

# The Cooking Content Effect in Instagram to Followers' Satisfaction

Lontar: Jurnal Ilmu Komunikasi, 2024  
Vol. 12 (1), 2024  
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license  
DOI: 10.30656/lontar.v12i1.8172  
<https://e-jurnal.lppmunsera.org/index.php/LONTAR>

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Article History  
Submission: April 19<sup>th</sup> 2024  
Revised: June 14<sup>th</sup> 2024  
Accepted: June 15<sup>th</sup> 2024

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## **ABSTRACT**

*The tendency for cooking videos to have a long duration to showcase cooking demonstrations is a challenge for Instagram @pattygurlz, as the platform limits the duration to 90 seconds. In addition, in @pattygurlz's Instagram videos, there is no physical appearance of the presenter. This situation is a challenge to persuade Instagram users to be interested in the content. This study aims to identify and analyze the impact of @pattygurlz content on follower satisfaction. This study uses the Uses and gratification theory, where audiences are considered as active voters, evaluating media that can meet their needs. This research uses a quantitative approach with a survey method. The population of this study were Instagram followers @pattygurlz with a sample size of 100. In analyzing the data, researchers conducted validity tests, reliability tests, correlation tests, regression tests, determination coefficients, and hypothesis tests. The data testing technique is processed using the SPSS version 26 program. The results showed a significant relationship between cooking content and followers' satisfaction. The coefficient of determination shows that 42.9% of followers' satisfaction is influenced by content, while the rest is influenced by other factors.*

**Keyword:** *Content, Instagram, Follower satisfaction, uses and gratification theory*

## **INTRODUCTION**

The internet has become an integral part of people's lives. According to a survey conducted by "We Are Social", around 77% of the total Indonesian population has used the internet (Kemp, 2023). The internet is used as a tool to achieve various goals desired by society. One way to achieve these goals is through access to social media. Currently, the number of active social media users in Indonesia reaches 167 million users (Kemp, 2023). One of the main reasons that encourage people to use social media is as a means to find information (Kemp, 2023). Among the various social media applications available, Instagram is one that is quite popular in Indonesia.

Instagram is a social media platform that provides a communication network with information exchange, where most of the content is delivered in the form of photos and videos (Carpenter et al., 2020). Currently, Instagram is one of the platforms with the largest number of active users (Kemp, 2023). Various studies also show that Instagram is often the first choice as a channel to fulfill information needs (Sari & Basit, 2020) or to convey messages (Nainggolan et al., 2018). As with other social media, information or messages on Instagram are spread primarily through content created and shared by users.

Content refers to information available on electronic media or products. The existence of social media that allows anyone to easily create and share content has resulted in a diversity of content on various social media platforms. Especially on Instagram, the average number of posts uploaded per day reaches 1.48 (Kemp, 2023). The availability of features that make it easy to create and share content, as well as the wide range of users in Indonesia, make Instagram a top choice for individuals or organizations to create and share content, as done by @pattygurlz.

**Table 1. Engagement rates of cooking content creator**

No	Account Name	Followers	Engagement Rate
1.	@pattygurlz	267,744	9.17%
2.	@dikapal	126,001	7.37%
3.	@_joodaily_	136,081	1.52%
4.	@raheelacooks	127,251	1.38%
5.	@madebythewa	267,409	2.28%
6.	@irj_homecafe	104,484	0.67%

Source : socialblade.com, 2024

@pattygurlz is one of the individuals who are active in sharing content on the social media platform Instagram. Individuals who are active and have a large number of followers are often referred to as influencers (Abidin in Enke & Borchers, 2019). Unlike celebrities who are famous outside of social media, influencers are known by the public mainly through digital platforms (Schouten et al., in Belanche et al., 2021). As of July 24, 2023, @pattygurlz had accumulated 205,441 followers on her social media. Suitmedia, a digital agency in Indonesia, categorizes this number of followers as Macro influencers, which are influencers with followers between 100,000 to 1,000,000, who have a wide reach but a relatively low engagement rate (Priscilla, 2022). Nonetheless, data from socialblade.com shows that the @pattygurlz account had an engagement rate of 9.17% on June 13, 2024 in Table 1. When compared to benchmarks from Upfluence, the average engagement rate for Instagram accounts with a similar number of followers as @pattygurlz is around 1.62% (Alain, 2023). Using data from Upfluence, the @pattygurlz account has an engagement rate that is five times higher than the average engagement rate of similar accounts with the same number of followers in Figure 1.

