



# The Use of The Instagram Account @madridistaindo\_brebes To Share Information With The Real Madrid Brebes Fan Community

Firmansyah Aditya Saputra\*, Farida Nurfalah, Leni Rohida

Universitas Swadaya Gunung Jati Cirebon

DOI:

<https://doi.org/10.47134/interaction.v3i1.5714>

\*Correspondence: Farida Nurfalah

Email: [farida.nurfalah@ugj.ac.id](mailto:farida.nurfalah@ugj.ac.id)

Received: 18-03-2026

Accepted: 18-04-2026

Published: 18-05-2026



**Copyright:** © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** Social media has transformed how sports fans interact, enabling virtual communities that foster strong emotional bonds with their favorite clubs. However, online fan communities face challenges in maintaining content consistency, increasing engagement, and reinforcing collective identity amid growing competition. This study examines how members of the Pena Real Madrid Brebes community use Instagram and explores their motives for following the @madridistaindo\_brebes account. Using a descriptive qualitative approach, data were collected through interviews, observations, and literature review, then analyzed using the Miles and Huberman model. The findings reveal that Instagram serves as the community's primary communication medium, with content distributed through features such as feeds, Stories, and Reels. These features are optimized to deliver information, entertainment, and interactive content. Members' motivations align with the uses and gratification framework. Overall, Instagram plays a central role in fulfilling both informational and psychological needs while strengthening engagement within the fan community. Furthermore, this study contributes by providing empirical insight into how localized fan communities strategically utilize Instagram features to sustain engagement and reinforce collective identity, while extending the application of uses and gratifications theory within the context of digital sports fandom.

**Keywords:** Social Media, Community, Instagram, Motives, Collective Identity

## Introduction

In today's ever evolving digital age, social media has become an essential platform for self-expression, creativity, and the development of new opportunities, including within sports communities. Beyond enabling users to share opinions and ideas, social media facilitates interactive communication and open feedback among individuals ([Kurnianto, 2020](#)). With over 167 million users in Indonesia—approximately 60.4% of the population platforms such as Instagram play a significant rike in shaping interaction, identity, and solidarity ([We Are Social & Hootsuite, 2024](#)). In the context of sports, digital media has transformed how fans engage with teams, creating virtual communities that foster strong emotional connections and collective belonging.

As one of the world's most popular sports, soccer has developed into both a cultural phenomenon and a global industry, attracting diverse audiences across age groups and regions ([Rijal et al., 2021](#)). In indonesia, fan communities continue to grow at various levels, including the Pena Real Madrid Brebes community as part of Komunitas Pena Real Madrid

Indonesia. This community uses Instagram as a platform to share information, build relationships, and express support for the club. However, challenges persist in maintaining content consistency, increasing audience engagement, and strengthening collective identity, especially amid competition from similar fanbase account. As noted by Baym (2015), the success of online communities depends on their ability to create meaningful interactions through digital platforms.

Despite the growing importance of social media in sports fandom, existing studies have primarily focused on promotional functions and identity formation ([Wicaksono & Annissa, 2020](#)). Limited research examines how locally based fan communities of international clubs utilize Instagram specifically as a medium for information dissemination and community engagement.

Therefore, this study aims to analyze how the Instagram account @madridistaindo\_brebes is utilized in disseminating information within the Pena Real Madrid Brebes community and to understand the motivations of its followers in engaging with the account.

### **New Media**

New media is a form of media that utilizes digital technology, such as social media and the internet, and plays a crucial role in the development of modern communication. McQuail (2011) explains that new media is a concept that encompasses all forms of communication media based on information and communication technology. This term has been in use since the 1960s and has continued to evolve rapidly, in tandem with the emergence of various innovations in communication technology. Social media and the internet serve as concrete examples of new media, as both enable individuals to connect with one another, share information, and interact in a broad and dynamic manner. New media is a term used to describe the convergence of computerized digital communication technologies that are networked (Marshall McLuhan, 1967), as cited in a journal by Varenia and Phalguna (2022).

Meanwhile, Lev Manovich, as cited in Utami HA (2021), states that new media are cultural objects within a new paradigm of the mass media landscape in society. New media enable dissemination through computer technology and digital data controlled by application models. New media have undergone a transformation in their information dissemination models, leveraging software networking technology.

### **Social Media**

Rapid advancements in information and communication technology in the ever-evolving digital age have transformed the way people interact and access information. One tangible manifestation of this progress is the emergence of social media, a digital platform that enables people to communicate, exchange information, and build extensive social networks without being limited by time or space (Kaplan & Haenlein, 2010).

