

ABSTRACT

In today's digital era, the rise of social media has begun to emerge in various circles. Instagram is one of the most popular social media among the public. Not only used for personal interests, but also Instagram for business interests, media interests, and so on. Uses and Gratification theory are being used to to learn about the motives and satisfactions that users get in accessing Instagram are various, ranging from motives for interpersonal interests, passing time, seeking information, comfort, and entertainment. The @jakartacoffeespot account is one of the accounts that uses Instagram to share information related to coffee shops in the Jabodetabek area. This study aims to determine how much the motives of Instagram users in following @jakartacoffeespot and how much satisfaction is felt by followers of @jakartacoffeespot when following the account. The method used in this research is quantitative with descriptive analysis technique. The results of this study shows that the highest total percentage of motives is Information seeking as much as 86.46% and the highest satisfaction is also from Information seeking as much as 87,29%.

Keywords: Social media, Instagram, uses and gratification, motives, satisfaction.