

ABSTRAK

Yayu Afnan Novianti, “Motif Khalayak dalam Mengakses Berita Pada Instagram Feed @catchmeupco”.

Seiring meningkatnya penggunaan media sosial sebagai sumber informasi, masyarakat cenderung memilih platform yang menyajikan berita secara ringkas dan mudah dipahami. Salah satu yang banyak dimanfaatkan adalah akun Instagram @catchmeupco, yang dikenal menghadirkan berita aktual dengan visual menarik dan bahasa ringan.

Penelitian ini bertujuan mengidentifikasi motif penggunaan akun tersebut berdasarkan teori *Uses and Gratifications* serta empat kategori motif media dari Papacharissi dan Rubin (2000), yaitu *Interpersonal Utility*, *Passing Time*, *Information Seeking*, dan *Convenience*.

Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarkan kepada 100 pengikut akun @catchmeupco. Jumlah sampel ditentukan dengan rumus Slovin, dan data dianalisis menggunakan statistik deskriptif.

Hasil dari penelitian ini menunjukkan bahwa motif penggunaan akun Instagram @catchmeupco didominasi motif *convenience* dan *information seeking* yang mendapatkan nilai rata-rata paling tinggi sebesar 81,56 dan 81,48. Kemudian, motif *interpersonal utility* dan *passing time* juga tinggi meskipun bukan motif yang utama yakni sebesar 70,24 dan 69,35. Hasil ini mendukung hipotesis kedua (H_2) dan menolak hipotesis nol (H_0) serta hipotesis pertama (H_1), sekaligus menegaskan bahwa penggunaan akun ini didorong oleh beragam kebutuhan informatif dan sosial.

Kata Kunci: Motif Khalayak, Instagram Feed, Konsumsi Berita, Uses and Gratification

ABSTRACT

Yayu Afnan Novianti, “Audience Motives in Accessing News on the Instagram Feed @catchmeupco”.

As the use of social media as a source of information increases, people tend to choose platforms that present news in a concise and easy-to-understand manner. One such platform that is widely used is the Instagram account @catchmeupco, which is known for presenting current news with attractive visuals and light language.

This study aims to identify the motives behind the use of this account based on the Uses and Gratifications theory and the four categories of media motives proposed by Papacharissi and Rubin (2000): Interpersonal Utility, Passing Time, Information Seeking, and Convenience.

The study employs a quantitative approach using a survey method via a questionnaire distributed to 100 followers of the @catchmeupco account. The sample size was determined using the Slovin formula, and the data was analyzed using descriptive statistics.

The results of this study indicate that the motives for using the Instagram account @catchmeupco are dominated by convenience and information seeking, which received the highest average scores of 81.56 and 81.48, respectively. Additionally, the motives of interpersonal utility and passing time are also high, although they are not the primary motives, with scores of 70.24 and 69.35, respectively. These results support the second hypothesis (H_2) and reject the null hypothesis (H_0) and the first hypothesis (H_1), thereby confirming that the use of this account is driven by a variety of informational and social needs.

Keywords: Audience Motives, Instagram Feed, News Consumption, Uses and Gratification