	Instagram	YouTube	TikTok
<b>Micro</b> < 15K	3.86%	1.63%	17.96%
<b>Regular</b> 15K-50K	2.39%	0.51%	9.75%
<b>Rising</b> 50K-100K	1.87%	0.46%	8.37%
<b>Mid</b> 100K-500K	1.62%	0.43%	6.67%
<b>Macro</b> 500K-1M	1.36%	0.44%	6.20%
<b>Mega</b> 1M+	1.21%	0.37%	4.96%

Figure 1: Influencer Engagement Benchmarks  
Source : (Alain, 2023)

Pattygurlz's account focus to share educational content through cooking demonstrations on the Instagram platform. According to Kemp's (2023) report on the types of accounts most followed by audiences on social media, accounts that provide information such as food or cooking recommendations are one type of account that audiences are very interested in following. There is a phenomenon that cooking videos tend to take a long time to showcase cooking demonstrations. However, Instagram, particularly the Reels feature, limits the duration of uploaded videos to no more than 90 seconds. As a result, the content shared by @pattygurlz had to be presented in a short duration, in accordance with the platform's restrictions.

Factually, in @pattygurlz's Instagram videos, there is no physical appearance of the host. This creates a challenge in trying to convince Instagram users to be interested in the content without being able to see the physical appearance of the presenter. Based on research conducted by Dellarosa & Agustin in 2013 using the object of one of the cooking demonstration content shows, finding the physical appearance of the host as the main attraction and reason for watching the show. Research conducted by Matwick & Matwick in 2014 also found that the role of physical attractiveness such as appearance, how to dress, body language, and other things has a big role in cooking shows. On social media, the influence of physical attractiveness also has a big impact. Several studies have shown how an influencer's appearance affects the influencer's credibility (Santiago & Serralha, 2022), the credibility of the information conveyed (Lou & Yuan, 2019), and the audience's interest in watching the content (Nurmadiyanto & Anshori, 2022).

The search for information as one of the biggest reasons for using social media and the utilization of information received through social media that can be used by audiences as a source of learning makes researchers interested in conducting this research. Then, the large engagement on the content shared with the uniqueness of the content makes researchers interested in using the @pattygurlz account as the object of research. Researchers want to know how much influence content types, ideas, size, descriptions, information, consistency through Instagram can fulfill information, personal identity, social integration and interaction, entertainment satisfaction of its followers.

This research uses uses and gratification theory as a research framework. The uses and gratification theory explains how audiences play an active role in determining the media used to meet the needs that audiences have by studying and evaluating the media (Tan, 1981). The uses and gratification theory model used in this research is the model proposed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in 1974. In addition, new media actually has similarities with old media related to uses and gratification, namely

the same way of using old media in an effort to fulfill the needs of the audience. (Fadis et al., 2022).

