Motives And User Satisfaction Level Of IGTV @Temanbumil During The Pandemic

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Abstrak

Pesan kesehatan kini bisa ditemukan di berbagai media, termasuk media sosial. Tujuan dari penelitian ini adalah untuk mengetahui alasan dan tingkat kepuasan yang dicapai oleh pengguna media (followers) ibu hamil @Temanbumil. 10 konten IGTV @Temanbumil yang memiliki viewer, like dan komen atau respon yang cukup banyak dari para followers @Temanbumil. Beberapa IGTV @Temanbumil tersebut memiliki 30.000–70.000 Viewers, 1.000–3.200 likes, beberapa komentar positif dan respon dari para followers @Temanbumil (pada tanggal 4/4/2020). Penelitian ini menggunakan teori *uses and gratification*. Penelitian ini menggunakan pendekatan kuantitatif, metode survey eksplanatif. Teknik sampling yang digunakan yaitu *purposive sampling*. Hasil penelitian menunjukkan bahwa motif di balik pengguna media IGTV @Temanbumil adalah kepuasan informasi dan bahwa pengguna media ibu hamil mendapat tingkat kepuasan tertinggi. IGTV @Temanbumil bisa memuaskan pengguna media ibu hamil. Informasi, identitas pribadi, integrasi sosial dan keterlibatan, dan hiburan adalah empat kategori. Kemudian untuk motif penelitian yaitu pengetahuan 3,55, identitas pribadi 3,31, kenikmatan 3,18, dan motif integrasi dan interaksi sosial 2,98 diperoleh hasil urutan. Motivasi informasi merupakan variabel yang paling kuat dan bernilai paling tinggi dalam variabel motif. Dalam situasi ini, informasi mendesak ibu hamil untuk mengikuti akun Instagram yang berfokus pada kehamilan IGTV @Temanbumil. Kesimpulannya bahwa motif dan kepuasan pengguna media berhubungan dengan IGTV @Temanbumil yang membahas tentang kesehatan kehamilan kategori tinggi.
Keywords: IGTV; teori uses and gratification; kesehatan kehamilan

Abstract

Health messages can now be found in various media, including social media. This study aimed to find out the reasons and the level of satisfaction achieved by media users (followers) pregnant women @Temanbumil. Ten @Temanbumil IGTV content with many views, likes, comments, or responses from @Temanbumil followers. Some of @Temanbumil's IGTVs have 30,000–70,000 Viewers, 1,000–3,200 likes, some positive comments and responses from @Temanbumil followers (on 4/4/2020). This study uses the uses and gratification theory. The paradigm used is positivistic with a quantitative approach. The method used is the explanatory exploratory survey method with the purposive sampling technique. The results showed that the motive behind @Temanbumil's IGTV media users was information satisfaction and that pregnant women media users got the highest level of satisfaction. Therefore, IGTV @Temanbumil can satisfy media users for pregnant women. Information, personal identity, social integration and engagement, and entertainment are the four categories. Then, the results obtained are sequences for the research motives, namely knowledge 3.55, personal identity 3.31, enjoyment 3.18, and the motive for integration and social interaction 2.98. Information motivation is the most potent variable and has the highest value in the motive variable. In this situation, information urges pregnant women to follow the Instagram account that focuses on pregnancy IGTV @Temanbumil. The conclusion is that the motives and satisfaction of media users are related to IGTV @Temanbumil, which discusses the high category of pregnancy health.
Keywords: *IGTV; The Theory Of Uses And Gratifications; Pregnancy*

Introduction

Information can be found anywhere and at any time, all efficiently provided the Internet and other new media. New media aids people in accessing the kinds of health information they want at the pace they want. Effective communication about health can assist individuals in becoming more aware of risk factors and solutions to disease. Based on Hootsuite and WeAreSocial data (Hootsuite and We Are Social, 2020), Indonesia has 175.4 million Internet users at the end of January 2020, compared with 272 million at the end of January 2018. In Indonesia, Internet users increased by 17% over the year and 23% since 2016. Many people in Indonesia consume the highest Internet media in Indonesia, i.e., using any device for 7 hours and 59 minutes. In addition, people spend three hours and 26 minutes each day on social networks via digital devices and platforms. Thus, the rise of the Internet and the proliferation of digital media have facilitated access to information. Thus, Internet development and digital media have opened access to information (Lestari, Fadilah, & Wuryanta, 2020).

