 13 | 16 |
| STS | 13 | 14 | 12 | 7 |
| Total | 100 | 100 | 100 | 100 |
| Mean | 3.49 | 3.59 | 3.67 | 3.66 |
| Rata Rata Mean | 3.60 | | | |

Table 4.13 GS data description of Social Utility indicator

Source: Processed by researchers (2024)

Description:

SU: 'Social Utility'

SUQ1: I consume news content from @ussfeeds in order to be able to start a conversation topic

SUQ2: I consume news content from @ussfeeds in order to have broad insights in a conversation

SUQ3: I consume news content from @ussfeeds in order to create discussion material

SUQ4: I consume news content from @ussfeeds to build new connections with people

In the Social Utility indicator, Gratification Sought which has the highest *mean* value is SUQ3. This means that the motivation for @ussfeeds followers to follow the @ussfeeds account is to create discussion material. It can be concluded that the news presented by @ussfeeds can be used as material for conversation by a follower with his relatives.

| Gratification Obtained | | | | |
|-------------------------------|-------------|-------------|-------------|-------------|
| Jawaban Responden | SUA1 | SUA2 | SUA3 | SUA4 |
| SS | 22 | 24 | 34 | 36 |
| S | 43 | 44 | 34 | 33 |
| N | 8 | 5 | 5 | 10 |
| TS | 12 | 13 | 13 | 11 |
| STS | 15 | 14 | 14 | 10 |
| Total | 100 | 100 | 100 | 100 |
| Mean | 3.45 | 3.51 | 3.61 | 3.74 |
| Rata Rata Mean | 3.58 | | | |

Table 4.14 GO data description of Social Utility indicator

Source: Processed by researchers (2024)

Description:

SU: '*Social Utility*'

SUA1: After I consume news content from @ussfeeds I can start a conversation topic

SUA2: After I consume news content from @ussfeeds I have great insight in a chat

SUA3: After I consume news content from @ussfeeds I can create discussion materials

SUA4: After I consume news content from @ussfeeds I can build new connections with people.

Unlike the sub-indicators on Gratification Sought. Gratification Obtained which has the highest *mean* value is SUA4. This means that @ussfeeds followers feel more satisfied with the connections built with other followers. The satisfaction obtained by followers is different from the motives sought initially. This can be caused by the interaction when an individual

comments, other people also comment and from there a conversation can be formed which can lead to the establishment of new connections with new people.

D. Financial Indicator

| Gratification Sought | | |
|-----------------------------|-------------|-------------|
| Jawaban Responden | FQ1 | FQ2 |
| SS | 25 | 34 |
| S | 40 | 36 |
| N | 16 | 11 |
| TS | 13 | 12 |
| STS | 6 | 7 |
| Total | 100 | 100 |
| Mean | 3.78 | 3.78 |
| Rata Rata Mean | 3.78 | |

Table 4.15 GS data description of Financial indicator

Source: Processed by researchers (2024)

Description:

F: '*Financial*'

FQ1: I consume news content from @ussfeeds to find information about business finance

FQ2: I consume news content from @ussfeeds to find out international *market data*

All sub-indicators on the Gratification Sought in the financial indicator have the same *mean* value. It can be concluded that followers of @ussfeeds are equally looking for news information about business finance and also international market data.

| Gratification Obtained | | |
|-------------------------------|------------|------------|
| Jawaban Responden | FA1 | FA2 |

| | | |
|-----------------------|-------------|-------------|
| SS | 21 | 31 |
| S | 41 | 39 |
| N | 20 | 15 |
| TS | 10 | 6 |
| STS | 8 | 9 |
| Total | 100 | 100 |
| Mean | 3.57 | 3.77 |
| Rata Rata Mean | 3.67 | |

Table 4.16 GO data description of Financial indicator

Source: Processed by researchers (2024)

Description:

F: *'Info-seeking: Financial'*

FA1: After I consume news content from @ussfeeds I get information about business finance.