In general, social media encompasses websites and apps such as Instagram, Facebook, Twitter, LinkedIn, YouTube, TikTok, and others. Advances in communication and information technology have driven the rapid growth of social media. Additionally, nearly all internet users are active on social media, accounting for approximately 56% of Indonesia's total population. This indicates that more than half of Indonesia's population is

engaged in social media use. In today's increasingly globalized era, social media plays a vital role in various activities. Social networking sites provide a space for users to interact with one another, share content, and engage in online conversations. Through these platforms, individuals can build connections with friends, family members, colleagues, and even strangers in the virtual world. Generally, social media encompasses websites and apps such as Instagram, Facebook, Twitter, LinkedIn, YouTube, TikTok, and others. Advances in communication and information technology have driven the rapid growth of social media. Additionally, nearly all internet users are active on social media, accounting for approximately 56% of Indonesia's total population. This indicates that more than half of Indonesia's population uses social media ([Afra Azzahra & Angga Dianita, 2024](#)).

Based on the various definitions provided, it can be noted that social media is a product of the rapid development of information and communication technology in the era of globalization. This medium serves as an online platform that facilitates interaction, the exchange of information, and the expansion of social networks without any limitations of time or place. Through social media, individuals can connect and interact with others in various contexts—whether personal, professional, or social—via a variety of applications such as Instagram.

Instagram, often referred to as IG, is a social media app that allows people to share photos and videos, as well as personal moments, while adding various filters before posting them on the platform. In today's era, Instagram has become a tool for promoting brands and products, as well as a medium for broader information dissemination. As a form of modern communication, Instagram allows users to share information quickly and easily through photos and videos, known as updates. Its ease of access and use has made Instagram increasingly popular as a source of information that can meet the diverse needs of its users ([Sari & Basit, 2020](#)).

The Instagram account @madridistaindo\_brebes is one of the community accounts that uses Instagram as a platform to share information about Real Madrid. The Pena Real Madrid Brebes community has been on Instagram since 2016 and has 1,346 followers. This community is part of the Pena Real Madrid Indonesia Community, often abbreviated as PRMI, the official community of Real Madrid supporters in Indonesia.

### **Pena Real Madrid Indonesia**

Pena Real Madrid Indonesia (PRMI) is the official Real Madrid supporters' community in Indonesia, recognized directly by the club. It was founded on October 5, 2012, following the evolution of the Madridista Indonesia community (established in 2007). This community serves as the primary platform for over 20,000 registered members across more than 75 regional chapters throughout Indonesia. From a sociological perspective, this community can be understood as a space for the formation of social identity, where individuals are not merely spectators or passive fans, but construct a sense of togetherness through symbols, attributes, group-viewing rituals, discussions, social activities, and interactions in both online and offline spaces.

### **Uses And Gratification**

The Uses and Gratifications Theory was first proposed in 1974 by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in their work titled \*The Uses of Mass Communication:

Current Perspectives on Gratification Research\*. This theory posits that individuals actively select and utilize specific media and content to obtain gratification or achieve desired outcomes.

The main premise of this theory is the belief that audiences have the ability to learn, evaluate, and determine which media are most appropriate for fulfilling their communication goals. Furthermore, this theory explains that an individual's dependence on media arises because the media are capable of fulfilling that individual's specific needs. In this context, West and Turner (2010:397) assert that audiences are fully aware when determining which media choices best suit their needs and desires. Thus, this theory views individuals as active, rational, and conscious agents in evaluating and using various media to achieve specific communicative goals.

The Uses and Gratifications theory explains that individuals not only choose specific media based on their needs and preferences, but also actively determine how they use it and the personal meanings or values they derive from their interaction with that media. The primary focus of this theory lies in understanding what consumers do with the media, rather than the other way around. Thus, this theory emphasizes the role of the audience as an active and selective participant in the mass communication process. Unlike the "powerful effect" theory or the "hypodermic needle" theory, which assumes that media have a significant and direct influence on the audience, the Uses and Gratifications theory views the audience as individuals capable of selecting, interpreting, and utilizing media according to their personal needs and interests.

According to McQuail and his colleagues (1972) in a work cited by West and Turner, there are several ways to classify audience needs and satisfaction in media use. This classification encompasses four main categories. First, Diversion, which refers to the need to escape from the routines or pressures of daily life. Second, personal relationships, namely the use of media as a substitute for social interaction or a means of communication. Third, personal identity, which serves as a means for individuals to affirm their values, beliefs, and sense of self. Fourth, surveillance, which is the need for information that helps individuals understand their environment and achieve specific goals.

