

ABSTRAK

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MOTIF MAHASISWA UNIVERSITAS PELITA HARAPAN MENGIKUTI AKUN INSTAGRAM SPIRITUAL GROWTH

(xiii + 86 halaman: 7 gambar dan 36 tabel)

Kata Kunci: Motif, Media, *Uses and Gratification*, Spiritual Growth, Kerohanian, Instagram

Pergerakan Indonesia menuju negara maju dapat mendatangkan hal-hal yang baik dan buruk. Salah satunya adalah kecenderungan ketertarikan terhadap kerohanian yang menurun, seperti yang sudah dialami oleh negara maju, . Pepatah “*Consider the past and you shall know the future*” dapat dialami oleh siapa saja, termasuk negara Indonesia dengan melihat negara maju yang sudah ada. Malah faktanya, Indonesia sudah mengalami penurunan ketertarikan terhadap kerohanian. Hanya dengan melihat Indonesia adalah negara Muslim terbesar di dunia tidak cukup. Namun bagaimanapun juga, pengikut akun Instagram organisasi Kristen Universitas Pelita Harapan mengalami penambahan setiap bulannya, ditengah penurunan ketertarikan terhadap kerohanian di Indonesia. Untuk itulah diperlukan penelitian untuk mengetahui apa yang menjadi motif mahasiswa Universitas Pelita Harapan mengikuti akun Instagram Spiritual Growth.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Pengumpulan data penelitian dilakukan dengan data primer, yaitu kuisioner. Operasionalisasi Variabel yang dipakai didalam penelitian ini menggunakan Sembilan motif orang menggunakan media oleh Alan Rubin (1971). Penelitian ini juga menggunakan data sekunder berupa observasi. Kuisioner disebar kepada 270 orang sampel yang merupakan mahasiswa Universitas Pelita Harapan dari *followers* akun Instagram Spiritual Growth.

Hasil penelitian menurut nilai Mean menunjukkan bahwa, motif utama Mahasiswa Universitas Pelita Harapan mengikuti akun Instagram Spiritual Growth adalah *Learning about specific content* dan *Enjoyment*. Hal tersebut dikarenakan banyak faktor, salah satunya kecenderungan seseorang mengkonsumsi media karena alasan informasi dan *Enjoyment*.

Referensi: 17 (2005 – 2022)

ABSTRACT

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PELITA HARAPAN UNIVERSITY STUDENT'S MOTIVE OF FOLLOWING SPIRITUAL GROWTH'S INSTAGRAM ACCOUNT

(xiii + 86 pages: 7 pictures and 36 tables)

Keywords: Motive, Media, Uses and Gratification, Spiritual Growth, Spirituality, Instagram

Both positive and negative effects may result from Indonesia's move toward becoming a developed nation. One effect is the tendency for spirituality to lose favor with people, as demonstrated in a developed nation that is currently dealing with it. By taking a glance at other established nations, like Indonesia, the adage "Consider the past and you shall know the future" can be applied to anyone. In actuality, spirituality has lost popularity in Indonesia. It is not enough to just state that we are the largest Muslim nation. However, despite a decline in interest in spirituality, Spiritual Growth's Instagram following continues to grow. So it's necessary to conduct study to understand why people follow Instagram Spiritual Growth.

This research uses the descriptive quantitative approach. All data is collected through primary data, questionnaire. Variable operationalization uses in this research taken from nine motive of media use by Allan Rubin (1981). This research also uses secondary data using observation. The questionnaire were given to 270 Pelita Harapan University student who is following Spiritual Growth Instagram account as a sample.

Results according to Mean Value indicate that learning about specific content and enjoyment are the top two reasons Pelita Harapan University students follow Spiritual Growth's Instagram account. The results are the consequence of a variety of factors, but are primarily due to people's tendency to consume media for informational and enjoyment purposes.

References: 17 (2005 – 2022)