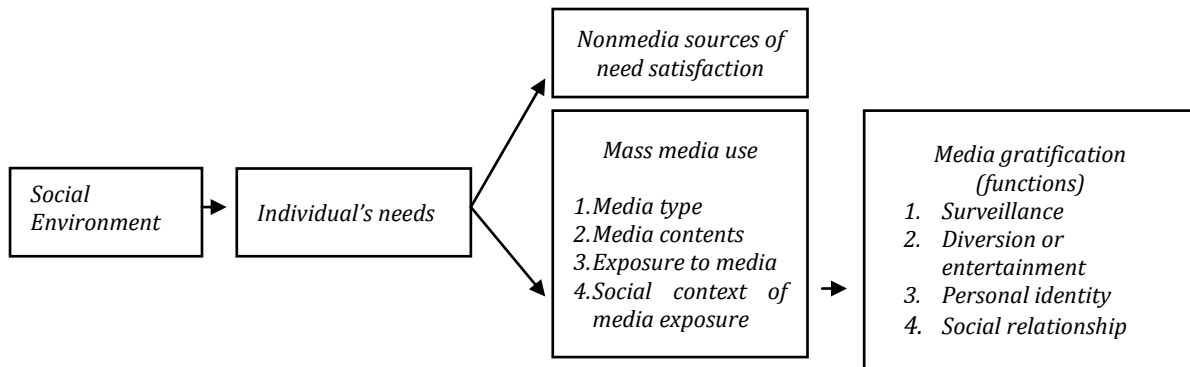


Figure 2: Uses and Gratification Theory  
Source : Tan, 1981

This research uses media content, cooking content shared by @pattygurlz as a means of fulfilling audience satisfaction through the media. Instagram, which is part of new media, has characteristics such as interactivity, which is how audiences play an active role in the communication process, demassification, which is the communication control that moves from the message producer to the message recipient in accordance with the assumptions of the uses and gratification theory which emphasizes the role of audiences in seeking and selecting media in an effort to meet their needs in Figure 2. This finding led researchers to conclude that the uses and gratification theory can be applied to new media such as Instagram. Through, the descriptions that have been explained, the researchers formulate a research problem, namely to find out how much influence @pattygurlz cooking content on Instagram has on follower satisfaction.

## RESEARCH METHODS

The method applied in this study is through the online survey method, utilizing a data collection tool in the form of a questionnaire. This study uses the Instagram account @pattygurlz as the object of research. Once collected, the data obtained is analyzed using statistical analysis to determine the hypothesis that has been proposed. Sampling was carried out using non-probability sampling techniques. The sampling technique used does not provide equal opportunities for each member of the population to be selected as a sample.

Accidental sampling is a sampling technique that is by chance or anyone who accidentally meets the researchers and is considered suitable for the sample characteristics. The sample used as respondents were followers of the @pattygurlz Instagram account who watched the shared content. Based on the Slovin formula, the number of samples used for a population of 205,441 people is 100 people with a standard error of 10%. The use of a margin of error of 10% by researchers is because according to Sugiyono (2022) the error rate with a percentage error of 10% is still tolerable. In addition, the large population and limited resources owned by researchers made researchers choose a margin of error of 10%.

The questionnaire was distributed to the research sample in the data collection process. The researcher looks for samples by sending questionnaires to people who are in the followers tab on Instagram @pattygurlz, then the researcher confirms with initial questions related to the followers of the account. Before being distributed, statistical tests were performed on the used questionnaires. Statistical tests used on the questionnaire includes:

- a. Validity test, which is a statistical test used to measure the validity of the measuring

instrument used in the study. The questionnaire can be declared valid when the statements or questions in the questionnaire can reveal something that is measured by the questionnaire.

- b. Reliability test, which is a statistical test used to test the consistency of measuring instruments when measuring the same symptoms. The research instrument is said to be reliable if the instrument used to measure the same object will produce the same data.

After the data was collected, inferential analysis was conducted. Inferential analysis is a data analysis method used to evaluate samples and the results are applied to the entire population. The inferential analysis used in this study includes :

- a. Normality test. Normality test is conducted to determine whether the results obtained are normally distributed or not. the normality test in this study used the Kolmogorov-Smirnov test.
- b. Heteroscedasticity test. The heteroscedasticity test is conducted to test whether in the regression model there is an inequality of variance or residuals from one sample to another.. The heteroscedasticity test in this study uses the Glejser Test
- c. Correlation test. The correlation test in this study uses spearman rank correlations. Spearman rank correlations is a technique used to find correlation coefficients for ordinal or interval data.
- d. Regression test. The regression test was conducted to estimate the cause-and-effect relationship between the independent variable and the dependent variable used in the study.
- e. The coefficient of determination. The coefficient of determination is performed to display how much influence the independent variable has on the dependent variable used in the study.
- f. Hypothesis Test. The technique used to test the research hypothesis is the t test because it is able to show the amount of influence of each independent variable individually on the dependent variable being tested.

