

## THE IMPACT OF NEWS PORTAL INSTAGRAM USE MOTIVATION ON GEN Z'S SATISFACTION IN OBTAINING INFORMATION

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### ABSTRACT

*The use of online media and the internet as a public information source is a hallmark of modern technological growth. People's lives have changed because of social media, particularly in terms of sharing and receiving information. Generation Z is characterized by its love of technology, adaptability, intelligence, and tolerance for cultural diversity because they were born when technology was already available. Social media, especially Instagram, has become one of the most popular social sites among Generation Z because it provides a wide range of features that make it very engaging to its users and the perfect display for displaying different kinds of multimedia content. Alongside with this phenomenon, a journalist Najwa Shihab launched the television venture Narasi.tv in early 2018, which focuses on mass media and journalism. Narasi.tv uses Instagram to share information with the public about politics, culture, health, trends, and lifestyle by showcasing content in an interesting way. Generation Z, who has a big impact on their communities, loves quick and easy solutions. For this reason, many turn to social media as their main information source. The purpose of this study is to ascertain how Generation Z's happiness with information acquisition is impacted by the reasons behind their use of official news portal social media. Using a quantitative approach, researchers use a questionnaire as the data collection instrument in this investigation. With a sample size of 100 respondents, the research's population consists of Generation Z who have accessed the Narasi.tv Instagram account to gather information. The results of this study showed a positive influence of 70.6%, with the information motive being the primary reason for using social media, particularly Instagram, as a source of personal satisfaction in obtaining information.*

**Keywords:** social media, motives, satisfaction, Instagram, news portal

### 1. PREFACE

Social media is designed to facilitate two-way social interaction. The development of technology, information, and communication makes it easier for the wider public to search for, obtain, and disseminate information, news content, insights, and opinions through social media (Saleh & Pitriani, 2018). The increasing use of social media is one of the impacts of advances in digital technology. The ease and attractive features in accessing information on social media make the motives for using it increasingly diverse, such as getting the latest news and interacting with friends or other people (Aji & Dwihantoro, 2024a).

In society, social media has a significant impact, especially in disseminating and receiving information. Social media is a platform for seeking information through online media and establishing long-distance communication with others. One of the social media platforms favored by the public is Instagram because it has various features that support the delivery of information to users, through photos and videos that are uploaded along with explanations in the form of text written in the caption. The abundance of information available on social media allows individuals to choose accurate and efficient media to obtain satisfaction from the information they seek (Safriana & Samatan, 2021). In measuring that satisfaction, there is a concept developed by Palm Green called gratification obtained. Gratification obtained is the actual satisfaction a person derives after consuming a certain type of media. According to Dennis

McQuail, there are four categories of media satisfaction (Nagara & Rahmanto, 2023b), namely: information satisfaction, personal identity satisfaction, interaction and social integration satisfaction, and lastly, entertainment satisfaction.

Unbeknownst to the use of social media, society can selectively choose the media they want to use. This is related to the uses and gratification theory proposed by Herbert Blumer, Elihu Katz, and Michael Gurevitch in 1974, which states that media users strive to find the best sources in their efforts to meet their needs (Annisa, 2017). The essence of this theory is that the audience essentially uses mass media based on certain motives, and the media is considered capable of fulfilling their needs. Motifs are impulses within humans that arise due to needs that humans want to fulfill. According to McQuail (Jaiz et al., 2022), there are four individual motives in media usage, namely: the entertainment motive, the social integration motive, the personal identity motive, and the information motive.

The current development of technology is also supported by the use of the internet and online media as the main sources of information for the public. Digital natives is a term coined by an education expert, Marc Prensky. The digital natives group consists of those who were born during the ongoing development of technology and are a generation that dares to try something different in the development of internet technology. This group is very interesting to study due to their large number in mastering internet usage in Indonesia (Nursatyo & Rosliani, 2018). Generation Z belongs to the group of generations born between 1995 and 2010. Generation Z is capable of multitasking and most of their activities are related to the online world (Putra, 2016).

