REVIVAL TVID FOLLOWER SATISFACTION RATE ON INSTAGRAM

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ABSTRACT

The popularity of video games has caused creative industry players to create an electronic sports or e-sports industry. Many media cover e-sports, one of which is RevivaLTV. With the existence of e-sports media, the author wants to know how satisfied the e-sports community is in accessing information through content created by RevivaLTV on Instagram. This study uses concepts and theories from Mass Communication, Internet as Mass Communication, Uses and Gratification, and Expectancy Value. This research use an approach of quantitative with survey method by distributing 100 of questionaries to respondents after using the Slovin formula. The population used is followers from the @revivaltvid Instagram. The data that has been obtained, then can be proceed by comparing the mean of Gratification Sought (GS) and Gratification Obtained (GO) values. In this study, the mean GS was 2.90 and GS 3.00, which means GS <GO. The conclusion are, followers of the @revivaltvid account are satisfied with the content and information by RevivaLTV because GO is bigger than GS, with category indicators in the high range.

Keywords: E-sports community, revivaLTV, satisfaction level, uses and gratification

1.   PREFACE

The popularity of video games has caused creative industry players to create an electronic sports or e-sports industry. E-sports is the competitive world of playing video games by individuals or groups. According to Prasetio, (Kurniawan et al., 2019), e-sports or electronic sports is a sports field that uses games as the main competitive field. According to the Indonesian Esports Executive Board page regarding the Indonesian e-sports executive board regulations regarding the implementation of e-sports activities in Indonesia, e-sports is a sport or achievement and professional by competing games that are nationally recognized by the Indonesian E-sports Executive Board. Currently, the e-sports industry is entering and developing in Indonesia, therefore, there are also many e-sports teams in Indonesia, such as teams for DotA2, Counter Strike Global Offensive, Mobile Legends, Player's Unknown BattleGround Mobile, and Valorant.

According to the Digital 2022 April Global Statshot Report released by We Are Social and Hootsuite, Indonesia has 95.4 percent of video game players, ranking second out of 44 countries. Therefore, the e-sports industry slowly began to be recognized by the Indonesian government by creating an e-sports federation to regulate and organize the industry. Many new media are starting to be interested and present news or information about the e-sports industry, such as information about e-sports tournaments, e-sports team profiles, professional e-sports team players, analysis of how to play a professional player, and substitutions or purchases of players from team to team. People are looking for information about e-sports because it can increase people's insight and skills in playing video games, or because of a form of support for their favorite e-sports team.

Many online media portals focus on reporting about the e-sports industry, both domestically and abroad, one of which is RevivaLTV. RevivaLTV is a company engaged in e-sports and the number one broadcasting company in Indonesia. RevivaLTV always provides the best content that educates and entertains the public. RevivaLTV also strengthens itself by becoming an event organizer on several occasions. RevivaLTV provides information about e-sports through online news portals, be

it websites, YouTube channels, Twitch, Instagram accounts or TikTok accounts. Based on the background described above, the author wants to know the level of satisfaction of RevivaLTV followers on Instagram with @revivaltvid accounts regarding content and information about the world of e-sports.

The theories used in this study are as follows:

Mass Communication
Mass communication plays a role in providing social change in society as one of the contexts of communication between people. According to Bittner in (Siregar, 2015) , mass communication is a message communicated through mass media to a large number of people. Literally, mass communication is communication that uses mass media such as electronic media and print media as a tool to communicate.

Theory of Uses and Gratification
It stems from the assumption that communication (especially mass media) has no power to influence audiences. According to Nur ad-Din in. According to Katz, Blumler, and Guretvitch Basic assumptions of the theory (Kriyantono, 2020) (Helen &; Rusdi, 2019) (Hardyanti, 2017) uses and gratification be:
a) The public mass is considered active, that most of the use of mass communication is considered to have a purpose.
b) In the process of mass communication, there are initiatives that link the satisfaction of the need for media choice with the audience.
c) Mass media must compete with other sources to meet its needs, mass media is only part of a wider spectrum of human needs. Media consumption depends a lot on the behavior of each audience.
d) The purpose of mass media selection is to obtain information from the public, as long as the person can understand to express a motivational interest in a given situation.
e) Assessment of the importance of mass communication culture is left to research by the audience.

