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3 **Satisfaction of *mahasantri* in accessing Instagram**

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3 **Abstract** Indonesia has active social media users of 68.9% or 191.4 out of 277.7 million in 2022. Instagram is the second social media platform, with active users accounting for 84.8% of the population. The use of Instagram is certainly driven by certain motives that encourage people's attitudes and beliefs to access media as needed, and Instagram can provide satisfaction according to the needs of its audience. This study aims to examine the satisfaction of the *Mahasantri* University of Darussalam Gontor in accessing Instagram by taking 300 samples from 1,997 populations. The data were analysed using descriptive statistics to describe the findings referring to the Expectancy Value theory as a development of the Uses and Gratification theory with two variables, namely gratifications sought (GS) and gratification obtained (GO). Then a gap test was conducted between the mean scores of the GS and GO variables to determine the satisfaction of Darussalam Gontor University students in accessing Instagram social media. The results showed that Instagram could pleasure the *Mahasantri* University of Darussalam Gontor in building personal relationships, filling free time, getting entertainment, fulfilling knowledge needs, and solving problems. This study answers the phenomenon of using Instagram as the second most accessed social media platform by Indonesian people, especially among teenagers. This finding positively contributes to the University of Darussalam Gontor and educational institutions' management in using Instagram as a medium of socialisation and promotion. Also, as an effort for the government to improve social media literacy for the younger generation through various creative and educational content through Instagram.

**Keywords:** satisfaction; mahasantri; social media; instagram

## INTRODUCTION

*Mahasantri* of the University of Darussalam Gontor is a student at a boarding school who lives in a dormitory for 24 hours with various academic and non-academic activities, using Arabic and English as the language of instruction in the teaching and learning process as well as the language of daily communication. The dormitory system, with the application of Islamic boarding school values, is designed to support a conducive, effective and efficient learning environment as well as to characterise the University of Darussalam Gontor as an Islamic boarding school (Universitas Darussalam Gontor, 2019)

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*Mahasantri* is a digitally native generation where part of their time is used to find information to support lecture assignments, communicate with others, explore hobbies and entertainment, and conduct online learning activities through social media (Supratman, 2018). The results of a survey conducted by Luthfi, Pradana & Aditya in 2021 showed that 76% of Darussalam Gontor University students often access social media and 67.33% access social media for a duration of 1 to 2 hours per day to meet their needs (Luthfi et al., 2021)

Social media use continues to develop along with the speed and ease of accessing various information supported by the power of communication information technology (Susanto, 2017). In 2022, active users of social media will reach 4.62 billion in the world. Indonesia's active social media users reach 68.9% of the total population or 191.4 of the 277.7 million Indonesian population. This condition has increased by 12.6%, or as many as 21 million people, compared to 2021, so the number of active social media users has exceeded half the population of Indonesia (We Are Social & Hootsuite, 2022).

Social media presence has made it easy for users to share information, participate and socialise through various content features such as blogs, networks, Wikipedia, forums, and other virtual worlds (Mahmuddin & Halik, 2019). The presence of social media has given birth to a new world for people to interact with each other without any boundaries of space and time through an easy and cheap internet network (Cahyono, 2016). Various social media platforms have been present with their uniqueness and advantages that make them a unique attraction for the public to take full advantage of them, such as Instagram, Facebook, Twitter, Path, Youtube, Tiktok, and Wikipedia social media (Junawan & Laugu, 2020). Instagram is the second most frequently accessed social media platform by the Indonesian people, with the number of users being 84.8% of the total population (We Are Social & Hootsuite, 2022).

As a social media platform, Instagram can share information through photos and videos. Users can interact with each other by commenting on or liking posts shared via Instagram (Christian et al., 2020). Unlike Facebook and Twitter, Instagram can make messages shared in the form of photos and videos that can be read as text. The use of Instagram social media via smartphones to upload photos spontaneously in the form of instant photos can be directly shared with other users. (Sosiawan & Wibowo, 2019).