According to data from [databoks.katadata.co.id](https://databoks.katadata.co.id), the number of active social media users in 2024 is recorded at 167 million users, with Instagram being the most popular social media platform, having 122 million users. It is predominantly used by individuals aged 18-34, with females making up 51.3% and males 48.7% (Panggabean, 2024). Currently, Instagram is one of the popular platforms used by a large portion of Generation Z. They tend to use Instagram because it has an ideal interface for showcasing various types of products and multimedia content with a variety of features, which makes it particularly appealing to its users (Sikumbang et al., 2024). Narasi TV is one of the television startups founded by Najwa Shihab since early 2018 and operates in the field of journalism and mass media. Currently, the Instagram social media account @narasi.tv has 1.4 million followers. On its social media accounts, Narasi TV engages in information dissemination and presents the latest news through varied content.

Generation Z has a significant influence on the community, and they make social media their primary source for fulfilling information needs. As is known, the dissemination of information through social media accounts is relatively fast compared to other news media accounts. However, the information on social media is very difficult to measure in terms of its truthfulness because the information on social media consists of highly subjective personal opinions or individual emotions (Rohmiyati, 2018). Based on the background that has been explained, there are known problems to be studied, namely: Is there an influence of the motive for using the Instagram news portal on Generation Z's satisfaction in obtaining information?

The results of this study are expected to add insight into the motives for using social media towards satisfaction in obtaining information. The results of this study can also be used as reference material and comparison for further research.

## 2. RESEARCH METHOD

Researchers used a quantitative research design with a survey method. The survey is a method of research that uses a questionnaire as the main data collection tool.

According to (Sugiyono, 2017a) the sample is part of the number and characteristics possessed by a population. In this study, the sampling technique that will be used is purposive sampling, where the determination of the sample is made on certain considerations. The population that was selected in this study was Generation Z who accessed the Narasi.tv Instagram account. The selection of respondents was carried out with the criteria of individuals who accessed the Narasi.tv Instagram account and Generation Z born between 1995-2010 (Putra, 2016). The determination of the sample size used the Lemeshow formula, and from the calculations, the researchers obtained a total of 100 respondents who will be the sample in this study.

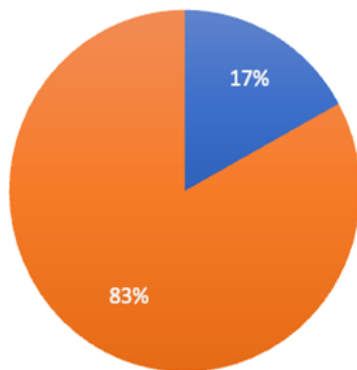
The data instrument in this study uses a questionnaire and a Likert scale. Data collection using a questionnaire was used to identify respondent's answers through statements given in writing (Sugiyono, 2017b). Likert scales are designed in the form of checklists or multiple choices with the aim of assessing the behavior, responses, and views of individuals or groups towards a social phenomenon.

In processing the data, the researcher used SPSS program version 29. The method applied in data processing is simple regression analysis to determine if the independent variable X has an influence on the dependent variable Y. The correlation coefficient analysis is used to measure how strong the relationship between the 2 variables is, which can be analyzed through the interval table of the coefficient value and the level of relationship strength. Meanwhile, the coefficient of determination analysis aims to assess the extent to which the dependent variable is influenced by other variables (Kosdianti & Sunardi, 2021). Last step is to conduct a partial test (T) to ensure that there is a significant effect of the independent variable on the dependent variable individually (Aprilyanti, 2017). The t-test is performed by comparing the calculated t-value with the critical t-value from the table. If the significance level is below 0.05 or the calculated t-value exceeds the critical t-value, it indicates that variable X has an impact on variable Y. On the other hand, if the significance level is above 0.05 or the calculated t-value is smaller than the critical t-value, it suggests that there is no significant effect of variable X on variable Y.

