



# Followers' motives of Muhammadiyah University of Yogyakarta student on the Instagram account @dear\_umycatcallers

Argo Raihan Putratama<sup>1\*</sup>, Suciati<sup>2</sup>

<sup>1,2</sup>Department of Communication Studies, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

Corresponding author's email: [argo.raihan.isip19@mail.umy.ac.id](mailto:argo.raihan.isip19@mail.umy.ac.id)<sup>1</sup>, [suciatyahono@gmail.com](mailto:suciatyahono@gmail.com)<sup>2</sup>

## ABSTRACT

### Keywords

Instagram  
Personal Identity Motive  
Information Motive  
Diversion Motive

Instagram is a social media platform that functions to share photos, videos, and information. An Instagram account called @dear\_umycatcallers which is managed by gender and sexuality activists in Yogyakarta was widely discussed by students at Muhammadiyah University of Yogyakarta in early 2022. The Instagram account @dear\_umycatcallers is an account that provides information about education and complaints of sexual violence around the Muhammadiyah University of Yogyakarta in every upload. Currently, the Instagram account @dear\_umycatcallers has more than 9,000 followers. This research was conducted to determine the motives of followers of Muhammadiyah University Yogyakarta students on the Instagram account @dear\_umycatcallers. Researchers used qualitative research methods with in-depth interview data collection techniques with 7 informants. The technique for taking informants uses an accidental sampling technique. The data analysis uses interactive analysis, with data validity testing using source triangulation. The theory used in this research is Herbert Blumer's motive theory with descriptive qualitative data analysis techniques. The research results show that for information motives, uploads from the Instagram account @dear\_umycatcallers regarding cases of sexual violence that occurred within the Muhammadiyah University of Yogyakarta are an important issue that is needed by followers. This information is needed by followers who are also students at Yogyakarta Muhammadiyah University so that they can increase their knowledge and awareness to avoid sexual violence. Regarding personal identity motives, the majority of informants commented and shared uploads from the Instagram account @dear\_umycatcallers regarding sexual violence with their friends. This is done as a form of caring for the people around them in their ways. Regarding the diversion motive, the majority of informants felt entertained when they saw other people's comments in the comments column in the Instagram account upload @dear\_umycatcallers.

## 1. Introduction

Instagram is a social media platform that can be used to share photos and videos. However, as technology develops, Instagram is often used by people as a medium for sharing and searching for information. One of the information that can be found on Instagram is information about sexual violence. Sexual violence is a complex problem, especially in the university environment. One of the government's efforts to deal with the problem of sexual violence in higher education environments is by issuing Minister of Education, Culture, Research and Technology Regulation Number 30 of 2021 concerning the Prevention and Handling of Sexual Violence in Higher Education Environments. This Ministerial Regulation regulates the prevention, handling, imposition of administrative sanctions, and

recovery of victims, as well as the establishment of a Task Force for the Prevention and Handling of Sexual Violence.

Educational and resistance movements against sexual violence have also emerged. One example is an Instagram account called @dear\_umycatcallers. This account went viral at the end of 2021. This started when the Instagram account @dear\_umycatcallers uploaded a post about a report of sexual violence committed by a student who was also a member of the Student Executive Board (BEM) of Yogyakarta Muhammadiyah University. This account, with more than 9,000 followers, often uploads posts about reports of sexual violence within the Muhammadiyah University of Yogyakarta and education related to sexual violence (Fadillah et al., 2022). Every student has different motives when doing something. Gerungan explains that motive is an understanding that complements all the driving reasons or impulses in humans that cause them to do something (Ahmadi, 2009). In using Instagram social media, the motive is a person's reason for following, reposting, liking and commenting on Instagram posts. The motive itself can vary because each person has a different background.

Previous research was conducted by Alifah Dinda Putri Septiyani, Irmasanthi Danadharta, and Herlina Kusumaningrum with the title Motives of Social Media Users Accessing Pornographic Content on Instagram (Phenomenological Study of @DeaOnlyFans on Students in Surabaya). This research aims to examine the DeaOnlyFans case related to the distribution of pornographic videos on social media which creates a motivation for users to access the DeaOnlyFans Instagram account. This research uses qualitative methods with Alfred Schutz's phenomenological approach (Utami, 2022). The results of this research show that users' motives for accessing pornographic content are caused by two things. Firstly, it is entertainment, and secondly, it is quite a big curiosity. Because they are interested in sexuality, this goal motive forms the same goal motive in users after watching DeaOnlyFans pornographic content. The goal motive is also based on three things, firstly increasing sexual desire, secondly channeling biological needs, and thirdly continuing to explore more deeply about illegal pornographic sites (Dinda et al., 2022).

Different from previous research, in this research the researcher wants to describe the motives of followers of Muhammadiyah University Yogyakarta students on the Instagram account @dear\_umycatcallers.