FA2: After I consume news content from @ussfeeds I get information about international market data.

When following @ussfeeds, @ussfeeds followers feel they are more satisfied with the information about international market data . This means that the news information about international market data presented by @ussfeeds satisfies their followers more.

E. Info-seeking: Salient Indicator

| Gratification Sought | | | |
|-----------------------------|--------------|--------------|--------------|
| Jawaban Responden | SALQ1 | SALQ2 | SALQ3 |
| SS | 23 | 25 | 40 |
| S | 36 | 40 | 25 |
| N | 6 | 6 | 6 |

| | | | |
|-----------------------|-------------|-------------|-------------|
| TS | 13 | 10 | 8 |
| STS | 22 | 19 | 21 |
| Total | 100 | 100 | 100 |
| Mean | 3.25 | 3.42 | 3.55 |
| Rata Rata Mean | 3.41 | | |

Table 4.17 GS data description of Salient indicator

Source: Processed by researchers (2024)

Description:

SAL: *'Info-Seeking: Salient'*

SALQ1: I consume news content from @ussfeeds to find out what is trending.

SALQ2: I consume news content from @ussfeeds to find information from news headlines

SALQ3: I consume news content from @ussfeeds to find interesting content

Followers of @ussfeeds follow the @ussfeeds account with the motivation to get interesting content. The type of content that is interesting to each person is different.

| Gratification Obtained | | | |
|-------------------------------|--------------|--------------|--------------|
| Jawaban Responden | SALA1 | SALA2 | SALA3 |
| SS | 22 | 25 | 34 |
| S | 44 | 40 | 31 |
| N | 3 | 6 | 4 |
| TS | 10 | 11 | 10 |
| STS | 21 | 18 | 21 |
| Total | 100 | 100 | 100 |
| Mean | 3.36 | 3.43 | 3.47 |
| Rata Rata Mean | 3.42 | | |

Table 4.18 GO data description of Salient indicator

Source: Processed by researchers (2024)

Description:

SAL: *'Info-Seeking: Salient'*

SALA1: After I consume news content from @ussfeeds I find out what is trending

SAL2: After I consume news content from @ussfeeds I get information from news headlines

SALA3: After I consume news content from @ussfeeds I get interesting content

Followers of @ussfeeds feel that their motivation in following the @ussfeeds account is satisfied. By having the highest *mean* value, it can be concluded that the @ussfeeds account presents interesting content and can be enjoyed with many people.

F. Entertainment Indicator

| Gratification Sought | | |
|-----------------------------|-------------|-------------|
| Jawaban Responden | ENQ1 | ENQ2 |
| SS | 19 | 41 |
| S | 42 | 36 |
| N | 10 | 7 |
| TS | 8 | 5 |
| STS | 21 | 11 |
| Total | 100 | 100 |
| Mean | 3.30 | 3.91 |
| Rata Rata Mean | 3.60 | |

Table 4.19 GS data description of Entertainment indicator

Source: Processed by researchers (2024)

Description:

EN: *'Info-Seeking: Salient'*

ENQ1: I consume news content from @ussfeeds to seek entertainment

ENQ2: I consume news content from @ussfeeds to feel emotional.

The ENQ2 sub-indicator has a higher *mean* value than ENQ1. It can be assumed that followers of the @ussfeeds account seek the emotional aspect of the news information presented by

@ussfeeds. According to Lyndon-Stanley (2024), news can give its own emotions to its readers.

| Gratification Obtained | | |
|-------------------------------|-------------|-------------|
| Jawaban Responden | ENA1 | ENA2 |
| SS | 25 | 25 |
| S | 38 | 47 |
| N | 5 | 6 |
| TS | 13 | 9 |
| STS | 19 | 13 |
| Total | 100 | 100 |
| Mean | 3.37 | 3.62 |
| Rata Rata Mean | 3.50 | |

Table 4.20 GO data description of Entertainment indicator

Source: Processed by researchers (2024)

Description:

EN: '*Info-Seeking: Salient*'

ENA1: After I consume news content from @ussfeeds I am entertained

ENA2: After I consume news content from @ussfeeds I feel emotional.