The existence of a social media application network has changed the world of communication considerably. Not only that, social media is also considered to have become a new player as a new power center leaving old media such as newspapers, magazines, radio and television (Ferica, 2020). Social media are used for messages or information exchange and entertainment by merely viewing the platform's content and enjoying it. Indonesia will become the fourth most significant social media platform in 2020- a percentage increase from Facebook (63 million users out of 160 million active social media users). The various typologies of media formulated from the point of view of the U&G theory show the same tendency in terms of choosing and getting satisfaction from a particular media (Monggilo, 2016).

Instagram continues to develop innovation after innovation. The latest innovations, such as the various features Instagram has incorporated, make the app more user-friendly. An example of a feature provided by Instagram, such as IGTV or Instagram TV. Referring to the research Suparmo (2017), Rapid advances in information technology have displaced the culture of using communication facilities and infrastructure from some of the ways of mass communication to social media.

IGTV (Dewaweb Team, 2018), or Instagram television, is a simple feature to present or message content as videos with a 60-minute duration. In this study, IGTV (Instagram Television) research is conducted on the Instagram @Temanbumil account (TemanBumil, 2020), an Instagram-based platform that implements health communication. Individuals, as readers, frequently seek out specific types of media to meet their needs (F. Luvena, 2019, J. Mehrad, 2016).

PT Global Urban Esensial (GUE) is a product of pregnancy and development of children up to three. Friends of pregnant women use IGTV (Instagram TV) to communicate pregnancy and development with 61 IGTV contents and quite a few followers, namely 495,000 followers (TemanBumil, 2020). @Temanbumil has many viewers, likes, and comments or answers from @Temanbumil supporters. Based on these different things, this study identifies problems, namely: (1) What are IGTV @Temanbumil users' motives?; (2) What is the satisfaction level for IGTV users on Instagram @Temanbumil account?; (3) Is there a connection between pregnant women's motivation and satisfaction on IGTV @Temanbumil Instagram? This study aims to formulate the problem to learn about IGTV @Temanbumil user's motives and know the satisfaction level of IGTV media users @Temanbumil and IGTV @Temanbumil knows the correlation between reasons and user satisfaction.

Literature Review

A theory that the audience is the most active part of communication is presented. This theory was developed in the early 1970s by Katz et al. (1974). The theory states that audiences receive media messages and choose which media they receive them, based on their needs and what they already know. Katz et al. (1974) believe that media are used in many different ways by audiences. It seeks to determine the needs and source of the media it uses and how happy it is. As described (Katz et al., 1974), a person engages in an activity for one of four reasons: (1) The audience is actively involved. The audience for the film is presumed to be the intended. McQuail (2011) identifies several consumer needs, including distraction (as a way to escape from daily life), relationships with others (as a way to replace one's friends), and self-identification (as a way to strengthen one's values) (the way individuals use the media to achieve something). According to Jay Blumer, the notion was based on audience behavior when it came to media use, namely the use of (the use of media for a particular purpose), intentionality (when the motivation of the people in the media selected), selectivity (the use of media is determined by the audience) from its motives to meet a necessity and influence to survive (the audience that accepts and deduces the meaning of the media content it has chosen). (2) The population's initiative to link content choice with experience lies with the audience. (3) The media compete with other sources for the presentation of news content. These needs could be satisfied through various media types, incorporated into particular groups' behavior. (4) Users of a medium can be motivated to provide an accurate picture of its quality. (5) The audience determines whether the content is worthy of any praise or notoriety.

Denis McQuail and colleagues (Mcquail, 2011) identified several ways to classify the needs

and motives of the audience: (1) Oversight or information. Media helps people achieve what they want, particularly in terms of information needs. (2) Personal or Integration and Social Interaction relationships. The audience's motivation is to strengthen social connections with other audiences/media users. (3) Identity Personal. Use media content to satisfy personal identity requirements. (4) Fun or entertainment. Motives coming from the audience include leaving a routine or getting rid of boredom.

In connection with this research, the theory of uses and gratification is a media theory that is used to ascertain the audience's motivations and contentment. In this study, social media Instagram was studied on videos presented using IGTV. Publics actively and selectively use media to find something they need and satisfy their audience with what they get from their chosen media.