Expectancy Value Theory
Palmgreen forms a gap measurement model (discrepancy) between satisfaction seeking (GS) and satisfaction gain (GS) (Kriyantono, 2020) . Gratification Sought (GS) is the satisfaction that a person is expected to receive if he uses certain mass media. While gratification obtained (GO) is the satisfaction that a person gets after he uses the mass media. Gratification sought is the motive that drives someone to consume media. While gratification obtained is the real satisfaction one gets after consuming a certain type of media. In other words according to Palmgreen, Gratification Sought It is formed from one's beliefs about what the media can provide and one's evaluation of the content of the media. Palmgreen's GS-GO model is based on Palmgreen's theory of values and expectations (Expectancy & Value Theory) (Kriyantono, 2020).

The hypotheses that researchers have formulated in this study are as follows:
H0: The mean value of GS > GO indicates dissatisfaction from followers of the account @revivaltvid
H1: The mean value of GO > GS indicates the satisfaction of followers of the account @revivaltvid

2.   RESEARCH METHOD

This study used a quantitative research approach, using questionnaires as a tool to collect data. This research method is a survey method used for the generalization process. The data obtained by the survey research method are obtained on the basis of a specific population. The instruments used in collecting data in survey methods are observational instruments such as interviews and questionnaires (Kristanto, 2018) . In this study, the author used survey research methods to collect data needed to determine the presence or absence of media user satisfaction. The survey process begins by collecting data on respondents about how satisfied followers or readers of the @revivaltvid account are. Respondents' satisfaction was measured using the Likert attitude scale, which is on a scale of one to four, consisting of Strongly Agree, Agree, Disagree, and Strongly Disagree. Furthermore, respondents' expertise can be seen from the satisfaction gap between GS, namely the influence of e-sports content (Kriyantono, 2020) by RevivaLTV and GO, meeting information needs after accessing, hearing, and viewing e-sports content on @revivaltvid accounts.

The population in the study were followers of @revivaltvid accounts on Instagram. The author chose followers from the RevivaLTV account because RevivaLTV' s followers on Instagram have the most followers compared to other e-sports media on Instagram, which amounted to 302,000 followers at the time the author made this study, which is September 28, 2022. This makes RevivaLTV can be said to be the media with the most e-sports communities today.

The number of samples in this study was determined through the Slovin formula, so that the results for sampling were 100 respondents. In this study will use probability sampling techniques, namely sampling where everyone or members have the same possibility to become members of the sample. The research technique used is (Sugiyono, 2017) simple random sampling, which is a technique carried out by taking samples from members of the population studied, regardless of their rank in the population. In this study, the population was followers of @revivaltvid Instagram account. Each sample studied will be randomly taken from that population. (Sugiyono, 2017)

This study used data analysis techniques with tests:
  a) Measurement *of mean gratification sought and gratification obtained with the Gratification Sought search formula, namely* mean *GS = the number of scores of each dimension / the number of indicators, as well as* the   *Gratification* Obtained search formula.
  b) After obtaining the mean value in each indicator of Gratification Sought (X) and Gratification Obtained (*Y), the next step is to measure the percentage category* of the ginterval range to find out how high or how low *the level of acquisition of the mean* value   *score on each indicator* of Gratification Sought Gratification Obtained (Y) of these. Microsoft Excel is needed to determine the percentage of this level of satisfaction, by processing the data that has been obtained.
  c) Validity Test which aims to determine the level of effectiveness of the questionnaire instrument used for data collection, Sugiyono in . The method of testing the validity of this research data uses (Wartono, 2017) *the product moment formula,* namely if r counts > r table, the score of the question indicator has a significant correlation to the total score, with the minimum condition that the indicator with a positive validity index correlation value with a magnitude above 0.3 and above, can be declared valid.(Sugiyono, 2017)
  d) Reliability Test which aims for consistent measurement when performed repeatedly. Each variable used has been declared authoritative, so it can be used as a consistent measuring tool, Sugiyono in . The value of reliability is determined by the Cronbach Alpha coefficient (α). The indicator is declared reliability if Alpha (α) has a number greater than 0.6.

