

ABSTRACT

Instagram obtains a very high enthusiasm amongst Indonesian citizens. Instagram itself is social media used to share moments and stories in the form of audio-visual contents. There is a phenomenon where Instagram users upload contents about book. Those phenomenon is regarded as Bookstagram, and the people who are actively involved are called Bookstagramers. The purpose of this research is to find out the motives and meaning of sharing books on Instagram by the Indonesian Bookstagrammers that are creating social media pages with pro - literacy contents. The motive used based on the theory by Alfred Schutz, are "Because of" motives (motive), and "in-order-to" motives (Purposes). This research uses qualitative methods with constructivism paradigm and Alfred Scutz's take on phenomenology. The informants were selected by using purposive sampling technique. Data gathering is acquired by doing in-depth interviews to seven informants and observing the bookstagram page of main informants. The result of this research point to several possible motives that become a motive and purpose of indonesian Bookstagrammer sharing books in Instagram. The because-motive (motives) consists of three which are to share experiences, building relations, and practicing hobby. Regarding the in-order-to motives (purpose) of the use of instagram by Indonesian Bookstagrammer also consists of three which are to resound the love of literacy, gaining popularity, and self happiness. And from this motive, the Indonesia Bookstagrammer typication was obtained in sharing books on Instagram, namely the Movable Bookstagrammer, the Expert Bookstagrammer, and the Progressive Bookstagrammer.

Keywords: *Motive, Social Media, Instagram, Bookstagrammer*