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THE EFFECT OF INSTAGRAM ACCOUNT MOTIVATIONAL POSTS @RINTIKSEDU ON THE QUALITY OF LIFE OF HIS FOLLOWERS

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Abstrack
Instagram is one of the most popular social media platforms in Indonesia, because internet users have reached 210 million people. This study refers to the Instagram account @rintiksedu which uploads a lot of motivational posts that can build the quality of life of followers through the posts uploaded. The purpose of this study is to find out how much influence the motivational posts on the Instagram account @rintiksedu are related to self-expression, self-expression, enhancement and cognitive motives as stated by Fradsen on the quality of life of followers. In this study, the researcher used a quantitative descriptive approach with a simple linear regression test data analysis technique, while the population in this study were followers of the Instagram account @rintiksedu. The sampling technique used is purposive sampling using the Slovin formula. Data collection is used by distributing questionnaires to 100 respondents who are active followers of @rintiksedu. The results showed that there was a positive and significant influence between motivational posts on the Instagram account @rintiksedu related to self-expression, self-enhancement and cognitive motives on the quality of life of followers, with a fairly strong correlation coefficient.

Keywords: Instagram, Motivational Posts, Quality of life

A.   Introduction

Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, there are 204.7 million internet users in the country as of January 2022. The trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. It was recorded that the total population of Indonesia amounted to 277.7 million people in January 2022 (Databoks, 2022). Meanwhile, the latest data from the Indonesian Internet Service Providers Association (APJII, 2024), in 2022 internet users in Indonesia reached around 210 million.

According to Howards and Parks, social media is a medium which consists of three parts: information infrastructure, message instruments, and social media users. Social media is a type of media that is very effective for disseminating information, social media has high social dynamics so that it allows fellow social media users to communicate openly. Nowadays, social media is a popular media that is often accessed by all circles. One of the popular social media is Instagram.

The popularity of Instagram has skyrocketed. This is reflected in the

growing number of users in recent years. Instagram occupies the 4th position in the list of social media with the most users globally after Facebook, YouTube and WhatsApp. According to Business of Apps data, Instagram users globally have reached 1.96 billion people in the first quarter of 2022. That number increased by 1.67% from the previous quarter which was still 1.92 billion people. Meanwhile, when compared to the first quarter of 2021, the growth reached 4.42% in a year (Katadata, 2022). Based on Napoleon Cat data, there were 107,251,500 Instagram users in Indonesia in June 2022. The majority of them are women with an age range of 18 to 24 years, and are the largest user group.

At the beginning of its appearance, Instagram can be said to be a unique social media. Not only because it is photography-based, but also because of its features such as cutting a photo into a square shape so that it resembles the results of a photo from a polaroid camera, likes for uploaded photos, and also a comment column as a feature that makes it easier for users to communicate. To attract readers. Interesting content is the main key. Starting from the selection of content in the form of photos, videos, and writings must be creative in order to attract the interest of Instagram users.

One of the Instagram accounts @rintiksedu with 2.5 million (followers) who uploads a lot about motivational posts on Instagram social media. Rintik Sedu is an Instagram account that contains sentences about love, heartbreak and motivational posts about various life problems, in this study the author focuses on research on motivational posts about life problems on @rintiksedu Instagram uploads that can build the quality of life of its

followers through writing posted on Instagram, rintik sedu also often shares motivational posts through messages that can have an influence on its followers by uploading various posts in the form of self-expression related to self-actualization, self-enhancement related to self-improvement and cognitive motives of self-satisfaction on the account page. Rintik Sedu is the pen name of one of the productive young people, Tsana, born in Jakarta, May 4, 1998, whose full name is Nadhifa Allya Tsana is a young writer whose work is no doubt. Tsana is a student of Politeknik Kesehatan Jakarta majoring in electromedical engineering. Tsana has successfully published books that she wrote including Geez and Ann #1 (2017) Geez and Ann #2 (2017), Geez's Secret Book (2018), Buku Minta Dibanting (2020), Masih Ingatkah Kau Jalan Pulang (2020), and Geez and Ann #3 (2020), Buku Minta Disayang (2021). Based on the explanation above, the authors are interested in conducting research with the title "The Effect of Motivational Posts of Instagram Account @rintiksedu on the Quality of Life of its Followers".

B. Literature Review

Instagram Social Media

The emergence of media as an internet technology automatically affects the development of social media in society. Social media is online media that supports social interaction. Social media uses web-based technology that turns communication into an interactive dialog. Through social media everyone can create, edit and publish their own news content, promotions, articles, photos and videos (Nurudin, 2012: 53).

