

**PENGARUH MOTIF PENGGUNAAN *SECOND ACCOUNT INSTAGRAM*
TERHADAP EKSISTENSI DIRI
(Studi Eksplanatif Pada Mahasiswa Aktif Ilmu Komunikasi UPN “Veteran”
Jakarta)**

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Abstrak

Kemajuan teknologi internet dan smartphone semakin nampak sehingga lahirnya media sosial, salah satunya *Instagram*. Keberadaan *Account Instagram* lebih dari satu menjadi wadah untuk bereksistensi diri yang disebut *Second account instagram*. Tujuan penelitian untuk membuktikan besarnya Pengaruh Motif Penggunaan *Second account instagram* terhadap Eksistensi diri (Studi Eksplanatif Mahasiswa Aktif Ilmu Komunikasi UPN “Veteran” Jakarta). Metode penelitian yang digunakan adalah kuantitatif dengan menguji Teori *Uses and Gratification* pada mahasiswa aktif ilmu komunikasi UPN Jakarta sebanyak 104 orang. Teknik sampel yang digunakan *probability sampling* sedangkan pengolahan data menggunakan kuesioner. Motif diukur berdasarkan dimensi menurut McQuail motif: Motif individu dalam penggunaan media, sedangkan eksistensi diri diukur berdasarkan ciri-ciri individu memiliki eksistensi dalam buku *Psychotherapy and Existentialism* dan *Smith “What Matters”*. Hasil penelitian dari Uji Korelasi menunjukkan nilai signifikansi sebesar 0,000 yang menunjukkan adanya korelasi karena terletak pada angka $<0,05$. Koefisien r hitung sebesar 0,733 menunjukkan bahwa adanya korelasi kuat. Hasil uji regresi menunjukkan bahwa Motif penggunaan *second account instagram* terhadap eksistensi diri bernilai positif. Hasil koefisien determinasi menunjukkan bahwa terdapat pengaruh sebesar 53,72% antara motif pengguna *second account instagram* terhadap eksistensi. Hasil tersebut diperkuat dengan hasil uji hipotesis yang menyatakan bahwa H_0 ditolak dan H_a diterima, artinya terdapat pengaruh antara motif penggunaan *second account instagram* terhadap eksistensi diri. Kesimpulan dari penelitian adalah motif penggunaan *second account instagram* mempengaruhi penggunaannya untuk bereksistensi diri, khususnya mahasiswa aktif ilmu komunikasi UPN “Veteran” Jakarta.

Kata Kunci: *Instagram*, Motif, Eksistensi diri, *Uses and Gratification*

**MOTIVE EFFECT OF USING SECOND ACCOUNT INSTAGRAM ON
SELF EXISTENCE**
*(Explanatory Study of Active Students of Communication Science UPN “Veteran”
Jakarta)*

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Abstract

The advancement of internet and smartphone technology is increasingly visible, resulting in the birth of social media, one of which is Instagram. The existence of more than one Instagram account is a place for self-existence which is called the Second Instagram Account. The research objective was to prove the magnitude of the influence of the motive of using the second Instagram account on self-existence (an explanatory study of the active students of Communication Science UPN “Veteran” Jakarta). The research method used is quantitative by testing Uses and Gratification Theory on 104 active students of communication science at UPN Jakarta. The sample technique used probability sampling, while data processing used a questionnaire. Motive is measured based on dimensions according to McQuail motive: Individual motives in media use, while self-existence is measured based on the characteristics of an individual having an existence in the book Psychotherapy and Existentialism and Smith's "What Matters". The research results from the Correlation Test show a significance value of 0.00 which indicates a correlation because it is located at <0.05 . The calculated r coefficient of 0.733 indicates that there is a strong correlation. The regression test results show that the motive for using a second Instagram account for self-existence is positive. The results of the coefficient of determination show that there is an influence of 53.72% between the motives of the second Instagram account user on existence. These results are reinforced by the results of hypothesis testing which states that H_0 is rejected and H_a is accepted, meaning that there is an influence between the motive for using a second Instagram account on self-existence. The conclusion of the study is that the motive for using a second Instagram account affects users to self-existent, especially active students of communication science at UPN "Veteran" Jakarta

Keywords: Instagram, Motives, Self Existence, Uses & Gratification