

ABSTRACT

The advancing of technology are driving changes in the way people communicate. in the context of media, people with visual impairments are struggling to find the best media sources in their efforts to fulfill the needs they want. The motivation of people with visual disabilities using CMC can be seen positively that they have the desire to support communication technology and also to achieve their satisfaction. This research aims to determine because of motives (motives) and in order to motive (goals) of media communication for people with visual impairments who use Instagram and also to explain the motivating factors or that affect the activities of people with visual impairments who use Instagram. The approach of this study was qualitative method by interview. The results of this study reveal that the information needs and entertainment facilities encourage them to use Instagram and they also want to interact with each others. In addition, their unwillingness was eroded by the times, making them have to adapt to using social media even though they did not have perfect eyesight.

Keyword: Motive, Computer Mediated Communication, Disability, Blind, Instagram