Studies on the use of Instagram social media among teenagers have been carried out. First, Gumilar and Kusmayadi researched Instagram Usage by Barstrad Community in Bandung City – West Java. The results show that Instagram has a significant role in developing the Barstrad community. Instagram is managed with a certain concept in informing the main activities, training menus, schedules, and others so that it has a big impact on increasing the number of trainees who join the community. Instagram has an important role in developing the

Bastard community, especially in disseminating information related to street workouts in Bandung (Gumilar & Kusmayadi, 2017).

Second, Nur'afifah and Prihantoro's research about <sup>19</sup> *The Influence of Social Media on the Millennial Generation regarding Travel Decision-Making* <sup>18</sup> shows that UGC on Instagram is highly trusted as a medium for tourism decision-making by the millennial generation because it is authentic and trusted. They are more interested in the influence of User-Generated Content (UGC) in their social environment than commercial advertisements (Nur'afifah & Prihantoro, 2021).

Third, research on the use of Instagram has also been conducted by Yulainti, Siagian, and Wardaningtyas researched *Network Society and Social Movements: Message Reception among Instagram Users*. The results of the study reveal that currently, many social movements use social media, one of which is Instagram, displaying photos of marginalised groups on Instagram that can attract sympathy, empathy, and attention from Instagram social media users as the initial stage of a social movement (Yuliarti et al., 2020).

Some of the research above focuses on <sup>16</sup> the use of Instagram social media as a medium of information and education in the development of the Barstrad community, the use of Instagram social media in social movements and the influence of using Instagram social media on tourism decision-making for the millennial generation. While this study focuses on the satisfaction of *mahasantri* of the University of Darussalam Gontor in accessing Instagram social media to meet their needs as students who are at a boarding school system university, as well as to prove empirically the phenomenon of increasing social media use in Indonesia where Instagram is the second social media platform that is used accessed by many users.

The use of social media cannot be separated from a person's motives in meeting their needs. Motives are the basis for someone to do something or act actively because of the goals achieved by accessing social media (Fudyartanta, 2011). Motives can be interpreted as drives or desires that cause someone to use certain social media to fulfil their needs (Kriyantono, 2020). Everyone has different motives for accessing social media to fulfil their needs. Both motives aim to get information, support personal identity, build social interaction and get entertainment (Rakhmat & Ibrahim 2016).

According to the Uses and Gratification theory produced by Elihu Katz, Jay G. Blumer, and Michael Gurevitech (1974) argues that social media users play an important role in choosing and using certain social media to meet their needs so that media compete to provide satisfaction according to the needs of their user's (West & Turner, 2017). Uses and Gratification theory assumes that society has an essential role in selecting media content, giving meaning, and acting based on that meaning (Baran, 2012). Media use is a form of social action based on personal motives in solving new problems in the social environment or as a routine designed to deal with problematic situations field (McQuail,

2011). The origin of the audience using the media comes from psychological and social needs. These needs give rise to certain expectations from the media that lead to media exposure patterns and satisfaction needs.

Philip Palmgreen produces a new variation of the Uses and Gratification theory with the application of the Expectancy Value theory, which assumes that the satisfaction sought by the audience is determined by attitudes, beliefs and assessments of the media that can provide satisfaction for them (Littlejohn & Foss, 2014). The motivation for using media departs from the assumption that the media offers the rewards expected by the audience based on relevant experiences. This means that media use is driven by certain motives and asks whether the media can fulfil these motives so that the audience is active and selective in giving judgments and evaluations based on their experiences with the media (McQuail, 2011). This model provides a framework that the satisfaction sought, and the satisfaction that a person gets from the media determines the behaviour towards media use. So when the satisfaction obtained (GO) is higher than the satisfaction sought (GS), then the media is faced with a situation of high satisfaction and appreciation because it is considered capable of providing satisfaction to its audience (West & Turner, 2013).