The name Instagram comes from the meaning of the app's overall functionality. The word "insta" comes from the word "instant" like the polaroid cameras that were more commonly known as "instant photos" back in the day. Instagram can also display photos instantly, like polaroids in its display. As for the word "telegram", where the telegram itself works is to send information to other people quickly. Similarly, Instagram can upload photos using the internet network, so that the information you want to convey can be received quickly. That's why Instagram comes from instant-telegram (Id.wikipedia.org, n.d.).

Instagram was founded in 2010, Burbn.Inc is a technology star-up that focuses only on developing applications for mobile phones. Initially, Burbn.Inc had too much focus on HTML5 mobile (Hypertext Markup Language 5) but the two Chief Executive Officers, Kevin Systrom and Mike Krieger decided to focus on just one thing (Landsverk, 2014).

Instagram features, Instagram as a photo sharing social media has the basics in its use according to Landsverk (2014) the use of Instagram includes:

a. Feed
   In this feature users can see posts uploaded by friends who have been followed.
b. Popular "tab"
   Popular "tab" is used for users to view other uploaded photos and in this feature, users will see the most liked photos each time. If you want to see something more specific, write in the username and hastaghs column.
c. News and updates
   With this Instagram, one time interacting with friends who are followed through photos uploaded with like, or comment and bring up notifications on our Instagram that generate Instagram user information.
d. Like and comment
   Like or comment on Instagram is an appreciation and appreciation for Instagram users. If the user is interested in a photo, then we can like the photo by giving a double tab and can comment if you want to interact with other users.
e. Your Profile
   Profile can be seen in the square icon, in the profile stored photo archives that users have uploaded.
f. Post
   Posting is the language when uploading photos. Photos that will be uploaded can be layered to make them look attractive using the features provided by Instagram.

Motivational Post @rintiksedu

In the Big Indonesian Dictionary, posting is defined as writing or images displayed online, especially on social media or blogs. On social media Instagram posting is part of the features provided for Instagram users to upload images or photos and videos. So that some Instagram users often upload various moments of their lives on this social media and sometimes call this posting term an Instagram post.

Michel J. Jucius mentions motivation as an activity to encourage someone or oneself to take a desired action. Motivation is a psychological symptom in the form of an impulse that arises in a person consciously to take an action with a specific purpose. Motivation can also be in the form of efforts that can cause a certain person or group of people to be moved to do something because they

want to achieve the desired goal or get satisfaction with their actions.

Fradsen provides an understanding of motivation divided into three groups, including:

a. Self-expression or some form of human behavior, individuals do not just know why and how things happen, but are also able to make things happen. Creativity and imagination are needed, for someone who has a desire for self-actualization.

b. Self-enhancement. Through self-actualization and competency development, one's self-enhancement will increase. Self-enhancement is one of the desires of every individual.

c. Cognitive motives where this motive points to intrinsic symptoms, namely concerning individual satisfaction. Individual satisfaction is within humans and usually takes the form of mental processes and products.

So it can be concluded that motivational posts are posts that contain writing or words of encouragement in the form of self expression, self enhancement and cognitive motives as stated by Fradsen. In this case the @rintiksedu Instagram account uploads motivational posts related to this so that researchers are interested in discussing motivational posts uploaded on the @rintiksedu Instagram account.

Quality of life

Quality of life according to the World Health Organization Quality of Life (WHOQOL) Group (Rapley, 2003), is defined as an individual's perception of the individual's position in life in the context of the culture and value system in which the individual lives and its relationship with goals, expectations, standards set and one's concerns (Benson et al., 2020). Quality of life is defined as an individual's perception of their position in life within the context of the culture and value system in which they live and in relation to their goals, expectations, standards and concerns (Costa et al., 2021).

Quality of life is an individual's subjective perception of the physical, psychological, social, and environmental conditions in their daily lives (Costa et al., 2021). Quality of life is a way of life, something essential to encourage life, the existence of various physical and mental experiences of an individual that can change the further extension of the individual in the future, high social status, and a description of the typical characteristics of an individual's life (Giannico et al., 2021) WHO (Pankewycz et al., 2023) describes quality of life as an individual's perception of their position in life in the context of the culture and value system in which they live and live in relation to their life goals, expectations, standards and focus of life. This concept includes several broad dimensions, namely: physical health, psychological health, social relationships and the environment.