According to West and Turner (2008), Elihu Katz, Jay G. Blumler, and Michael Gurevitch classify human needs into four main categories.

**Table 1.**  
Type of needs

No	Type of Need	Description
1.	Cognitive	The need for information and knowledge
2.	Affective	The need for entertainment or emotional fulfillment
3.	Personal Integration	The need to enhance one's credibility or status
4.	Social Integration	The need for interaction and building social relationships

Source: West dan Turner (2008:104).

The four models above will serve as the key elements in examining the use of the Instagram account @madridistaindo\_brebes to disseminate information to the Real Madrid Brebes fan community.

## **Methodology**

This study employed a descriptive qualitative research method. According to Sugiyono (2023), qualitative research is an approach grounded in post-positivist or interpretive philosophy, applied to examine research subjects in their natural settings, with the researcher serving as the primary instrument. The objective of this study is to examine the use of the Instagram account @madridistaindo\_brebes in conveying information to the Pena Real Madrid Brebes community, as well as to identify issues arising from the predetermined research questions.

In this study, the researchers employed data collection methods such as interviews, observations, and document collection, all conducted in the Brebes region. The informants included the administrator of the Real Madrid Brebes community's Instagram account, the chairperson of the Real Madrid Brebes community, and several members of the community. To ensure the validity of the research findings, data validation was performed using triangulation techniques. Field data analysis utilized the interactive analysis model developed by Miles and Huberman, as cited in Sugiyono (2023). Qualitative data analysis consists of three main stages: data reduction, data display, and conclusion drawing/verification.

## **Result and Discussion**

### **Motivations of Members of the Pena Real Madrid Brebes Fan Club**

#### **Cognitive Needs**

Cognitive needs arise from an individual's drive to seek information, news, knowledge, and understanding about topics that interest them. Within the framework of the uses and gratifications theory, these needs stem from the aspiration to understand the surrounding community and expand knowledge through the media used. Regarding the use of the Instagram account @madridistaindo\_brebes, this social media platform functions as a new channel with a role similar to that of mass media, namely disseminating information to the public. Through shared posts such as news related to Real Madrid, match schedules, and community activities, this account plays a role in fulfilling the cognitive needs of its followers, particularly members of the Pena Real Madrid Brebes community. Thus, the use of Instagram serves not only as a communication tool but also as a space where the information needs of Real Madrid fans in Brebes can be met and their social identity strengthened.

Based on an interview with AL, a follower and member of the Pena Real Madrid Brebes community, he stated that he initially followed the Instagram account @madridistaindo\_brebes to learn more about Real Madrid and its community. Driven by curiosity, he was then able to deepen his understanding and expand his knowledge of Real Madrid, particularly regarding community activities such as mini-soccer schedules, details about public screenings, and gatherings.

“I use the Instagram account @madridistaindo\_brebes as my main source for information about Real Madrid and community activities. Through this account, I usually find out about watch party schedules, mini-soccer updates, and other important information.” (Interview conducted on December 29, 2025)

The source, **AK**, also explained that he initially followed this account to find information about match schedules, group viewing events, and community activities.

“Personally, I use this account mainly to check match schedules and find information about watch parties, and this community also organizes mini-soccer events.” (Interview conducted on December 30, 2025).

### **Affective Needs**

Affective needs are needs rooted in emotional experiences or entertainment. These needs arise from an individual’s desire to obtain or enhance emotional, pleasurable, and aesthetic experiences that provide inner satisfaction and positive feelings when interacting with a medium. This relates to the experiences and levels of satisfaction felt by the audience when using media as a tool to fulfill their various needs.

The results of the interview conducted with **AL** revealed that community members feel proud, entertained, and motivated after following the Instagram account @madridistaindo\_brebes. This sense of pride stems from the content posted, particularly the documentation of activities with other members; it is from this that the pride arises, as it is seen as a demonstration of solidarity and a way to maintain unity among members of the Pena Real Madrid Brebes community. Meanwhile, they feel entertained by group viewing events such as El Clásico matches. Witnessing the moments of goals, celebrations, and the expressions of community members as they support Real Madrid together truly evokes emotion and a sense of togetherness; it is these moments that motivate them.

“The type of content that entertains me the most and touches me emotionally are videos of El Clásico matches and footage of the camaraderie during group viewings. Seeing the goals, the celebrations, and the expressions of community members as they cheer on Real Madrid together really stirs up emotions and a sense of togetherness.” (Interview conducted on December 29, 2025).