$H_1$  : There is a significant influence between @pattygurlz cooking content on Instagram on follower satisfaction

$H_0$  : There is no significant influence between @pattygurlz cooking content on Instagram on followers' satisfaction.

## RESULT AND DISCUSSION

### *Result of Validity Test*

Researchers conduct validity tests so that researchers can evaluate the extent to which the statements or statements used actually reflect the aspects to be measured without significant bias or error. In assessing whether a question/statement is valid or not in the validity test, there are bases or criteria used to decide whether the question is considered valid or not, which are:

1. If R count is greater than R table, the statement or question used is declared valid.
2. If R count is smaller than R table then the statement or question used is declared invalid

Using SPSS version 26 and the Pearson Product-Moment Correlation Coefficient analysis technique to 31 respondents outside the sample, the validity test conducted on the statements explaining variable X (content) is considered valid because the calculated r value exceeds the r table value (0.355 for the number of respondents 31). Likewise, variable Y (followers' satisfaction), using SPSS version 26 and the Pearson Product-Moment Correlation Coefficient analysis technique to 31 respondents outside the sample, the validity test on the statements explaining variable Y is considered valid because the calculated r value is greater than the r table value.

### *Results of Reliability Test*

In this study, researchers used SPSS version 26 and Cronbach alpha analysis to 31 respondents. Based on the results of the reliability test on 18 statements used to describe variable X (cooking content), a Cronbach value of 0.919 was found. This figure

shows that the instrument used in the study has a very high level of reliability. Likewise, variable Y (followers' satisfaction), based on the results of the reliability test using SPSS version 26 and Cronbach's alpha analysis to 31 respondents on 12 statements describing variable Y, a Cronbach value of 0.906 was obtained. This score indicates that the instrument used in the study has a very high level of reliability.

### ***Average Results of Variable X (Cooking Content)***

**Table 2. Average Results of Variable X**

Dimensions of Variable X	Mean
Content Types	3.46
Content Ideas	3.47
Content Size	3.55
Content Descriptions	3.47
Content Information	3.48
Content Consistency	3.47

Source : Processed by Researcher, 2023

Table 2 explain value measurement using a Likert scale, namely: (1) Strongly disagree, (2) Disagree, (3) Agree, (4) Strongly agree. Based on the table, the average result of the largest x variable dimension is content size with an average value of 3.55. Based on the average of statements representing each dimension of variable X, the highest value is in the content size dimension with a value of 3.55. This finding leads the researcher to conclude that although the videos uploaded by @pattygurlz through the reels feature are limited to a resolution of 1080 pixels, respondents are satisfied with the quality. In fact, this quality is considered an important factor that encourages respondents to consume @pattygurlz content. The results obtained are in line with the research of Cao et al. (2021), explained that high image, audio, and video quality has a significant influence in encouraging engagement and consumption of content by audiences. In addition, based on research by Hautz et al. (2014), it is stated that technical aspects of images, such as video resolution, sharpness, brightness, and color contrast, have a significant impact on how the audience perceives the trustworthiness and expertise of the content creator or communicator.

The duration of @pattygurlz content from the last 10 contents as of July 24, 2023 is 34.7 seconds, which is found to be an advantage and another important factor that influences respondents' decision to consume @pattygurlz content. This finding shows that the shorter duration required to obtain information through social media today is in line with the results of the study. Shao (2009) who states that the light and concise delivery of information allows users to consume more content, which is one of the factors driving the use of new social media by audiences.

