

ABSTRACT

The lifestyle of humans is currently undergoing changes in line with technological developments. Activities that were once conventional have now shifted to digital forms, especially in Video on Demand (VoD) streaming platforms. The importance of sparking audience interest becomes a focal point, as the success of a Video on Demand (VoD) streaming platform can be measured by its viewership. Therefore, the Instagram account @wetvindonesia is present to provide information about the films available on WeTV. This research aims to assess the extent of the influence of social media exposure on Instagram @wetvindonesia on the interest in watching content on WeTV. The intriguing phenomenon related to posts from this account can stimulate the interest of followers to watch content on WeTV. This study will apply uses and gratifications theory, which assumes that users can make their own choices to fulfill their needs. The population in this research consists of followers of the Instagram account @wetvindonesia with specific criteria. This study uses a quantitative method with descriptive verificative analysis and Hypothesis Testing (T-test and F-test). The research results show that the average score of the independent variable X, the exposure to social media Instagram @wetvindonesia, is at a very high level, with a total of 103 respondents and the highest percentage reaching 85.72%. The interest in watching content on WeTV is also classified as very high. It was found that social media exposure @wetvindonesia has a significant influence on the interest in watching content on WeTV, with a percentage of 65.1%, while the remaining 34.9% is influenced by other variables. Therefore, hypothesis H1 is accepted.

Keywords: exposure, instagram, interest, new media, uses and gratification