Sub-indicator ENA2 has a higher *mean* value than ENA1. It can be assumed that followers of the @ussfeeds account feel emotional through the news information presented by @ussfeeds. It can be assumed that the @ussfeeds account presents news information that can make their followers feel emotional.

Kesenjangan kepuasan adalah perbedaan perolehan kepuasan yang terjadi antar skor GS (*Gratification Sought*) dan GO (*Gratification Obtained*) dalam mengkonsumsi sebuah media. Semakin kecil kesenjangan, artinya semakin memuaskan media tersebut.

Followers Satisfaction

| Indicator | Mean GS | Mean GO | Range | Description |
|-----------------|-------------|-------------|-------------|--------------------|
| Current Affairs | 3.63 | 3.44 | -0.19 | Unsatisfied |
| Passing Time | 3.48 | 3.48 | 0 | Satisfied |
| Social Utility | 3.60 | 3.58 | -0.2 | Unsatisfied |
| Finance | 3.78 | 3.67 | -0.11 | Unsatisfied |
| Salient | 3.41 | 3.42 | 0.1 | Satisfied |
| Entertainment | 3.60 | 3.50 | -0.10 | Unsatisfied |
| Total | 3.58 | 3.52 | -0.6 | Unsatisfied |

Table 4.21 Average Followers Satisfaction

Source: Processed by researchers (2024)

According to the data obtained as a whole, it was found that @ussfeeds followers were not satisfied with the content presented on the @ussfeeds account. Therefore, the accepted hypothesis is H1. There is a gap between motive and satisfaction where in this case, the motive value of @ussfeeds followers in following the @ussfeeds account is greater than the satisfaction value received. From this data, only a few indicators from @ussfeeds can be considered satisfying their followers, namely the *salient* and *pass time* indicators. By satisfying the average value in the salient indicator, it means that @ussfeeds followers can find content about the latest trends through the @ussfeeds account.

In more detail from this graph, researchers found that there are 10 sub-indicators whose GS value is greater than the GO value or has a negative difference value. The 10 sub-indicators are:

- Current Affairs Indicator:
 - CA2 (Need to be informed about the national climate) = -0.21
 - CA3 (Need to be informed about national travel routes) = -0.40
 - CA4 (Need to be informed about neighbouring locations) = -0.08
 - CA5 (Need to be informed about social activities) = -0.32
- Social Utility Indicator:

-
- SU1 (Need to get information to start a conversation topic) = -0.04
 - SU2 (The need to get information to have a broad insight in a conversation) = -0.08
 - SU3 (Need to get information in order to create discussion materials) = -0.06
 - Finance Indicator:
 - F1 (Need to be informed about business finance) = -0.21
 - F2 (Need to be informed about international market data) = -0.1
 - Entertainment Indicator:
 - E2 (Feeling emotional when consuming news) = -0.29

The greater number of motives than satisfaction can be caused by several factors. One of the influencing factors for the *current affairs* indicator is the speed at which @ussfeeds presents news. A news that includes *current affairs* generally must be presented quickly, therefore if a media is late in reporting a news, their followers have received the news information through other media and the amount of satisfaction with the media may decrease.

CONCLUSION

In this study, researchers used the uses and gratification theory to examine the motives and satisfaction of @ussfeeds followers in consuming @ussfeeds news content. The @ussfeeds Instagram account itself is one type of media that reports micro news through its Instagram account. Researchers chose @ussfeeds account followers as research subjects because @ussfeeds accounts have more *segmented* content than similar accounts. Researchers want to know what the motives of @ussfeeds followers are for following the Instagram account and how satisfied @ussfeeds followers are in consuming the news content presented.

