

ABSTRACT

Instagram is one of the social media included in the development of communication technology. Researchers see that many students use Instagram social media. In this study, respondents used were Telkom University students in 2018-2019 who used Instagram. The purpose of this research is to find out how the relationship between the use of motive media and the needs of Instagram media users (Study of Telkom University Student Instagram Users 2018-2019 Period). In the use of communication theory, researchers use the theory of Uses and Gratification as research guidelines. The method used in this research is a quantitative method with the type of survey research. The data used in this study are primary and secondary data. Primary data in this study were obtained from distributing questionnaires to 100 respondents using interval measurement scales with a Likert scale type. The data obtained by researchers were then analyzed using Person Product Moment correlation analysis. The results of this study are that there is a very strong positive relationship. This means that the higher the motive for someone to use Instagram media, the higher the demand for using Instagram media. Because the data obtained with a correlation coefficient (r) of 0.887. In the statistical calculation the level used in this study is 5% (95% confidence level) then N (number of respondents) is 100, then $r_{table} = 0.195$.

Keywords: *New Media, Relationships, Motives, Media User Needs, Instagram.*