Adnan and Mavi's research show that Malaysian students obtain satisfaction from using Facebook, but there is no relationship between the number of friends and the amount of time spent with Malaysian students' life satisfaction (Adnan & Mavi, 2015). Raji et al.'s research show that social influence and interaction significantly influence the use of social media, Instagram. This study also reveals that social media is a social tool and network stimulated by social factors to achieve social goals such as getting help, support, and community involvement (Raji et al., 2020). The comparative study conducted by Phua, Jin, and Kim showed that use of Twitter had the highest social capital link, followed by Instagram, Facebook, and Snapchat, while Snapchat users had the highest social capital binding, followed by Facebook, Instagram, and Twitter (Phua et al., 2017).

Based on the description above, this research is important to do to find out empirically how far the satisfaction obtained by students of Darussalam Gontor University in accessing Instagram social media because this research has never been done before, also to test the Expectancy Value theory as a variant of the Uses and Gratification theory which assumes that a person's motives for using media, which in this context is Instagram social media, are always based on the experience gained as well as the results of the assessment and evaluation of what Instagram social media has provided to meet the satisfaction of its audience.

## METHODOLOGY

This study uses a quantitative approach with a descriptive survey to describe mahasantri satisfaction with accessing Instagram social media (Creswell, 2017). Gratification is Sought as an independent variable to measure the satisfaction sought by respondents. Gratification Obtained as the dependent variable to measure the satisfaction obtained by respondents in accessing Instagram social media (Kriyantono, 2020). Data collection through questionnaires was distributed to 300 samples with measurements using a Likert scale to measure mahasantri satisfaction perceptions in accessing Instagram social media (Suryadi et al., 2019).

The population in this study were male mahasantri of the University of Darussalam Gontor who were on the Siman campus as the unit of research analysis totalling 1,197 students. Determination of sample size using the Slovin formula with a margin error of sampling 5%, then the number of samples (n) used as many as 300 samples (Kriyantono, 2014).

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{1197}{1 + 1197 \cdot 0,05^2}$$
$$n = 300$$

Note: Slovin's Formula  
(Source: Kriyantono, 2014)

Sampling uses probability sampling to provide opportunities for each member of the mahasantri population as a research respondent (Sugiyono, 2016). The sampling model is carried out in a cluster by grouping the population into study programs and semester categories because the research population is large and homogeneous (Kriyantono, 2020). After clustering, samples were taken by simple random sampling without regard to the strata in each cluster.

Data were analysed using descriptive statistics to describe and describe the results of data about respondents' satisfaction with accessing Instagram social media (Sugiyono, 2018). Data processing begins with calculating the percentage of the respondent's answer score frequency using the following frequency distribution formula (Bungin, 2018):

$$N = \frac{fx}{N} \times 100\%$$

$N$  = The amount of moment  
 $fx$  = Individual frequency



After knowing the percentage of respondents' answers, the researcher calculated the mean score for each variable indicator, then calculated the overall mean score for the gratifications sought variable and the mean score for the gratification variable obtained after knowing the mean score of each gratification sought (GS) indicator and the mean score of gratifications obtained (GO). The researcher conducted a gap test between the GS and GO variables to determine the satisfaction of mahasantri of the University of Darussalam Gontor in accessing Instagram social media. If the gap test results in the mean score of  $GS > GO$ , then Instagram social media is not satisfactory for mahasantri because the needs sought are greater than the satisfaction obtained. If the mean score  $GS = GO$ , then there is no gap, and Instagram social media can provide satisfaction for mahasantri because the needs sought are the same as the satisfaction obtained. If the mean score of  $GS < GO$ , then there is a satisfaction gap because the needs sought are smaller than the satisfaction obtained, so it can be concluded that Instagram social media can provide satisfaction for mahasantri of the University of Darussalam Gontor. (Kriyantono, 2020).

## RESULTS AND DISCUSSION

The characteristics of the respondents in this study were homogeneous with the male gender. This data is the result of classifying respondents based on the study program and semester, as shown in the table 1.

It is also known that of the 300 samples based on the study program above, there are 86 people or 28.66% from semester 1, as many as 67 people or 22.33% from semester 3, as many as 67 people or 22.33% from semester 5, as many as 58 people or 19.34 came from semester 7 and 22 people or 7.34% were semester nine and above. This means that students in semesters 1 and 3 dominate the samples of this study.

