

ABSTRACT

The goal of this study is to determine how much influence the motivations for using Instagram social media have on the satisfaction of @yea.id account followers. The theory of uses and gratification is applied in this study. There are two variables under consideration: the motive variable (X) and the satisfaction variable (Y). YEA (Young Entrepreneur Academy), Indonesia's non-formal education, is used as a research object. Because this study employs a quantitative approach, the primary data is derived from the questionnaire results. The probability sampling technique with simple random sampling was used for this research. The followers of the Instagram account @yea.id, totalling 42,326 followers aged 17 to 34 years, were used in this study. The questionnaire requires 396 people to be completed. The researchers used IBM SPSS Statistics 24 software to process the data. The study's findings revealed a 0.649 (or 64.9%) positive relationship between the motive variable (X) and the satisfaction variable (Y). The calculation results show that the motivation for using Instagram social media significantly impacts the satisfaction of the @yea.id account's followers. With a percentage value of 78.73%, the motive variable (X) obtained the highest personal identity motive sub-variable value in this study. As a result, with a percentage value of 78.93%, the satisfaction variable (Y) obtained the highest value from the information satisfaction sub-variable.

Keyword: *Followers, Instagram, Statisfaction, Social Media, Motives for Using*