

ABSTRACT

Along with the development of technology as it is today, it causes us to have many conveniences in many ways, for example the ease of accessing information and the relatively low cost. This makes it easier for us to find and access information wherever and whenever we want. Media companies such as Liputan6.com are able to keep up with the development of this technology. Liputan6.com is widely known to spread its news from newspapers and online news portals, but apart from that Liputan6.com also spreads their news and information through Social Media, one of the social media used is Instagram. With an Instagram account @liputan6.com, it is able to make it easier for users to get information and fulfill their needs, if these needs are met, then users will feel satisfied. This study aims to determine the level of satisfaction of followers in following the @liputan6.com Instagram account, in order to find out the level of satisfaction, the researcher uses the Uses and Gratification theory, namely Gratification sought (expected satisfaction) and Gratification Obtained (satisfaction obtained). Quantitative was chosen as the method in this study by using the Questionnaire Survey method which was distributed to 100 respondents, and using the Quota Sampling technique. The results of this study indicate that followers on the Instagram account @liputan6.com do not get satisfaction. This is based on the comparison of scores obtained between Gratification Sought and Gratification Obtained. In Gratification Sought obtained a total score of 3893 and a percentage of 81.1%, while in Gratification Obtained obtained a score of 3753 and a percentage of 78.2%

Keywords: Social Media, Instagram, Used and Gratification Theory, Followers Satisfaction