Quality of life is based more on what the individual wants to achieve. Individuals will choose their quality of life so that it matches what they are looking for and want. Quality of life is an individual's own experience. If individuals have a good life experience and as expected, it is assumed that their lives will gain pleasure, peace, and satisfaction (Diener & Suh, 1997). The approach used in measuring quality of life in this study is to use Alberta which measures (1) Emotional Well-Being consisting of Contentment, Self

Concept, Body Image, Ideal Self, Social Self; (2) Interpersonal Relations consisting of Relationship, Support, Trust; (3) Personal Development consisting of Opportunity to grow, Personal competence, Enjoyment of daily activities.

Followers

I Followers or followers are a reference to users who follow each

A. Theoretical Overview

The description of theory in a study is a systematic description of the theory (and not just the opinion of experts or book authors) and results relevant to the variables under study. A theory is a line of logic or reasoning, which is a set of concepts, definitions, and propositions that are systematically organized. In general, theory has three functions, namely to explanation, prediction, and control. In this quantitative research, the theory used is the Two step flow model of communication.

This study aims to determine how much influence the motivational posts uploaded by the @rintiksedu Instagram account have on the quality of life of followers after accessing, viewing and reading messages related to increasing self-actualization Cooper and Schindler (2014), suggest that theory is a set of concepts, definitions and propositions that are systematically arranged so that they can be used to explain and predict phenomena. From his research, Lazarfelt then gave birth to the two-stage theory (two step flow). The main idea of this theory is that messages are conveyed by the media through opinion leaders to opinion followers. In two-stage communication, the flow of messages moves from mass media to opinion leaders and then to opinion

other's accounts on the Instagram social media platform. Followers can quickly connect to information based on the content uploaded by the account they follow. Followers themselves can also interact with accounts that are followed to exchange information or just comment on content through the comment's column provided.

followers in this study the mass media used is Instagram where currently Instagram users are very high while the opinion leader is the @rintiksedu Instagram account where the posts uploaded on the Instagram page contain messages related to self-expression, self-enhancement and also cognitive motives that can build the quality of life of its followers after accessing, viewing and reading motivational posts on the @rintiksedu account. Followers of the @rintiksedu Insatgram account act as opinion followers who can be influenced through the spread of motivational post messages.

B. Research Methods

The research method will contain certain tools and techniques used to test a research hypothesis, this is in line with the opinion expressed by Sugiyono (2019) which states that:

"Research methods are defined as scientific ways to obtain data with specific purposes and uses."

Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim of describing and testing predetermined hypotheses. This research is quantitative research which according to Vardiansyah (2016) is a

type of research that builds knowledge and obtains truth based on measurable data. Which means that data must be collected, processed, analyzed in mathematics and statistics (Bahtiar & Marlina, 2022).

In this study, the authors intend to test two variables to determine whether there is an influence between the independent variable (X) Instagram account @rintiksedu and the dependent variable (Y) quality of life. Influence is used to determine the direction and strength of the influence between two or more variables, while regression is used to predict the value of the dependent variable based on the independent value (Sulaeman et al., 2022).

Population and Sample

According to Hair, (2019) population is the whole element that will be used as a generalization area. In this case the population is a generalization area consisting of: objects or subjects that have certain quantities and characteristics set by researchers, to be studied and then drawn conclusions. The population in this study are active followers of the @rintiksedu Instagram account. Based on data that researchers found followers of the @rintiksedu Instagram account as of March 19, 2022 at 07:10 WIB, the total number of followers amounted to 2,500,000 million. It is not known with certainty the population in this study because it is likely to continue to grow, so the research population is called infinite. A population with an unknown number of identities is called an infinite population.

According to Creswell (2017), the sample is part of the number and characteristics that the population has. When the population is large, and it is not possible for the researcher to study everything in the population, then the researcher can use samples taken from that population. What is learned from that sample, the conclusion will be applicable to the population. For that the sample taken from the population must be really representative.

Based on the survey conducted in this study, the authors used a sampling technique of non probability sampling. In non probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Bahtiar et al., 2022).

The criteria of respondents who will be sampled in this study are as follows:
a. 17-24 years old.
b. Have followed @rintiksedu instagram account for at least 3 months.
c. Access, view and read motivational posts Instagram account @rintiksedu.

The sample used in this study as many as 100 followers Instagram account @rintiksedu, as for the data analysis techniques used in this study is a simple linear regression test, simple linear regression analysis is one of the regression methods that can be used as a statistical inference tool to determine the effect of an independent variable (independent) to the dependent variable (dependent).

