

ABSTRACT

Menjadi Manusia is a platform that provides information and visual contents to raise awareness about self development and mental health to many people in social media. Menjadi Manusia wants people to understand that mental health is an important aspect as a human being living nowadays in a fast-paced environment. Menjadi Manusia itself active in many social media platforms such as Youtube and Instagram. Menjadi Manusia has more than one million followers on Instagram. This study aims to analyze the motives of why people on Instagram want to follow @menjadimanusia.id. This study uses descriptive qualitative with a constructivism paradigm. The data collected with interview and social media observation. Research shows that the motives on why people on Instagram wants to follow @menjadimanusia.id are based on these factors such as information seeking, self projection, validation process and self representation.

Keywords: Instagram Users, Media uses, Motives