The short duration of content on @pattygurlz content is also the main reason users use it as a source of satisfaction. When viewed from the perspective of uses and gratification theory, which is interpreted in the research of Duman & Baltacı (2023) as audience behavior that is mainly related to information seeking to meet various needs such as information needs, socialization, and other needs. Based on the results of this study, it can be concluded that the more information obtained without requiring a long time, due to the short duration of @pattygurlz content, allows audiences to satisfy their needs more often. This conclusion is in line with the findings in Duman & Baltacı's (2023) study which used uses and gratification theory to explore the reasons audiences use social media in information seeking, and found that one of the main reasons was the ability of social media content to allow users to obtain information to fulfill various needs without requiring much time.

### **Average Result of Variabel Y (Followers Satisfaction)**

**Table 3. Average Result of Variabel Y**

Dimensions of Variable Y	Mean
Information Satisfaction	3.49
Personal Identity Satisfaction	3.49
Satisfaction of Social Integration and Interaction	3.5
Entertainment Satisfaction	3.42

Source : Processed by Researcher, 2023

Table 3 show the study uses value measurement using a Likert scale, namely: (1) Strongly disagree, (2) Disagree, (3) Agree, (4) Strongly agree. Based on the table, the average results of the largest variable y dimension are owned by the satisfaction dimension of integration and social interaction with a value of 3.5 with the satisfaction indicator finding interaction materials and carrying out social roles having the greatest influence. This finding concludes that respondents feel the highest satisfaction with the ability of the content shared by @pattygurlz to be the subject of conversation and strengthen relationships between individuals. This result is in line with the research of Hsu et al. (2015) who found that satisfaction in interacting and improving relationships between individuals in the community is a key factor, apart from the entertainment aspect, which encourages audiences to continue using social media and consume the content in it.

### **Result Normality test**

**Table 4. Result of Normality test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.13729405
Most Extreme Differences	Absolute	.076
	Positive	.063
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.171 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Processed by Researcher, 2023

Based on the Table 4, the researcher concluded that the data obtained by the researcher was normally distributed because the significance value obtained was greater than 0.05, which was 0.171.

### **Heterocedasticity test**

**Table 5. Result of Heterocedasticity test Coefficients**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	-2.089	2.458		-.850	.397
	Cooking Content	.059	.039	.150	1.502	.136

a. Dependent Variable: ABS\_RES

Source : Processed by Researcher, 2023

Based on the Table 5, the researcher concluded that the data obtained by the researcher did not experience symptoms of heterocedasticity because the significance value was greater than 0.05, which is 0.136.

### Result of Correlation Test

**Table 6. Result of Correlation Test**

Correlations				
			Cooking Content	Followers Satisfaction
Spearman's rho	Cooking Content	Correlation Coefficient	1.000	.539**
		Sig. (2-tailed)	.	.000
		N	100	100
Followers Satisfactio	n	Correlation Coefficient	.539**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source : Processed by Researcher, 2023

Based on the Table 6, it can be concluded that there is a correlation between variable x (cooking content) and variable y (followers' satisfaction) because the significance value is less than <0.05, namely 0.000. The correlation test obtained a Spearman Rank value of 0.539 and is included in the moderate level of relationship because it lies between 0.40-0.599. So it can be concluded that @pattygurlz cooking content on Instagram has a sufficient relationship to follower satisfaction.

### Results of Regression Test

**Table 7. Results of Regression Test**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.475	3.769		2.514	.014
	Cooking Content	.516	.060	.655	8.588	.000

a. Dependent Variable: Followers Satisfaction

Source : Processed by Researcher, 2023

Based on the Table 7, the regression test can be seen that the number of constant values (a) is 9.475 and the regression coefficient value (b) is 0.516 so that the regression equation can be formulated with the following equation:

$$Y = a + bX$$

$$Y = 9,475 + 0,516X$$

It can be concluded that if variable x (Cooking content) does not change, then variable y (Satisfaction of followers) is 9.475. If the value of variable x increases or increases by 1%, the value of variable y will increase by 0.516. Since the regression coefficient value is positive (+), it can be concluded that the higher the value of variable



x, the more its effect on variable y increases.

