

ABSTRACT

As social beings, humans cannot be separated from interacting and in an effort to get news information. With the development of technological advances, the form of news information can be done through social media, one of which is through Instagram @folkative which provides information to young people, especially in generation Z. This study aims to determine and analyze the influence of motive (X1) and the use of Instagram social media. @folkative (X2) on Information Consumption (Y) in generation Z simultaneously or partially. The theory used in this study is the Uses and Gratification theory popularized by Katz, Blumler and Guveritch by using the motive model, the use of media and its effects. Quantitative methods with descriptive analysis techniques, multiple linear regression analysis, passive and simultaneous testing were used in this study, a survey was conducted on 400 Instagram followers @folkative who belonged to Generation Z as research respondents. The results showed that the influence of motives on information consumption was 42.46%, the influence of the use of Instagram @folkative social media on information consumption was 43.03%, and the influence of motives and use of social media Instagram @folkatif on information consumption was at 49, 3% while the other 50.7% was influenced by other factors not examined in this study.

Keywords: *Uses and Gratification, Motive, Uses Social Media, Information Consumption, Folkative*