C. Research Results

Instagram followers @rintiksedu to obtain data on the effect of Instagram account posts @rintiksedu on the quality of life of his followers conducted a questionnaire on Instagram followers @ rintiksedu. The questionnaire was distributed by sharing the Google from link via direct message on Instagram, WhatsApp, Line, and Twitter features.

Characteristics Of Respondents

In this section will be explained descriptively about the dissemination of background data of respondents consisting of various differences in characteristics. Characteristics of respondents discussed in this study include gender, age, and level of Education taken by respondents. It is known that the gender of the 100 respondents who filled out the questionnaire, namely there are 8 male respondents (8%), and there are 92 female respondents (92%). Based on the above data, it can be seen that active followers of Instagram @rintiksedu are dominated by women, it is also known that respondents with the age of 21 years are more dominant with the level of Education taken by respondents who are Bachelor of strata 1 (S1).

D. Discussion

Based on the results of research that has been done basic decision making in the analysis of simple linear regression uju in this study that can refer to two things, namely by comparing the value of significance with a probability value of 0.05 or by comparing the value of t-count with t-table. The significance value of this study is 0.001 < 0.05, so it can be concluded that the variable posting motivation (X) affect the quality of life of followers (Y) and based on the value of t, known t-count of 6,893 > t-table 3,652, so it can be concluded that the variable posting motivation (X) affect the variable quality of life (Y). The results of hypothesis testing (T test) showed that the value of the significance of motivational posting variable is equal to 0.001 which is smaller than 0.05. It shows that motivational posting variables have an influence on quality of life because Ho is rejected and Ha is accepted. This means that there is an influence between the independent variable to the dependent variable.

The value of F-count in this study is 47,519 with a significance value of 0.001, it can be seen that the value of F-count is greater than the F-table (3.94) and the significance value is smaller than 0.05, namely 0.001. So there is a significant influence between motivational posts on the quality of life of followers. In this study the researchers also used Pearson product moment correlation test, this test is used to determine the degree of closeness of the relationship between the two variables, whether there is an influence between variable X to variable Y. the magnitude of the research correlation test is 0.571, with a significance value that appears 0.001 or below 0.05 that is correlated. Then it can be concluded based on the correlation test value and significance based on the interpretation above, it can be stated that there is a strong correlation related to variable (X), namely motivational posts of Instagram account @rintiksedu to variable (Y) quality of life of followers. While to determine the effect of the independent variable simultaneously to the dependent variable can be seen from the magnitude of the value of R^2 (coefficient of determination).

Thus obtained RSquare coefficient of determination that shows how good the regression model formed by the interaction of the independent variable and the dependent variable in this study was obtained at 0.327 or 32.7%, so it implies that there is a positive and significant relationship regarding the influence of the independent variable on the dependent variable that is equal to 32.7% sisamya

influenced by variables outside the study.

Conclusion

Based on the results and discussion of the above research that has been done, then kesimpulandari this study is:

1. The influence of motivational posts Instagram account @rintiksedu on the quality of life of its followers is positively influential and is included in the category is quite strong, this is evidenced by the correlation coefficient test which shows a value of 0.571 and also a GIS value of 0.001. On the results of the T-test is known t-count of 6,893 > t-table 3,652, so it can be concluded that the post motivation variable (X) affects the quality of life variable (Y). And obtained a significance value of 0.001 < 0.05, it can be concluded that the variable posting motivation (X) affect the quality of life of followers (Y).

2. The magnitude of the influence of motivational posts on the Instagram account @rintiksedu on the quality of life of followers is evidenced by the coefficient of determination which shows a value of 0.327. Which means that motivational posts uploaded on the Instagram account page @rintiksedu have an influence of 0.327 (32.7%) on the quality of life of followers, while the rest are influenced by things outside this study.

E. Recommendations

Based on the results and discussion of the above research that has been described, the researchers suggest some of the following:

Theoretical Recommendations

In this study only used one independent variable and the dependent variable is related to the effect of motivational posts Instagram account @rintiksedu on the quality of life of followers. On the account page there are many things that can be researched so as to expand the scope of research. Not only on Instagram @rintiksedu has many platforms used in spreading motivational messages to his followers, such as twitter, youtube and blogs.

Practical Recommendations

For the next researcher who will conduct further research in order to research and dig deeper related to this research, not only through motivational posts on Instagram account @rintiksdu. Rintiksedu is also part of spotify's exclusive podcasts.

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