

ABSTRACT

The use of social media is now not only used as a medium for entertainment, currently social media such as Instagram has been used by various parties as a medium for disseminating information. Afeksi.idn then took advantage of this in disseminating information, especially literacy regarding healthy relationships, which is currently important in dealing with hot issues in society, namely unhealthy relationships. This research aims to find out how much influence the motives for using the social media Instagram @Afeksidn have on fulfilling the literacy needs of healthy relationships of its followers. The research method used is a quantitative research method to see the influence between variables with inferential data types. The data was collected online using a questionnaire distributed to 303 respondents who were followers of @Afeksidn. This research uses simple linear regression analysis techniques, correlation coefficient tests, and coefficient of determination tests to analyze the data and see the relationship and magnitude of the relationship between motives for media use and literacy needs for healthy relationships. The findings of this research are that the motive for using social media Instagram @Afeksidn has an influence of 49.5% on fulfilling followers' healthy relationship literacy needs, while the remaining 50.5% is due to other variables not included in this research.

Keywords: *Uses and Gratification, Motives for Media Use, Healthy Relationship Literacy Needs, Afeksidn.*