3. RESULT AND DISCUSSION

Based on respondents' statements regarding the author's question and after calculating using SPSS 26, the eight question variables have a calculated r value greater than the table r, with an average r count variable X of 0.710 and Y of 0.721 or r count > r table, if The validity index value shows a positive result and a magnitude above 0.3 so that the indicator of the question Variable X regarding Gratification Sought declared valid.   Based on the results of the reliability test that has been processed by SPSS 26, all indicators of questionnaire questions contained in variables X and Y are declared reliable, because the value of Cronbach's Alpha (α) > 0.6. The percentage interval range obtained using Microsoft Excel is data Mean categories of satisfaction levels obtained after the data was processed with SPSS 26, with the following results:

Table 1
Satisfaction Level Percentage Category

	Category Percentage (%) Interval Range
Very High	84% - 100%
Tall	67% - 83%
Low	50% - 66%
Very Low	33% - 49%

The data in table 1 is the result of recapping responses from 100 respondents based on the answers that have been selected by respondents, as well as the results of processing the mean data and the category of satisfaction level obtained.

Based on the data that has been obtained and has been processed with SPSS 26 and Microsoft Excel, it can be known that the information dimension (I) produces a mean score of GS 3.05 and GO 3.18. On the personal identity (IP) dimension produces a mean score of GS 2.70 and GO 2.79. On the social interaction (IS) dimension produced a mean score of GS 3 and GO 3.08. On the entertainment dimension (H) produces a mean score of GS 2.81 and GO 2.78.

After the data has been processed and has obtained data Mean From each indicator of the question variable motive influence content E-sports by RevivaLTV (Gratification Sought) (X), average (mean) The value of the satisfaction level of the variable motive of the influence of the content E-sports RevivaLTV (GS) is 2.90 with all category indicators in the high range. It can be seen that the satisfaction level of followers of the account @revivaltvid in the influence of the content E-sports by RevivaLTV based on the motive of influence of content E-sports (GS) includes height.

After the data has been processed and has obtained data Mean From each indicator of the question variable motive level of satisfaction of followers of the @revivaltvid account (Gratification Obtained) (Y), average (mean) The satisfaction level value of the @revivaltvid account (GO) follower satisfaction level variable is 3.00 with being in the high range. It can be seen that the satisfaction level of followers of the account @revivaltvid in the influence of the content E-sports by RevivaLTV based on the high level of @revivaltvid (GO) account follower satisfaction.

After obtaining the mean of GS and GO, resulting in a mean GS smaller than GO (GS < GO) (2.90 < 3.00) resulting in a conclusion that there is a satisfaction gap because the need for information obtained is greater than the expected information need. It can be concluded that the content and information provided by RevivaLTV through the Intagram account @revivaltvid satisfy the followers of the account because GS is smaller than GO.

Based on the results of research that the author has thoroughly examined, it can be known that the mean value of the Information dimension (I) GS produces a score of 3.05 with a high-level category and a mean GO of 3.18 with a high-level category. Furthermore, the mean value of the GS personal identity dimension (IP) resulted in a score of 2.70 with a high-level category and the mean GO with a score of 2.79 with a high-level category. In the social interaction dimension (IS) produces a mean GS with a score of 3.00 with a high-level category, while the mean value of GO amounts to 3.08 with a high-level category. In the last dimension, entertainment (H) has a mean score of GS 2.81 with a high-level category, and a mean GO of 2.78 with a high-level category.