Normality test is used to identify normality distributed data. There are several ways to detect whether the data is normally distributed or not, namely by looking at the histogram results, p-p plot, and the Kolmogorov-Smirnov (K-S) test (Purnamasari et al., 2017). Validity and reliability tests were used in this study to ensure the validity of the data. If a questionnaire can accurately assess the things that should be measured, then the questionnaire is considered valid. According to Ghozali (2016) in (Slamet & Wahyuningsih, 2022), that a research tool is considered reliable if the Cronbach's Alpha value is  $> 0.60$ .

### 3. RESULT AND DISCUSSION

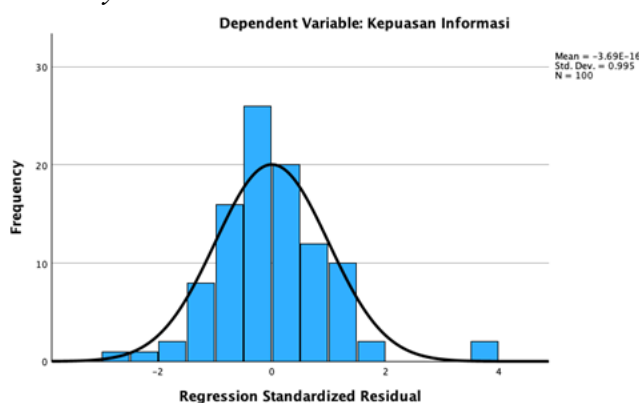
**Figure 1**  
*Respondents' Gender*



Based on the results of the questionnaire distributed by the researcher to 100 respondents, it was found that the majority of respondents in this study are Generation Z aged 21 years. This is because Generation Z is the first born during the midst of the digital age, so they have a unique way of thinking and communicating (Rufaida, 2023). Furthermore, it was found that most of the respondents in this study were female with a total of 83%. This is because the majority of social media users are dominated by the female audience.

Through data processing using the SPSS version 29 program, it was found that all statement items for variable X (motive for use) and variable Y (information satisfaction) were declared valid because the calculated  $r$  value was greater than the  $r$  table value (0.196) and could be used as an accurate data collection tool. Next, for the reliability test results, it is known that the variable of usage motives and the variable of information satisfaction obtained results from 35 statement items with a Cronbach's Alpha of 0.915 and 0.890, respectively. Therefore, based on the decision-making criteria, if the Cronbach's Alpha value  $> 0.60$ , the items are considered reliable.

**Figure 2**  
*Normality Result*



**Table 1**

*Normality Test Kolmogorov-Smirnov (K-S)*

<i>Unstandardized Residual</i>		
N		100
Normal	Mean	.0000000
Parameters <sup>a,b</sup>	Std.	3.78765552
	Deviation	
Most Extreme	Absolute	.066
Differences	Positive	.066
	Negative	-.051
Test Statistic		.066
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>		.337
99%	Lower	.325
Confidence	Bound	
Interval	Upper	.349
	Bound	

To find out the normality from the data in a study, a normality test was conducted using the Kolmogorov Smirnov (K-S) test. The curve of standardized residual values is considered normal if it is greater than 0.05 (Purnamasari et al., 2017). In Figure 2 it is found that the histogram forms a perfect bell shape, so it can be said that the data is normally distributed. Additionally in table 1, the results of the normality test show a significance value of 0.200. Therefore, based on the decision-making criteria, it can be concluded that the significance value of 0.200 is greater than 0.05, so it can be said that the data is normally distributed.

**Table 2**

*Simple Linear Regression Test*

<i>Coefficients<sup>a</sup></i>					
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	13.603	2.558		5.317	<.001
Motif Penggunaan	.641	.042	.840	15.344	<.001

a. Dependent Variable: Kepuasan Informasi

Through the results of the simple linear regression test, the equation is  $Y = 13.603 + 0.641 X$ . If the influence of the usage motive variable on information satisfaction is 0, then the value of information satisfaction is 13.603. If the influence of the usage motive variable on information satisfaction is 1, then the value of information satisfaction is 0.641. The regression coefficient shows a positive number, so it can be said that the effect of variable X on Y is positive because the b value does not contain a negative value. Next, in the T-test results, the t-value obtained was 15.344 and the t-table value was 1.984. It can be stated that  $H_a$  is accepted and  $H_0$  is rejected, and can be said that there is a positive and significant effect of the motives for using social media on official news portals on Generation Z's satisfaction in obtaining information.