## 2. Method

This type of research is descriptive qualitative to examine the motives of followers of Muhammadiyah University Yogyakarta students on the Instagram account @dear\_umycatcallers. This research was conducted by researchers to describe in depth based on facts and data that have been obtained directly from the field regarding the factors that influence the subject in taking action (Amanova & Andryani, 2023).

The case study method in this research allows researchers to study the object under study in detail and thoroughly. This case study approach was used by researchers because it can explore the motives of Yogyakarta Muhammadiyah University students in following the Instagram account @dear\_umycatcallers. The data collection technique uses accidental sampling. Sugiyono (in Meidatuzzahra, 2019) explains that accidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source.

The data collection technique in this research uses in-depth interview techniques. Researchers conducted direct interviews with seven students at the Muhammadiyah University of Yogyakarta who were followers of the Instagram account @dear\_umycatcallers. The analysis technique used is descriptive qualitative (Kholili & Wijiharto Tunggal, 2023). This technique contains three stages in the form of data reduction, data presentation, and concluding. To test the validity of this research, researchers used source triangulation techniques. (Bachri, 2010) explains that the source triangulation technique is carried out by comparing the degree of trust in information obtained by testing the information with different groups and in different populations. Triangulation brings together information from quantitative and qualitative research, includes caution and care in processing the data, and makes use of expert judgment.

### 3. Result and Discussion

**Table 1.** Information Motive

Informant	Information Motive
FA	Need information on sexual violence on the Yogyakarta Muhammadiyah University campus
AD, DS, RR, NP, SV	Need information about the continuation of the sexual violence case by the Yogyakarta Muhammadiyah University campus activist with the initials MKA

**Table 2.** Personal Identity Motive

Informant	Personal Identity Motive
FA, AD, DS, RR, KM, NP, SV	Take a firm stance against acts of sexual violence by being careful in daily interactions and sharing information about sexual violence with people around you through the comments column and Instagram Direct Messages to be more aware of sexual violence

**Table 3.** Diversion Motive

Informant	Diversion Motive
FA, AD, DS, RR, KM, NP, SV	Be entertained by other people's funny comments in the comments column on the Instagram account upload @dear_umycatcallers

#### A. Information Motive

In presenting the data obtained by researchers using existing theories, three motifs were found in the followers of Yogyakarta Muhammadiyah University students on the Instagram account @dear\_umycatcallers. The first motive is the information motive. Adinda Meidina Lubis (2013) explains that the information motive is a motive that influences someone to seek information about things they don't know or to help them do certain things. Hartanto Setiabudi found that when watching President Jokowi's YouTube channel they got the information they needed (Setiabudi, 2018). Another research by Raineke Faturani explains that cases of sexual harassment that occur among students occur due to a lack of education and counseling regarding sexual activity and environmental factors where perpetrators of sexual harassment feel they have the opportunity to commit acts of sexual harassment (Faturani, 2022). For this motive, the majority of informants said that they needed information regarding sexual violence on the Instagram account @dear\_umycatcallers. They explained that the problem of sexual violence on the Instagram account @dear\_umycatcallers is a serious problem that occurs in their immediate environment, therefore they use this information as an anticipatory step to avoid sexual violence and know what steps to take if they experience sexual violence.

#### B. Personal Identity Motive

The next motive is the personal identity motive. Little John (2013) states that self-identity is the main link between one individual and another individual and communication is a means for this relationship to occur. This motif also encourages someone to use media to strengthen and highlight something or situations that are important in their life (Angkari, 2013). In research by Alila Pramiyanti and friends, it was found that personal identity motives for teenagers in accessing new media were in the form of activities to update their status and provide comments (Pramiyanti et al., 2014). Another research by Ahmad Kamal Abdul Jabbar found that the personal identity motif that emerged was gathered from answers that said that they used memes as a space for expression because of the urge to share experiences, funny stories, or interest in a phenomenon (Jabbar, 2019). In this research, it was found that the activity of reposting and commenting on posts on the Instagram account

@dear\_umycatcallers by followers of students at the Muhammadiyah University of Yogyakarta was found, this activity was an activity to indicate one's identity. The majority of informants explained that what influenced them to repost or comment was a sense of concern for other people so that they knew about problems that occurred and how to anticipate them.

### C. Diversion Motive

The third motif is the diversion motif or entertainment motif. The entertainment motive is a motive used by audiences to obtain satisfaction, namely entertainment from the media they use. They want to be able to escape from problems if they play or use this media, relax, fill their time and as a way to stimulate their emotions. This motive is related to the diversion motive, namely the motive where someone uses media to escape from the routine or daily problems they face (Morrisan, 2013). (Chairunnisa Nasution, 2016) found that the Instagram account @lambenyinyir provided entertainment to the five informants even though the content uploaded was negative infotainment reporting, but in reality, the five informants felt entertained by the content uploaded. Another research by Siti Puspita Dewi found that the informant's way of unwinding was by opening Instagram and looking for preaching content (Puspita Dewi, 2018). In this research, it was found that the majority of respondents felt entertained by other people's joking comments in the comments column of Instagram account uploads @dear\_umycatcallers and not by the information contained in the account uploads.