### **Results of the Coefficient of Determination**

**Table 8. Results of the Coefficient of Determination**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655a	.429	.424	2.148

a. Predictors: (Constant), Cooking Content

Source : Processed by Researcher, 2023

Based on the table above, the coefficient of determination can be formulated as follows:

$$R = r^2 * 100\%$$

$$R = 0,655^2 * 100\%$$

$$R = 0,429 * 100\%$$

$$R = 42,9\%$$

Based on the Table 8, the correlation value (r) obtained is 0.655 and the squared correlation value (r square) is 0.429 = 42.9%. So it can be concluded that 42.9% of followers' satisfaction (variable y) is influenced by cooking content (variable x) and the remaining 53.1% is influenced by other factors such as content type, media exposure, and the social context of media exposure.

### **Results of Hypothesis Test**

Hypothesis testing is used to determine whether the independent variable has a significant effect or not on the dependent variable. Hypothesis testing is done with the formula, as follows:

$$T = r \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$T = 0,655 \frac{\sqrt{100-2}}{\sqrt{1-0,655^2}}$$

$$T = 0,655 \frac{\sqrt{98}}{\sqrt{1-0,429}}$$

$$T = 0,655 \frac{9,899}{\sqrt{0,571}}$$

$$T = 0,655 \frac{9,899}{\sqrt{0,571}}$$

$$T = 0,655 \frac{9,899}{0,755}$$

$$T = \frac{6,483}{0,755}$$

$$T = 8,588$$

The basis for decision making is done by comparing t count with t table which can be explained as follows :

- 1) If t count > t table, then Ho is rejected and Ha is accepted (there is an influence)
- 2) If t count < t tabel, then Ha is rejected Ho is accepted (there is not an influence)

Based on the results of the hypothesis test calculations carried out, t count is 8.588. Determination of the significance conclusion by comparing t count with t table is determined through the level of signification and the number of samples. The study used a sample of 100 and a level of signification t table of 5% so that the t table used was 1.984. Based on the calculations that have been carried out, it is found that t count of

8.588 > t table of 1.984, so  $H_0$  is rejected and  $H_a$  is accepted so that researchers can conclude that there is a significant (real) influence between cooking content on follower satisfaction.

This study discusses the effect of @pattygurlz cooking content on Instagram on follower satisfaction. The purpose of the research conducted itself is to measure how much influence between the two variables used in the study. Researchers want to see how the cooking content uploaded by @pattygurlz on Instagram gives satisfaction to respondents after being chosen as a source of need fulfillment from the media.

The respondents in the study were female, with 76 of the total respondents having that gender. Meanwhile, the remaining 24 respondents were male. This finding is in line with Kemp's report (2023) which indicates that the majority of Instagram users in Indonesia are female, with a percentage of around 51.6%, while the remaining 48.4% are male users.

The most respondents were between 11 and 26 years old. Based on the classification of Badan Pusat Statistika, individuals born between 1997 and 2012 belong to generation Z, while those born between 1981 and 1996 belong to the millennial generation. The data obtained shows that the majority of respondents are from generation Z. This finding is in line with the research of Curtis et al. (2019) which shows that generation Z tends to use Instagram and Snapchat in their social media usage. In addition, the results obtained are also in line with Kemp's report (2023) which indicates that Instagram is a favorite among individuals aged 16 to 36.

Based on the results of research that has been conducted using a questionnaire, there are results obtained through the correlation test used to state that the relationship between variable x (Cooking content) and variable y (Satisfaction of followers) obtained the results of a moderate level of relationship of 0.539. The results of the coefficient of determination test carried out answer the problem formulation made by the researcher, namely regarding how much influence the @pattygurlz cooking content on Instagram has on follower satisfaction, with a large level of influence from the two variables of 42.9% and the rest is determined by other factors such as content type, content exposure, and the social context of content exposure. The results of the t test calculation show that the independent variable has a significance of less than 0.05 because the significance value is 0.000. Hypothesis testing produces a significant influence between the two variables with a t value of 8.588 and a t table value of 1.984 (t count 8.588 > t table 1.984), so  $H_0$  is rejected and  $H_a$  is accepted.