The instrument validity test was carried out to test the validity of the data obtained through a questionnaire (Table 2) to see the extent to which the empirical data representation of the concept under study was able to provide an accurate picture (Neuman, 2016). In this study, the validity test uses the *Product Moment* formula by taking a sample of 30 respondents with a significance level of 5%, and then the value of the  $r$  table is 0.361. The instrument is valid if  $r_{count} > r_{table}$  or the calculated  $r$ -value on the question items is greater than 0.361 (Hadi, 2016). After testing the validity of the data by the researcher, it shows that for each statement item in the X variable (gratification sought), as shown in Table 2, the calculated  $r$ -value is greater than the  $r$ -table value, so this research instrument is declared valid.

**Table 1.** Sample's Department and Semester

No	Department	Semester					Total Score	Percentage
		1	3	5	7	9+		
1	Islamic Education	7	5	8	7	2	29	9.67%
2	Arabic Language Teaching	7	5	4	5	1	22	7.33%
3	English Language Education	4	1	0	0	0	5	1.67%
4	Comparative Study of Religions	4	2	2	2	1	11	3.67%
5	Aqidah and Islamic Philosophy	3	3	2	2	2	12	4%
6	Al-Quran & Tafsir Studies	12	8	9	8	2	39	13%
7	Comparative School of Jurisprudence	4	2	1	2	0	9	3%
8	The Law of Islamic Economic	4	3	3	4	1	15	5%
9	Management	5	6	6	3	2	22	7.33%
10	Islamic Economic	4	3	6	3	1	17	5.67%
11	International Relations	9	9	10	9	4	41	13.67%
12	Communication Science	4	3	3	3	2	15	5%
13	Agro technology	4	2	1	1	1	9	3%
14	Informatics Engineering	8	8	8	5	1	30	10%
15	Agro-industrial Technology	4	2	2	1	1	10	3.33%
16	Occupational Safety & Health	3	5	2	3	1	14	4.67%
Total		86	67	67	58	22	300	100%

Source: Data Processed by Author (2022)

**Table 2.** Results of the validity test of variable X (*Gratification Sought*)

Statement number	Pearson Correlation (r Count)	r Table (significance 0.05)	Information
1	0.697	0.361	Valid
2	0.515	0.361	Valid
3	0.515	0.361	Valid
4	0.629	0.361	Valid
5	0.728	0.361	Valid
6	0.681	0.361	Valid
7	0.415	0.361	Valid
8	0.663	0.361	Valid
9	0.68	0.361	Valid
10	0.619	0.361	Valid
11	0.513	0.361	Valid
12	0.537	0.361	Valid

Note: r Count = a linear measure of the correlation between two data set; r Table = comparison of the level of significance of the Pearson Correlation test

Source: Processed by researchers (2022)



**Table 3.** Results of the variable reliability test X (*Gratification Sought*)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.829	12

Note: N= the number of statements on the variable X  
(Source: Processed by researchers, 2022)

Researchers also carried out data reliability tests to see the extent to which the consistency level of the instrument (Table 3) was able to provide the same results for the same symptoms even though it was used repeatedly (Suryadi et al., 2019). The reliability test in this study was carried out using Conbrach's Alpha coefficient formula. The instrument is declared reliable if the value of  $> 0.6$  (Benu & Benu, 2019). The results of the reliability test that the researcher has carried out show that the value of variable X (gratification sought) is 0.829 (Table 3). That is, this research instrument is declared reliable because the result of the value is greater than 0.6.

**Table 4.** Results of the validity test of variable Y (*Gratification Obtained*)

Statement number	Pearson Correlation (r Count)	r Table (significance 0.05)	Information
1	0.696	0.361	Valid
2	0.551	0.361	Valid
3	0.521	0.361	Valid
4	0.578	0.361	Valid
5	0.758	0.361	Valid
6	0.7	0.361	Valid
7	0.738	0.361	Valid
8	0.643	0.361	Valid
9	0.717	0.361	Valid
10	0.7	0.361	Valid
11	0.642	0.361	Valid
12	0.706	0.361	Valid