## 4. Conclusion

In this research, it can be concluded that: (1) followers' information needs regarding sexual violence in their immediate environment is the informant's motive for following the Instagram account @dear\_umycatcallers. (2) followers show their identity through the activity of providing comments and sharing uploads of cases of sexual violence with people around them. (3) followers receive entertainment in the form of other people's joking comments on uploads from the Instagram account @dear\_umycatcallers. The weakness of the @dear\_umycatcallers Instagram account is the lack of intensity in posting information about sexual violence. Therefore, it would be better if the Instagram account @dear\_umycatcallers posts information about sexual violence more often.

## 5. Acknowledgement

The researcher would like to thank the Communication Science University of Muhammadiyah Yogyakarta for supporting and enabling this research to be realized. Researchers also thank lecturer Mrs. Dr. Suciati, S.Sos, M.Si who has guided researchers from the beginning of the research to the completion of this research, and all parties who have helped both mentally and physically.

## 6. References

- Ahmadi, A. (2009). *Psikologi Sosial*. Rineka Cipta.
- Amanova, F. Y. A., & Andryani, K. A. (2023). Advocacy of violence against women through the implementation of cyber public relations at the Rifka Annisa women's Crisis Center. *COMMICAST*, 4(1), 91–98. <https://doi.org/10.12928/commicast.v4i1.7612>
- Angkari, S. (2013). Motif Masyarakat Surabaya dalam Menonton Program Good Morning Hard Rockers on SBO. *Junral E-Komunikasi*, 1.
- Bachri, B. S. (2010). Meyakinkan Validitas Data Melalui Triangulasi Pada Penelitian Kualitatif. *Teknologi Pendidikan*, 10, 46–62.
- Chairunnisa Nasution, S. (2016). *Motif penggunaan akun instagram @lambenyinyir (Studi Deskriptif Kualitatif Motif Penggunaan Akun Instagram @lambenyinyir dalam Kebutuhan Hiburan pada Mahasiswa Universitas Sumatera Utara)*. June, 1–10.
- Dinda, A., Septyani, P., Danadharta, I., & Kusumaningrum, H. (2022). *Motif pengguna sosial media mengakses konten pornografi di instagram ( studi fenomenologi @ deaonlyfans pada mahasiswa di surabaya )*. Aldira 2020.

- Fadillah, D., Farihanto, M. N., & Setiawan, R. A. D. (2022). "Senggol Bestie" as Media Promotion Among Muhammadiyah Universities. *Komunikator*, 14(2), 148–158.
- Faturani, R. (2022). Kekerasan Seksual di Lingkungan Perguruan Tinggi. *Jurnal Ilmiah Wahana Pendidikan*, 8(15), 480–486.
- Jabbar, A. K. A. (2019). Motif Dan Kebebasan Berekspresi Dalam Meme Motives and Freedom of Expression in Meme. *Jurnal Spektrum Komunikasi*, 7(1), 30–41.
- Kholili, P. E., & Wijiharto Tunggali, A. P. P. (2023). Motives for using reels TikTok social media among Children. *COMMICAST*, 4(1), 118–125. <https://doi.org/10.12928/commicast.v4i1.6291>
- Meidatuzzahra, D. (2019). Penerapan Accidental Sampling Untuk Mengetahui Prevalensi Akseptor Kontrasepsi Suntikan Terhadap Siklus Menstruasi. *Avesina*, 13(1), 9.
- Morrisan. (2013). *Teori Komunikasi Individu Hingga Massa*. Kencana Prenada Media Group.
- Pramiyanti, A., Putri, I. P., & Nureni, R. (2014). Motif Remaja Dalam Menggunakan Media Baru (Studi Pada Remaja Di Daerah Sub-Urban Kota Bandung). *KomuniTi*, VI(2), 95–103.
- Puspita Dewi, S. (2018). Motif Penggunaan Media Sosial Instagram Sebagai Tren Media Dakwah (Studi Kualitatif tentang Motif Penggunaan Media Sosial Instagram sebagai Tren Media Dakwah Oleh Anggota Komunitas Jaga Sesama Solo). *Jurnal UNS*.
- Setiabudi, H. (2018). Motif Subscriber menonton Channel Youtube ( Studi Deskriptif Kualitatif Motif Subscriber menonton channel Youtube Presiden Joko Widodo ). *Komunikasi*, 7.
- Utami, N. T. (2022). The role of social media instagram community to tourism promotion in Baubau city. *COMMICAST*, 3(1), 67–74.