This research is in line with the model and assumptions of the uses and gratification theory. The uses and gratification theory explains how audiences have an active role in choosing media to meet their needs by studying and evaluating various media (Tan, 1981). The theory of uses and gratification, there are several basic assumptions that underlie the theory. Among these are that audiences have an active and purposeful role in media use, they choose types of content to fulfill specific needs, media compete with other sources of satisfaction, and audiences have an awareness of their needs when using media (Tan, 1981).

The discussion and findings of this study are in accordance with the assumptions and models in the uses and gratification theory. Instagram, which is classified as new media and has characteristics, namely users who play an active role and have control over communication, indicates the active role of research respondents such as learning and evaluating when determining to use @pattygurlz content in meeting needs. Respondents who are followers of the @pattygurlz account which has a niche cooking theme also indicate that the content shared is the respondent's choice to meet their specific needs.

The findings in this study, which show that good video quality instruments on @pattygurlz content are one of the main reasons for using the content, are in line with the Uses and gratification theory. This theory emphasizes the active role of audiences in evaluating and selecting media according to their needs. In the context of this study, good video quality was identified as an important factor that respondents considered when choosing content to meet their needs. This conclusion is in line with research conducted by Tahat et al. (2022), who stated that image quality in video content has a significant influence on audience understanding, interactivity, and motivation to continue consuming the content.

This study revealed that the majority of respondents felt the highest satisfaction on the satisfaction dimensions of social interaction and integration. Social interaction and integration, as explained by the uses and gratification theory, is one of the main driving factors that encourage audiences to use the media as a means of fulfilling their needs. Based on the findings in this study, it can be concluded that most respondents feel that @pattygurlz cooking content can act as a tool for social interaction and integration. Figure 3 explains that interaction is built through comments on posted content, not only that followers also share it to other social media accounts besides Instagram. This result is consistent with the research of Dolan, et al. (2016) which emphasizes that content presented through social media can facilitate social relationships and interactions among audiences.

Internet users state that by creating online content, they can gain recognition, showcase their skills, expand their knowledge of the world, interact with friends, and experience entertainment (Leung, 2009). Interacting online involves drives such as gaining support from peers, meeting interesting individuals, engaging in communities, and maintaining relationships with friends (Park et al., 2009).



Figure 3 : Followers Interaction  
Source : @pattygurlz's Instagram

The findings from the study also confirmed that the value of media content is determined by the individual. Certain content can provide different satisfactions for different audiences. The perceived satisfaction also varies, ranging from information satisfaction, personal identity, social integration and interaction, to entertainment satisfaction, according to different individual needs.

## CONCLUSION

The results of the study "The Effect of @pattygurlz Cooking Content in Instagram on Followers' Satisfaction", which involved filling out a questionnaire by 100 respondents, showed a significant influence between @pattygurlz cooking content on Instagram on the level of satisfaction of followers. In the regression coefficient analysis, it can be seen that @pattygurlz cooking content has an impact of 42.9% on the

satisfaction of followers, while the remaining 57.1% is influenced by other factors such as the type of media, media exposure, and the social context of the exposure. The typology of satisfaction obtained is divided into four categories, namely information satisfaction, personal identity, social integration and interaction, and entertainment satisfaction.

The advice that can be given to @pattygurlz is to continue uploading cooking content with the image quality and duration that the content currently has. Meanwhile, for audiences who are interested in creating and sharing content with a similar style, theme, or format to make @pattygurlz a role-model in the content creation process. As for future researchers, it is recommended to develop research involving different social media and samples. In addition, the discussion about media use still needs further exploration. Other factors such as media type, media exposure, and social context that also have an influence on audience satisfaction in using the media but are not used by researchers in this study are expected to be used in future studies. Therefore, future research can choose different approaches and factors to explore and explore aspects of media use more comprehensively.

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