Note: r Count = a linear measure of the correlation between two data set; r Table = comparison of the level of significance of the Pearson Correlation test  
Source: Processed by researchers (2022)

**Table 5.** Results of the variable reliability test Y (*Gratification Obtained*)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.881	12

Note: N= the number of statements on the variable Y  
Source: Processed by researchers (2022)

The validity test results on the Y variable (*Gratification Obtained*) (Table 4) indicate that each statement item has an r-count value greater

than the *r*-table value of 0.361, so the research instrument is declared valid. The 12 statement items on the Y variable can be used as a measuring tool in this study. The reliability test results on the Y variable show a value of 0.881 (Table 5). That is, this research instrument is declared reliable because the result of the value is greater than 0.6.

Next, the researcher analysed the questions in the questionnaire distributed to 300 samples using a Likert scale, starting with a high answer score of 4 and a low answer score of 1 (Table 6 and Table 7). Then the data was tabulated in a frequency distribution to determine the frequency of respondents' answers for each question item.

**Table 6.** A Likert scale score of variable X (*Gratification Sought*)

Answer	Positive Statement Score (+)
4 SA	4
A	3
D	2
SD	1

Note: SA=Strongly Agree; A=Agree; D=Disagree; SD=Strongly Disagree  
 Source: Processed by researchers (2022)

**Table 7.** A Likert scale score of variable Y (*Gratification Obtained*)

Answer	Positive Statement Score (+)
VS	4
S	3
D	2
VD	1

6 Note: VS=Very Satisfied; S=Satisfied; D=Dissatisfied; VD=Very Dissatisfied  
 Source: Processed by researchers (2022)

Based on the statements in the questionnaire using a Likert scale, the highest score interpretation criteria can be found by multiplying the top score by the number of respondents (4x300). The result is 1200, while for the lowest score criterion, namely multiplying the bottom value by the number of respondents (1x300), the result is 300. After knowing the highest and lowest scores, calculate the interval (range) and interpret the percentage to determine the per cent score interval. The interval formula is 100 divided by the number of Likert scale classes,  $100/4 = 25$ . So, the interpretation criteria based on the interval are Very Low = 0% - 24.99%; Low = 25% - 49.99%; Height = 50% - 74.99%; Very High = 75% - 100%.

The score tab for variable X (Table 8) shows that respondents have a very high need to access Instagram social media because the average score for the X variable (*Gratification Sought*) is 76.15% and is in the 75%- 100%, which means it is included in the very high category.

**Table 8.** Variable X score tabulation

No Item	Answer Frequency				N	Total Score	Mean	%	Assessment
	SA	A	D	SD					
1	134	157	8	1	300	1024	3.41	85.3%	Very High
2	69	190	39	2	300	926	3.09	77.17%	Very High
3	140	148	11	1	300	1027	3.42	85.6%	Very High
4	81	161	55	3	300	920	3.07	76.7%	Very High
5	63	169	66	2	300	893	2.98	74.4%	High
6	72	159	65	4	300	899	3	74.9%	High
7	106	159	31	4	300	967	3.22	80.6%	Very High
8	92	155	46	7	300	932	3.11	77.7%	Very High
9	32	99	135	34	300	729	2.43	60.8%	High
10	40	102	122	36	300	746	2.49	62.2%	High
11	92	157	45	6	300	935	3.12	77.9%	Very High
12	104	166	24	6	300	968	3.23	80.7%	Very High
Average of variable X						914	3.05	76.15%	Very High

Note: SA=Strongly Agree; A=Agree; D=Disagree; SD=Strongly Disagree

Source: Processed by researchers (2022)

The tabulation of the score of variable Y (Table 9) shows that the respondents have very high satisfaction after accessing Instagram social media because the average score generated on the Y variable (Gratification Obtained) is 76.18% and is in the interval range of 75%-100% which means it is included in the very high category.

To measure respondents' satisfaction in accessing Instagram social media, by looking at the gap between the mean scores of the GS variable and GO variable, which can be seen in table 10.