New media are adapting or representing media (traditional media). New media or online media combine media elements that incorporate multiple media types (Lievrouw, 2011). New media are also flexible, interactive, and available at the touch of a button (Mondary, 2008). The spread of new technology with digitization processes and uses enables the public to effectively access all forms of information. New media are not only a tool or technology for the distribution of information; they can contain and express messages that can be understood by an audience, including the effects and impacts of media content. New Media is a digital form of communication technology that is efficient for spreading messages or information to an audience. New media has created a fundamentally new role for communication in society. The Internet has increased how people communicate and make it easier. In this era, the Internet responds to society's needs by quickly communicating and obtaining information.

Media are containers or channels through which messages are sent to receivers (receivers). The word "social" relates to the dissemination of information and awareness. Social media allows people to maintain a relationship with media devices. There are three forms of media socialization: introduction, communication, and cooperation, interdependence, and form a society's environmental system. Social media is an Internet-based form of media that allows users to interact, cooperate, share and communicate with others (Nasrullah, 2015). Social media has made it easier for people to create media and easier to communicate and interact with.

Instagram (Atmoko, 2012) is a mobile social media application that provides users with a digital medium to post photos and videos. As Instagram continues to become more aesthetically appealing, it can inspire and improve creativity for its users. Instagram is popular due to how fast pictures can be shown and that there are many users. However, when it was first launched

in 2010, the Instagram application was intended as a photo and video sharing platform (Savitri & Irwansyah, 2021, p. 183).

Instagram provides a new way of communication on social networks by allowing people to upload photos and videos. Instagram is distinct from other photo and video-sharing software in that it may also be used to send brief messages. Instagram has significantly changed over the years. Instagram currently has a wide range of powerful and straightforward features that make information, information sharing, interactions with other people, entertainment, and other user objectives easier.

Instagram's popularity stems from the new features that have helped make the site even more attractive to users. Instagram's TV-inspired feature is another of its latest offerings. Instagram TV, or IGTV, is an application built on social media and enhanced with mass media functionality (television). IGTV is a feature for watching long-form videos. Unfortunately, there was an error (Sendari, 2019).

IGTV allows users to watch videos in a horizontal format. IGTV is part of Instagram and needs Instagram to view it (IOS or Android). The IGTV feature of Instagram is a recent addition to Instagram's platform and is used by Instagram's users. IGTV is a new Facebook feature that allows users to publish videos that are only one minute long. Whenever there is an IGTV feature, it can be up to 60 minutes or longer (Systrom, 2018). IGTV content is not limited to a particular area and can be captured using the Instagram account profile highlight feature. IGTV allows comments for Instagram users and also allows users to respond to the remarks made by other users. In addition, Instagram can like and watch videos and send private messages to friends (personal messages on Instagram).

Motivation is an incentive to achieve an objective. Motivation refers to the relation between response and an individual state of impulses. The motive shows a person's behavior to achieve satisfaction (Ghufron, 2012). The reason for uses and gratification theory is GS (*Gratification Sought*) and GO (*Gratification Obtained*), as McQuail mentioned in the book (West & Turner, 2017). Types of audience motive for media selection (GS), namely:

1. Information reasons. Information reasons.
   - Can find out about various community-specific events and conditions.
   - Can seek guidance on different matters.
   - Can resolve curiosity. Can resolve curiosity.
   - Can acquire further knowledge.

2. Personal Motive Identity.
   - Can find supporting values.

- It can be identified with media values.
- Receive training to understand better the role of future mothers.

3. Interaction and integration motive.

- Can find conversation material and social interactions with other media users.
- Acquire knowledge of the circumstances of other people (social empathy).
- Want to be close to others.
- Can interact with the admin account or associates.

4. The motive of entertainment.

- Can fill in time spare.
- Get fun and entertainment.
- Can get out of trouble.

Satisfaction of the audience's needs through media based on certain motives and goals. Happiness comes from the feelings of a person after comparing the desires or expectations and obtained results. Satisfaction is an attitude that media users demonstrate after receiving an expectation achieved via a selected media. Happiness will be achieved if media choice and motivation can match public needs. Furthermore, the audience will be dissatisfied if what they expect, and the chosen media requirement is not adequately achieved.