The correlation coefficient value is 0.840. Based on the coefficient value interval table and the strength of the relationship, it can be concluded that the figure 0.840 indicates a very strong relationship between the usage motive variable and information satisfaction.

**Table 3**  
*Coefficient Determination*

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 <sup>a</sup>	.706	.703	3.80693
a. Predictors: (Constant), Motif Penggunaan				
b. Dependent Variable: Kepuasan Informasi				

Based on table 3, R square value of 0.706 was obtained. Therefore, it can be concluded that variable X (usage motive) has an influence of 70.6% on variable Y (information satisfaction). Meanwhile, the remaining 29.4% is influenced by other variables not explained in this study.

The results of the analysis and average calculations obtained from the data processed by the researcher concluded that most respondents use Instagram Narasi.tv with the purpose or motive of obtaining information and social integration and interaction. This relates to one of the assumptions in uses and gratification theory, which states that audiences are considered active and use media for specific purposes. This motive is supported by the perspective of the new media theory on social integration, where media is considered a habit, something formal, and has value beyond mere usage, or how humans utilize media to shape society, enabling individuals to gain new knowledge and actively participate in a democratic world (Mamis, 2020). Moreover, the high motives for this usage are also supported by the characteristics of Generation Z, who rely on social media as their primary source of information. The various attractive features available for accessing information on social media make the motives for its use even more diverse, such as staying updated with the latest news and interacting with others (Aji & Dwihantoro, 2024b).

Satisfaction is a feeling that arises after someone compares the results they feel with the results they expect. A person can feel satisfied if the results or performance are in accordance with their expectations. Satisfaction is related to needs, and the decision to choose media is entirely in the hands of the audience. According to Dennis McQuail, there are four categories of media satisfaction (Nagara & Rahmanto, 2023a), namely information satisfaction, personal identity satisfaction, integration and social interaction satisfaction, and entertainment satisfaction.

Through the motives of media usage, information satisfaction and personal identity are achieved. This shows that the satisfaction obtained by individuals after using Instagram Narasi.tv as an information source is satisfaction related to the individual's need for information, which includes statements such as "I feel that the information presented by the narasi.tv Instagram account is accurate and relevant," and "I feel that the information presented by the narasi.tv Instagram account is easy to understand and varied." Meanwhile, personal identity satisfaction indicates satisfaction related to self-reference and motives that aim to strengthen something important in life and are relevant to the audience. Through the results of this research, individuals gain satisfaction in the form of information and personal identity because social media provides a way to build communication by changing social interaction patterns, thus enabling more effective communication methods due to quick responses, and rapidly influencing behavior and lifestyle as well as shaping public perception and opinion.

#### 4. CONCLUSIONS AND SUGGESTIONS

According to the analysis that has been conducted, it can be concluded that the individual's motive in using media is driven by an internal desire to achieve satisfaction in something. From the vast amount of information available on social media, users become more selective in

choosing accurate sources of information. Generation Z is one of the individuals who use social media as their primary source of information.

From the results of distributing questionnaires to 100 respondents, the researchers found that there is an influence of 70.6% with a positive and significant value between the motives for use and information satisfaction. The motive for information is the main reason for using social media, especially Instagram, as a source for fulfilling individual satisfaction in obtaining information. Meanwhile, the remaining 29.4% is influenced by other variables that are not explained in this study.

The researcher suggests that further researchers will conduct similar research to examine different variables, populations, and samples. Furthermore, it is hoped that similar research can be conducted with different methods and change the research subjects with other news or information platforms to enrich insights and obtain broader results. The results of this study indicate that the information motive is the main motive for the audience in using the narasi.tv account. Therefore, this study provides suggestions to the media, journalists, and other news content creators to be able to create and produce informative news, have good quality, are easy for the public to understand, and are varied.

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