Based on the formulation of the problem, the motive with the highest value is the *finance* motive with a mean value of 3.78. Meanwhile, the satisfaction with the highest value is *finance* satisfaction with a mean value of 3.67. The high mean value on the *finance* indicator does not guarantee the satisfaction of the @ussfeeds account in providing information about *finance*, of all the indicators that have been used by researchers, the indicator that can most satisfy @ussfeeds followers is the *salient* indicator (looking for trend information) where this indicator is the only indicator that is considered satisfactory by @ussfeeds followers.

Based on the crosstab results, @ussfeeds followers with male gender are more satisfied with the *passing time* indicator.

Meanwhile, followers of @ussfeeds with female gender are more satisfied with the *passing time* indicator.

This study also found that @ussfeeds followers with an age range of 21-24 years have a higher tendency to use Instagram when compared to other age groups.

There are also other data findings that say that @ussfeeds followers who have undergraduate and postgraduate education levels have higher spending levels than other education levels.

This is in line with the researcher's initial observation that the @ussfeeds Instagram account has more *segmented* content than similar Instagram accounts. Overall, the @ussfeeds Instagram account is less able to satisfy their followers.

This is because of the 6 indicators used by researchers, only 2 indicators can satisfy followers, namely the passing time and salient indicators. Meanwhile, according to the data, the other 4 indicators are not satisfying, namely info-seeking: current affairs, social utility, finance, and entertainment.

This dissatisfaction is caused by several things, such as the lack of news information that can make readers feel emotional, the lack of concise information about finance, the unfulfilled needs of followers to support real-life interactions, and the lack of expanded *hard news* information. Meanwhile, the passing time and salient indicators are considered satisfactory because @ussfeeds followers can spend their free time well, and find various interesting content from @ussfeeds.

Based on the results of the data collected and analysed, @ussfeeds can increase the content of financial information that is more concise and easier to understand (rather than presenting information that is too in-depth). More *hard news* information is needed to fulfil the needs in the *current affairs* sub-indicator. There is also a need for information that can make followers feel emotional so that when consuming the content, followers can be provoked to interact.

REFERENCES

- Fikri, M. (2024). Media Sosial Instagram Sebagai Pusat Informasi Kota Bandung. *CONTENT: Journal of Communication Studies*, 2(1), 12–20.
<https://doi.org/10.32734/cjcs.v2i1.16174>
- Geisen, E., & Bergstrom, J. R. (2017). Introduction. In *Usability Testing for Survey Research* (pp. xv–xix). Elsevier. <http://dx.doi.org/10.1016/b978-0-12-803656-3.00016-6>
- Lutkevich, B. (2022, January 13). content aggregator. *TechTarget*.
<https://www.techtarget.com/searchcontentmanagement/definition/content-aggregator>
- Mutiah, T., & Rafiq, A. (2021). Instagram Media Baru Penyebaran Berita (Studi pada akun @feydown_official). *Jurnal Media Penyiaran*, 1(2), 58–62.
<https://doi.org/10.31294/jmp.v1i2.852>
- Nursyafitri, G. D. (2022, January 7). Statistika : Yuk Kenalan dengan 4 Jenis Skala Self Report. *DQLab | Kursus Data Science Online Indonesia R Python*.
<https://dqlab.id/statistika-yuk-kenalan-dengan-4-jenis-skala-self-report>
- Sinaga, D. (2014). *Statistik Dasar*. UKI Press.
- Tanner, K. (2018). Survey Designs. In *Research Methods* (pp. 159–192). Elsevier.
<http://dx.doi.org/10.1016/b978-0-08-102220-7.00006-6>
- Wohn, D. Y., & Ahmadi, M. (2019). Motivations and Habits of Micro-news Consumption on Mobile Social Media. *Telematics and Informatics*, 44, 101262.
<https://doi.org/10.1016/j.tele.2019.101262>
- Yüksel, E., Paksoy, A. F., Cingi, C. C., & Durul, S. S. (2023). *CURRENT STUDIES IN COMMUNICATION SCIENCES- 1*. Literatürk Academia.