The uses and gratifications theory includes a concept for determining an individual's level of happiness with the media he or she chooses. Likewise, Palmgren's model of expectation value can be a benchmark for measuring audience satisfaction.
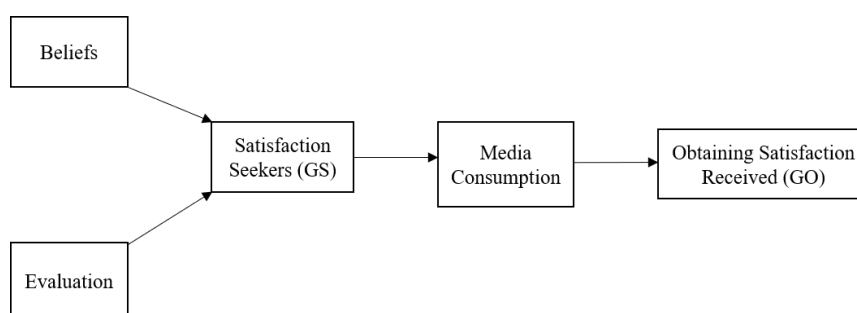

Figure 1 Model Expectancy Value (Kriyantono, 2020, p. 372)

In this concept, a consumer's beliefs and evaluation values derive from their media choices. Therefore, the motives or satisfaction sought by these audiences in the use of the press must be known. The level of audience satisfaction can be achieved after media use or consumption. GS (Gratification Sought) and GO are the concepts for measuring satisfaction (Gratification Obtained). By measuring GS and GO, we can also find out the fulfillment of the audience. The

gratification that can be obtained by the audience from the use of media can be influenced by various factors (Karman, 2013).

According to McQuail in the book, several categories of satisfaction (GO) are gained by audiences (West & Turner, 2017). The satisfaction categories obtained by the audience (GO) are:

1. Satisfaction with information

• Can find out about various community-specific events and conditions.

• Can seek guidance on different matters.

Can resolve curiosity. Can resolve curiosity.

• Can acquire further knowledge.

2. Satisfaction with personal identity.

• Can find supporting values.

• Can be identified with media values.

• Receive training to understand better the role of future mothers.

3. Integration and social interaction satisfaction.

• Can find conversation material and social interactions with other media users.

• Acquire knowledge of the circumstances of other people (social empathy).

• Want to be close to others.

• Can interact with the admin account or associates.

4. Satisfaction with entertainment.

• Can fill in time spare.

• Get fun and entertainment.

• Can get out of trouble.

Health is the dream of everyone to avoid different diseases that can affect their day-to-day activities. WHO health is a state of mental, physical, and social well-being that usually works, and there is no illness. Pregnancy is an embryo or fetus condition in a woman's womb. Pregnancy begins at conception, and gestation lasts from ovulation to delivery for about 40 to 43 weeks (Kuswanti, 2014).

In the early stages of pregnancy, a mom's health influences the pregnancy's success rate and the baby's health, which is still in the womb or was born. Therefore, waiting mothers need to maintain their health and prevent factors affecting future mothers' conditions during pregnancy (Johnson, 2016). A mother needs to support and maintain the health of the pregnancy.

The most important factor to consider is having a perfect pregnancy in order for both mother and baby to be healthy. We need to do several things to keep the womb healthy, one of which is to find information about pregnancy. This study uses the theory of uses and gratifications to measure satisfaction in determining the chosen media. This study decides Instagram media on IGTV (Instagram TV) as the audience's media consumption. This study also uses four categories of uses and gratification theory to establish motives for and satisfaction for the audience: information, personal identity, social integration and interaction, and entertainment.
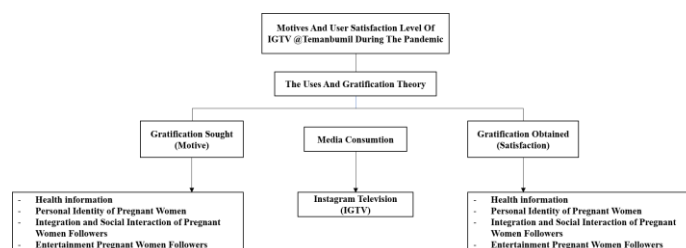

Figure 2 Framework (by Researchers)

Methods

This research shows how media users (followers) of pregnant women have been satisfied by IGTV @Temanbumil. The paradigm is a positive paradigm. The research approach used to examine a problem with research tools in data collection is quantitative. The data in this quantitative research can be processed and analyzed using statistical methods of calculation. This study examines the correlation between motivations and satisfaction among pregnant women users in IGTV @ Temanbumil media following the predetermined hypothesis. This study employs an explanatory methodology to show the relation between two factors: the motivation and satisfaction of pregnant women media users. The explanatory survey method is an investigation of causality by observing the effect that occurs, namely taking a sample of the population using a questionnaire as a data collection tool (Riyanto, 2017).