Based on table 10, the results of the gap test on each indicator of the GS variable and GO variable indicate that the mean value of the GS variable score is 9.92, greater than the mean score of the GO variable, which is 9.79 on the indicator of surveillance. This shows that the needs sought by respondents are greater than the satisfaction obtained, meaning that Instagram social media has yet to be able to satisfy respondents in the surveillance category.

The result of the gap test on the indicator of personal identity shows that the mean score of the indicator of personal identity on the variable of GS is 9.05, which is greater than the mean score of the indicator of personal identity on the GO variable, which is 8.81. This means that the needs sought by respondents on the indicator of personal identity are greater than the satisfaction received from Instagram social media. So that Instagram social media has not been able to satisfy respondents because the respondents' needs in the personal identity category have not been met.

On the indicator of personal relationship, the mean score gap test shows that the mean score of the indicator of personal relationship on the variable of GS is 8.76, smaller than the mean score of the indicator of personal relationship on the GO variable, which is 8.82. This means

that Instagram social media can provide satisfaction to respondents because the needs sought are smaller than the satisfaction received, so Instagram social media can satisfy respondents in the personal relationship category.

**Table 9.** Variable Y score tabulation

No Item	Answer Frequency				N	Total Score	Mean	%	Assessment
	VS	S	D	VD					
1	12 6	15 2	22	0	300	1004	3.35	83.7%	Very High
2	89	17 2	39	0	300	950	3.17	79.2%	Very High
3	97	18 8	14	1	300	981	3.27	81.8%	Very High
4	51	18 1	62	6	300	877	2.92	73.1%	High
5	62	17 3	56	9	300	888	2.96	74%	High
6	58	16 7	70	5	300	878	2.93	73.2%	High
7	82	17 6	39	3	300	937	3.12	78.1%	Very High
8	75	17 3	48	4	300	919	3.06	76.6%	Very High
9	47	12 5	10 2	26	300	793	2.64	66.1%	High
10	48	12 7	10 2	23	300	800	2.67	66.7%	High
11	10 8	15 4	32	6	300	964	3.21	80.3%	Very High
12	11 1	16 1	24	4	300	979	3.26	81.6%	Very High
Average of variable Y						914	3.05	76.18 %	Very High

Note: VS=Very Satisfied; S=Satisfied; D=Dissatisfied; VD=Very Dissatisfied  
 (Source: Processed by researchers, 2022)

**Table 10.** Mean Score

INDICATOR	GS	GO
Surveillance	9.92	9.79
Personal identity	9.05	8.81
Personal relationship	8.76	8.82
Diversion	8.84	9.14
Mean Variable	36.55	36.57

(Source: Processed by researchers, 2022)

On the indicator of diversion, the results of the gap test show that the mean score of the diversion indicator on the variable of GS is 8.84, which is smaller than the mean value of the diversion score on the variable of GO, which is 9.14. This shows that Instagram social media can provide satisfaction for respondents because the needs sought are smaller than the satisfaction received by respondents in accessing

Instagram social media. So it can be said that Instagram social media can satisfy respondents in the diversion category.

As for the results of the gap test between the mean score of the variable of GS and the mean score of the variable of GO, it is known that the mean score of the variable of GS is smaller than the mean score of the variable of GO ( $36.55 < 36.57$ ). This data shows that Instagram social media can provide satisfaction to respondents because the needs sought by respondents are smaller than those obtained from social media.

### **Theoretical Discussion, Interpretation, and Implication**

This study examines the satisfaction of mahasantri of the University of Darussalam Gontor in accessing Instagram social media using the Expectancy Value Theory as a development of the Uses and Gratification Theory, which raises two variables, that are Gratification Sought (GS) and gratification Obtained (GO) concerning four indicators of audience needs and satisfaction initiated by Denis McQuail (1972); surveillance, personal identity, personal relationship and diversion (West & Turner, 2013).