There are four categories of motifs gratification obtained and satisfaction gratification obtained in using media in general according to McQuail in , namely the information motive (I), personal identity motive (IP), social interaction motive (IS), and entertainment motive (H). Of the total four motives for using media, the information motive (I) is the highest influence in using media, with a percentage of 38% answering agreeing and 37% answering strongly agreeing with the statement "I am looking for information about (Yuniati &; Euis Evi Puspitasari, 2019) E-sports via @revivaltvid upload". An indicator that has less influence in using media is the personal identity (IP) motive which has the statement "I seek self-understanding in the community E-sports", with a percentage of 31% answering disagree and 8% answering strongly disagree.

As for satisfaction gratification obtained, Indicators of the satisfaction dimension that have a strong influence on someone using media are found in information satisfaction (I), with a percentage of 45% answering in agreement and a percentage of 38% answering strongly agreeing with the statement "I can fulfill my curiosity after viewing content or reading information about E-sports through @revivaltvid account". An indicator of the satisfaction dimension that has less influence on someone in using media is found in entertainment satisfaction (H) in the statement "I gain mental pleasure and can detach myself from everyday problems after viewing content or reading information about E-sports On @revivaltvid" account, 39% answered disagree and 10% answered strongly disagree.

According to Nurudin in, the theory of Uses A]and Gratification (Yuniati & Puspitasari, 2019) describes the use of media to meet needs. Media users can decide for themselves which media to use. Media users try to find the most trustworthy media to meet their needs, one of which is media that can meet their information needs, In this case, followers of @revivaltvid account choose RevivaLTV as the first source of information because they consider that content or information about e-sports by @revivaltvid on Instagram can meet the information needs of their followers.

In a research journal on "Motives of Radio Listeners in the Era of Information Technology Development (Study of Media Use Satisfaction in Generation Z in Bandung)" by cognitive needs expressed by Katz, Guretvitch, and Haas became one of the motives for adolescents to increase knowledge by searching for information on Instagram in one media prayer. Their curiosity about various things is fulfilled by looking at the content in it. As in this study, the need for information is the reason followers of @revivaltvid account choose RevivaLTV as a source of information search, and they feel the need for the information they seek is met by RevivaLTV and they feel satisfied about it. (Prihatiningsih, 2017),

From the data obtained, it can be seen that the GS value is smaller than the GO value (GS < GO) (2.90 < 3.00), which means that there is a satisfaction gap because the need for information obtained is greater than the motive for the influence of e-sports content. That way, the content provided by RevivaLTV through the Instagram account @revivaltvid satisfy the followers of

@revivaltvid account because the gratification obtained (GO) is greater than the gratification sougth (GS).

4. CONCLUSIONS AND RECOMMENDATIONS
From the results of the tests that have been conducted, the author can conclude that research examining the level of satisfaction of followers of @revivaltvid accounts on the influence of e-sports content by RevivaLTV proves that @revivaltvid accounts provide content or information that can satisfy users or followers of @revivaltvid accounts on Instagram, because the satisfaction obtained is greater than the motive for using media and is reinforced by answers respondents who stated they agreed and strongly agreed that Instagram accounts @revivaltvid provide content or information that satisfies the needs of their followers both from the dimensions of information, personal identity, social interaction and entertainment.

With the research that the author has described, the H1 hypothesis in this study which reads "The mean value of GO > GS shows satisfaction from followers of @revivaltvid accounts" is acceptable, because the mean value of GO is greater than GS based on the overall search results of the mean score of GS of 2.90 and the mean score GO is 3.00, so the GO score > GS. This shows that followers from Instagram accounts are @revivaltvid satisfied with e-sports content by RevivaLTV with category indicators being in the high range.

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