This study uses unlikely sampling, where each population element does not have the same opportunity to be selected as a sample (Siregar, 2018). Take population with a targeted sampling method, namely the process by which respondents are determined according to specific criteria or objectives. Sampling is performed using the Slovin formula with 95% confidence and an error rate of 5% (sampling error).

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{495.000}{1 + 495.000\,(0,05)^2}$$

$$n = \frac{495.000}{1 + 495.000\,(0,0025)}$$

$$n = \frac{495.000}{1 + 1.237,5}$$

$$n = \frac{495.000}{1.238,5}$$

$n =$ 399,6 Rounded to 400.

In this study, 400 respondents were selected to respond to the later statements of the researchers. The data collected in this survey used necessary data, namely from the researcher's source and location. Therefore, the primary data chosen by researchers in this study were questionnaire technology.

The questionnaire is a data collection technique through several questions or written statements (Sugiyono, 2019). The survey is a closed questionnaire. The answers appeared in the form of several comments to the respondent in the form of several decisions.

The statements in this questionnaire relate to media users' motives and satisfaction. In this research, the questionnaire instrument's measuring scale uses a Likert scale to measure the individual's attitude towards an object. Likert Scale Measurement Tool: Strongly agree (4), Agree (3), Disagree (2), and Strongly Disagree (1) (Siregar, 2018; Joshi, 2015).

Descriptive statistics and correlation coefficients were used for data analysis in this study. First, the descriptive statistics provide a table of the motive's mean value with the mean satisfaction value. Then compare the two mean values to obtain the desired value. Next, use the correlation coefficient to find the relation between the two variables, namely the motive variable (X) and the satisfaction variable (Y). Finally, regression analysis is used as a method to calculate the correlation coefficient.

This study uses the formulation as a simple linear regression:

$$\mathbf{Y = a + bX}$$

The product-moment correlation formula can be used from an instrument to calculate the validity test. The formula is the following:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

This study uses Cronbach Alpha's reliability test method to determine whether the research device is reliable. The reliability formula of Cronbach alpha that could be used in this study (Siregar, 2018), namely:

$$r11 = \left(\frac{k}{k-1}\right)\left[1 - \frac{\Sigma\sigma_b^2}{\sigma_t^2}\right]$$

This study uses the Pearson coefficient of correlation formula with SPSS 25 to analyze media user motives and satisfaction levels. The hypothesis test will check whether the hypothesis is accepted or rejected after the questionnaire results are taken and calculated using SPSS 25. The theory is drawn in this study, according to the explanation described, is:

H1: There is a strong correlation between IGTV @Temanbumil's motives and user satisfaction. Ho: There is no strong correlation between IGTV @Temanbumil's motives and user satisfaction.

Results

This study uses the theory of uses and gratifications because this study measures the content of media users of pregnant women with the media, IGTV. Therefore, Palmgreen's expectation value to measure media users' satisfaction must first look at media users' motives in the benefits and gratification theory model. The researcher once conducted this investigation by distributing a statement questionnaire to 30 respondents. The preliminary results demonstrate whether the tool is appropriate for researching the successive 400 samples and then processing the data using SPSS 25 with a significant level of 5 percent.

The researchers distributed 400 questionnaires following a pre-test test for both validity and reliability.

Table 1 Results of Variable X (Motives) and Variable Y (Satisfaction), (by Researchers)

Indicator	Per-item mean	Overall Mean	Total	Indicator	Per-item mean	Overall Mean	Total
Motive Information	3.72	**3.55**		Satisfaction Information	3.85	**3.68**	
	3.29				3.43		
	3.51				3.66		
	3.68				3.78		
Motive Personal identity	3.15	**3.31**		Satisfaction Personal identity	3.26	**3.43**	
	3.48				3.65		
	3.31		**3.24**		3.39		**3.35**
Motive Integration and Social Interaction	2.91	**2.98**		Satisfaction Integration and Social Interaction	2.96	**2.97**	
	3.19				3.28		
	2.83				2.81		
	2.97				2.85		
Motive Entertainment	3.22	**3,18**		Satisfaction Entertainment	3.33	**3.32**	
	2.98				3.09		
	3.34				3.53		

Discussion

The results show that the satisfaction value achieved by pregnant women media users who view IGTV @ Temanbumil is higher than media users (GS <GO). This indicates a gap because their needs are more significant than expected before IGTV @Temanbumil was watched. This study uses four classifications or category divisions in uses and theory of gratification to measure the public's motives and level of satisfaction in a media. The four categories are information, personal identity, social integration and interaction, and fun.

