

## **ABSTRACT**

*Digitalization is increasingly advancing, and one manifestation of this progress is the emergence of the social media platform Instagram. Microbusinesses utilize Instagram to fulfill their needs, particularly in seeking business education. One of the accounts disseminating business education for microbusinesses is @sahabat\_umkm. The aim of this research is to measure the extent of the influence of utilizing Instagram's social media @sahabat\_umkm: a uses and gratification study as an effort to educate microbusiness practitioners. The method employed in this research is causal quantitative. Data analysis techniques include Pearson product-moment correlation analysis, t-test, simple linear regression analysis, and coefficient of determination test. The data were collected online by the researcher using a questionnaire distributed to 399 respondents who are followers of Instagram @sahabat\_umkm. The researcher used a Nonprobability Sampling method, specifically Sampling Purposive. The research results indicate an influence magnitude on the variable of utilizing Instagram's social media @sahabat\_umkm on the variable of educational efforts for microbusiness practitioners at 22.2%, while 72.8% is influenced by other factors beyond the scope of this study.*

**Keywords:** *UMKM, Micro Business, Education, Instagram, Uses and Gratification.*