The data analysis results showed that students' highest satisfaction was found in the diversion indicator. The student's gratification evidence this sought value greater than 0.3 than the gratification obtained value on the diversion indicator (table 10). This means that Instagram social media can provide satisfaction to students in solving problems, filling their free time and getting entertainment, as shown in tables 8 & 9, statement number 10: *accessing Instagram to get away from problems* ( $2.49 < 2.67$ ), statement number 11: *accessing Instagram to fill spare time* ( $3.12 < 3.21$ ) and statement number 12: *accessing Instagram to get entertainment* ( $3.23 < 3.26$ ). This is in line with the results of Haqqu, Hastjarjo & Slamet's research, which stated that students of the University of Sebelas Maret have very high enthusiasm for meeting their entertainment needs by watching Talk Show programs via Youtube. (Haqqu et al., 2019). This data also strengthens the results of previous research, which states that social media can provide satisfaction to the younger generation, especially students, in meeting their entertainment needs (Alhabash & Ma, 2017, Tayo et al., 2019).

The second satisfaction is obtained by mahasantri in the personal relationship aspect, where the data shows that the satisfaction value obtained by mahasantri from accessing Instagram social media is 0.06 greater than the value of the desired needs (table 10). Students getting recognition from others obtain this satisfaction, as shown in tables 8 & 9, statement number 9: *accessing Instagram to get recognition from others* ( $2.43 < 2.64$ ). This means that Instagram social media can satisfy students in building relationships with other people. Although not fully, social media can meet the needs of students in the aspect of personal relationships. As shown in statement number 7: *accessing Instagram social media to interact with other people* ( $3.22 > 3.12$ ) and

statement number 8: *accessing Instagram social media to be close to other people* (3.11 > 3.06), which means that in this aspect, Instagram social media has not been able to meet the needs of students in building interactions with other people and in terms of building closeness with other people. As the results of previous studies stated, social media users were significantly motivated to interact freely with friends and family (Fitrianti et al., 2020; Indriani & Prasanti, 2019), also to show friendliness to others, to interact with the opposite sex, and to find new acquaintances (Phua et al., 2016). So in the context of student needs building relationships and interacting with others have not been met.

As for the results of the analysis on the indicator of surveillance, it is known that Instagram social media can provide satisfaction to mahasantri in increasing knowledge, as shown in statement number 2: *accessing social media Instagram to get a sense of peace through the addition of knowledge* (3.09 < 3.17). This means that the needs of mahasantri to increase knowledge can be met through Instagram social media. However, in statement number 1: *accessing Instagram to find out various events related to the closest community* (3.41 < 3.35) and statement number 3: *accessing Instagram to find out various information about events and conditions related to the state of the world* (3.42 < 3.27) shows that Instagram social media has not been able to meet the needs of mahasantri. As mahasantri, who are active in the academic field, social media is important for adding new insights and knowledge through actual information to support the learning process or lectures. Information is part of human self-actualisation needs and will be fulfilled if someone finds the latest information to increase their knowledge (Herlina, Suriana & Misroni, 2015). The results of previous research by Pilli Olga revealed that the use of Facebook social media for academic purposes among students has doubled because Facebook is considered a medium that can fulfil their academic interests (Pilli, 2015). In addition, in their research, Ashrianto and Yustita explain that social media is one of the media used to find information about Papua because social media has the speed of conveying information, as well as the variety of information presented (Ashrianto & Yustitia, 2020). This is reinforced by the results of Nur'afifah and Prihantoro's research which shows that currently, Instagram social media is one of the most influential sources for millennials in travelling, where 79.50% say they use Instagram to find travel ideas. Instagram has changed how they search and collect information, and share content related to their travel experiences. This means that Instagram is a source of information for millennials in deciding on a trip (Nur'afifah & Prihantoro, 2021). The basic assumption of uses and gratification theory which says that the audience is active in choosing media and its use is goal-oriented is very relevant to this condition. They have different activities in using media to fulfil their needs (McQuail, 2011; Muyingo, 2017; Samani & Guri, 2019).