Of the four classifications of the motive categories, among other indicators, the main motive with the most significant value is the information motive value. This information motive indicator shows a mean value of 3.55. That means that pregnant women media users can choose IGTV @ Temanbumil to find out and get information about their pregnancy. On the other hand, the lowest score in the category of motives is the motivation for integration and social interaction. This is due to the meager results of items in statements x8 and x9. The mean yield for this motive indicator is therefore 2.98.

The information satisfaction score is the highest value among the four categories of satisfaction indicators. The mean value achieved by this indicator is 3.68 with (GS <GO). This means that pregnant women's media users are satisfied with the information presented on IGTV @ Temanbumil on pregnancy health. These results suggest that the @Temanbumil Instagram account is informative for millennial media users, particularly pregnant women who need pregnancy health information.

The satisfaction of inclusion and social interaction is the lowest score in the satisfaction category. The average result of this integration and interaction indicator is 2,97, with a more satisfactory motive (GS> GO). Variable x (motive) includes indicators of information (questions 1-4), personal identity (questions 5-7), integration and social interaction (questions 8-11), and entertainment (questions 12-14), according to the classification of the variable X in R. Marta (2013). This is due to the lowest and unsatisfactory satisfaction value in the x10 and x11 statements. This declaration has a relatively low score in x10, namely 2,83> 2,81, which means that not many pregnant women want friendship with others who do not know about the media. It has been cited as saying (Dewi & Delliana, 2020), which states that people are more restricted to social media than people who do not think they know in social media accounts. The statement x11 also means that the @ Temanbumil Instagram administrator does not answer any questions put by pregnant female media users in the IGTV comment column. Therefore, we can conclude that @Temanbumil does not satisfy integration and social interaction indicators because some items have low or unsatisfactory values.

The data processing shows a strong correlation between the media's motive and satisfaction for IGTV @ Temanbumil pregnant women. In this case, the reason has a relationship or is linked to media users' satisfaction. The result from the hypothesis test, namely 20,599, was obtained from a study with 400 interviewees, after which the t table value was 1.95 with df = 400-2 = 398. Therefore, Ha is accepted, and Ho is rejected. Consequently, a strong positive correlation exists between IGTV @ Temanbumil media motives and user satisfaction. For pregnant women, IGTV @ Temanbumil, the correlation between motive and media user satisfaction has a correlational value of 0.718 so that a strong correlation between reason and satisfaction is established.

Conclusion

Based on the findings of the analysis and discussion done in this study, it is recommended that: Motives and Satisfaction Levels of IGTV @Temanbumil media users have come to some conclusions, namelyThe study uses four categories of uses and theory of gratification to measure the reasons and satisfaction of the public when choosing a medium. The four types are information, personal identity, social integration and interaction, and fun. Then sequence results were obtained for the study's motives, namely information 3.55, personal identity 3.31, entertainment 3.18, and integration and social interaction motives 2.98. The information motive is the highest and strongest value in the motive variable. In this case, information encourages pregnant women to watch the Instagram account for pregnancy IGTV @Temanbumil.The satisfaction values obtained from this study are 3.68 for information satisfaction, 3.43 for personal identity satisfaction, 3.32 for entertainment, and 2.97 for integration and social interaction. Therefore, the highest and strongest result in the satisfaction variable is information satisfaction. In this case, the information presented on Instagram's social media in IGTV @ Temanbumil is the most sensitive and satisfying indicator for media users for women pregnant @ Temanbumil.This study shows a correlation between motivation and pregnant women's satisfaction level in the media @Temanbumil. The development of the relationship value is 0.718 or 71.8%, this implies that there is a high positive correlation between motives and satisfaction.level of IGTV @ Temanbumil, which deals with pregnancy health, seen by pregnant women media users.

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