



**Analysis the Effects of Instagram on Hedonistic Satisfaction of Gen Z
in Indonesia**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom)**

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FACULTY OF HUMANITIES

COMMUNICATION SCIENCE STUDY PROGRAM

Analysis the Effects of Instagram on Hedonistic Satisfaction of Gen Z in Indonesia

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ABSTRACT

This research aims to analyze the impact of Instagram on the hedonistic satisfaction of Generation Z individuals in Indonesia, utilizing sentiment and emotion analysis. Data were collected through an online survey distributed among Generation Z Instagram users in Indonesia. The findings indicate a significant influence of hedonistic motivation on Generation Z's satisfaction with Instagram. Moreover, the quality of information and the Instagram accounts followed also play crucial roles in user satisfaction. This study contributes to our understanding of consumer behavior and satisfaction on Instagram, specifically among Generation Z in Indonesia. The results underscore the importance of considering factors that affect Generation Z's hedonistic satisfaction on Instagram, providing valuable insights for marketers and social media platform managers to develop more effective marketing strategies. Understanding Generation Z's motivations and satisfaction on Instagram can enhance user experiences and strengthen the relationship between users and the platform. Overall, this research holds practical implications for businesses, marketers, and social media developers seeking to optimize marketing strategies and platform development tailored to the preferences of Generation Z.

Keywords: *Instagram, Hedonistic satisfaction, Generation Z, Social media, Consumer behavior.*

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