On the indicator of personal identity, the data shows that Instagram social media has yet to be able to provide satisfaction to mahasantri. This can be shown in the results of data analysis (tables 8&9) statement number 4: *accessing Instagram to find supporting values related to your personality as a student* ( $3.07 < 2.92$ ), statement number 5: *accessing Instagram to identify yourself with other values in Instagram* ( $2.98 < 2.96$ ) and statement number 6: *accessing Instagram to get more grades as a student* ( $3 < 2.93$ ) that the needs of mahasantri have not been met by social media Instagram. The result of Kertamukti, Nugroho, and Wahyuno's research reveals that people use Instagram stories to improve their social status, consciously or not. They show their lifestyle through Instagram to show their values and that they are different from others. (Kertamukti, Nugroho & Wahyono, 2019). Mahasantri needs a personal identity to identify with other values on Instagram social media and gain more values as mahasantri. However, Instagram social media has not been able to provide satisfaction as expected by mahasantri.

Based on the result of the analysis of 4 indicators, surveillance, personal identity, personal relationship and diversion, with two variables, gratifications sought (GS) and gratifications obtained (GO), tested in this study, it shows that Instagram social media can provide satisfaction to mahasantri of University of Darussalam Gontor. This is based on the results of the gap test between the mean score of the variable GS (36.55), which is smaller than the mean score of the variable GO (36.57). This means that the satisfaction obtained by students is 0.02 greater than the needs they are looking for on Instagram social media, proving that it can provide satisfaction for its audience. (Kriyantono, 2014). Social media Instagram competes with other social media to meet the needs of its audience, as the assumption of use and gratification theory states that active audiences choose media based on goals, and media compete for satisfaction purposes (Littlejohn & Foss, 2014). This is in line with the results of Tai-Li Wang, who says that the higher the level of involvement of a person in using the media, the higher the level of satisfaction obtained (Wang, 2014).

This study answers the increasing use of social media in Indonesia, which reaches 68.9% of the total population, and Instagram occupies the second position with active users of 84.8% of the total social media users (We Are Social & Hootsuite, 2022). The study also corroborates the results of the Luthfi, Pradana & Aditya research survey, which shows that 50% of mahasantri access Instagram more often (Luthfi et al., 2021). This means that mahasantri access Instagram social media based on the results of their beliefs and evaluations of the content provided by Instagram. In line with the assumption of the expectancy-value theory, which states that a person's motive for using the media begins with an attitude towards the media in the form of beliefs about what media is considered capable of meeting their needs and in the end, they provide an assessment and evaluation of the content of the media, so that the



media is considered capable of meeting their needs (West & Turner, 2017).

The limitation of the research is to be considered in a broader and more in-depth study. The limitations of this study: first, the research only takes mahasantri as the object of the analysis. It is necessary to conduct broader research by taking students from all districts, provinces or even throughout Indonesia to make the generalisation wider. Second, the results of this study need to be strengthened by digging in-depth information related to one's satisfaction with using social media, so research with a qualitative approach needs to be done. Third, this study only tested two variables: the gratification Sought variable, and the gratification Obtained variable. It would be better if there were the addition of one Dependency variable to measure the extent to which a person's dependence on social media would be.

## CONCLUSION

The study results show that Instagram social media can provide satisfaction for *mahasantri* University of Darussalam Gontor in the context of fulfilling knowledge needs, fulfilling entertainment, relaxing to fill spare time, fulfilling solutions, solving problems, and building personal relationships. This study empirically proves the increasing use of social media in Indonesia and Instagram as a second social media platform widely accessed by the public, especially teenagers. This study also strengthens the Uses and Gratification theory which assumes that the audience is active and selective in using the media according to the goal orientation, which depends on the difference in the level of their needs. The media competes to satisfy the audience, which in this study is mahasantri. It also strengthens the assumption of the Expectancy Value theory, which is based on the fact that the satisfaction obtained by students from Instagram social media begins with an attitude in the form of belief in Instagram social media which is considered capable of meeting their needs and in the end they access Instagram social media, providing an assessment and evaluation of the content presented by social media Instagram in meeting their needs. This research contributes positively to the University of Darussalam Gontor, and other higher education institutions' use of Instagram social media as a medium of information, socialisation of academic and non-academic activities and campus promotion activities. Also, as an effort for the government to improve media literacy in the community, especially for the younger generation, through various creative and educational content presented on Instagram social media.

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