

## ABSTRACT

In digital era, with changes in the distribution of information, it is easy for people to get the information and disseminate information through social media, because users can access it anywhere and anytime. Tribunnews.com media company is able to follow the development of this digital technology. In addition to disseminating information through newspapers and news portals, tribunnews.com also disseminates information through social media, one of which is Instagram social media. With the @tribunnews instagram account, tribunnews.com is able to make it easier for users to fulfill their needs, so that users get satisfaction. This study aims to describe the level of satisfaction of followers of the Instagram account @tribunnews, using the theory uses and gratification. According to Palmgreen, there are two concepts from the theory uses and gratification, namely gratification sought and gratification obtained. This study uses quantitative methods, using a questionnaire survey method. Questionnaires were distributed to 100 respondents, and the sample used was technique quota sampling. The results in this study showed that followers got satisfaction on the @tribunnews instagram account. This is indicated by the comparison of scores between gratification sought and gratification obtained, gratification sought get a score of 3304 or 75.1%, while gratification obtained get a score of 3357 or 76.3%. The highest satisfaction was found, namely satisfaction in getting information.

**Keywords:** Social Media, Instagram, Tribunnews.com, @Tribunnews, Uses and Gratification, Followers Satisfaction