On the other hand, **NF**, the site administrator, also explained that the type of content that generates the most emotional response comes from El Clásico match days, as there is a significant increase in comment activity during those moments, particularly from Barcelona fans (culés) and other fan groups.

“The most popular content is El Clásico match day because there are always lots of comments from the deculs (Barcelona fans) and others,”  
(from an interview on December 20, 2025)

This indicates that community members follow this account because they find it enjoyable and entertaining, in line with their own emotional needs. In the comments section, the researcher also frequently observed many community members expressing pride, enjoyment, and motivation in response to posts on the Instagram account @madridisitaindo\_brebes. These expressed and fulfilled emotional needs serve as a motivation for followers to follow this account.

### Personal Integrative Needs

Personal integrative needs are needs related to an individual's efforts to enhance their credibility, self-confidence, emotional stability, and social standing. These needs stem from the desire to gain recognition and self-esteem, which in turn contribute to a better understanding of oneself. Based on the results of an interview conducted with AL, it was concluded that the active involvement of community members on the @madridistaindo\_brebes account through activities such as commenting, sharing posts, and appearing in uploads can boost self-confidence, self-esteem, and recognition as part of the community.

"Of course, following the @madridistaindo\_brebes account makes me feel even prouder to be a member of the Madridista Brebes community. Through the content shared, I can see the unity, activities, and spirit of camaraderie among fellow members, which strengthens my sense of belonging and identity as part of the community." (Interview conducted on December 29, 2025)

AK also explained that his initial motivation was simply to find friends who were Real Madrid fans. What started as mere curiosity eventually led AK to become a member of the Pena Real Madrid Brebes community, and he feels a sense of accomplishment from this achievement.

"Of course, I feel proud because I used to feel like I didn't have any friends who were also Real Madrid fans, and my social circle was dominated by Barcelona fans. After I found out about this community, I signed up to become a member. Once I joined, I felt so proud to be accepted and to be a member here, and I've even been featured in a post (I felt incredibly proud). (Interview conducted on December 30, 2025)

The results of the observations conducted also show that members of the @madrididistaindo\_brebes community do not merely act as passive followers, but also demonstrate active engagement through various forms of interaction. Activities such as commenting, sharing posts, and appearing in community posts reflect a dynamic that fosters a sense of togetherness and engagement among members; in essence, this demonstrates that community social media serves as a platform for individuals to enhance their credibility, gain social recognition, and simultaneously strengthen their identity within the group.

These findings align with the theory of personal integrative motives, which posits that individuals use social media to fulfill their need for self-recognition, personal status, and reinforcement of personal identity. In this context, members of the community on the @madridistaindo\_brebes account receive gratification in the form of social recognition and self-validation, which reinforces their image as important members of the group. Additionally, the existence of this account plays a role in strengthening social bonds, fostering a sense of togetherness, and reinforcing loyalty to the Pena Real Madrid Brebes community.

## Social Integration Needs

Social integration needs aim to strengthen bonds with family, friends, the community, and other individuals. This motivation stems from an individual's desire to fulfill their social roles and functions, as well as to broaden and deepen their relationships with those around them.

This study found that @madridistaindo\_brebes plays a vital role in strengthening social bonds and a sense of community among members. This account not only serves as a platform for disseminating information and coordinating activities such as watch parties or gatherings, but also functions as a space for social interaction that facilitates communication and member engagement. Through posts regarding watch party schedules or mini-soccer events and documentation of activities, the account helps maintain community cohesion, foster a spirit of togetherness, and strengthen collective identity even though members do not always meet in person. Interactions through comments and stories also foster a sense of emotional closeness among members, reflecting the fulfillment of the need for affiliation and social integration.

An interview with AL revealed that community accounts serve as a means of social integration, as they foster a sense of togetherness and belonging among members. Through content, interactions, and documentation of activities, social connections remain strong even without in-person meetings.

"In my opinion, this account is very helpful in maintaining unity and a sense of togetherness among community members. Through the content, interactions, and documentation of activities shared here, I feel that the bonds between members remain strong even though we don't always meet in person." (Interview conducted on December 29, 2025)

WF also states that community media serves as an effective social connector in maintaining emotional closeness among members despite physical distance. From the perspective of the social integrative model, interactions fostered through digital media strengthen a sense of togetherness and social closeness. Community accounts serve as communication platforms that foster a sense of virtual social intimacy, where members can continue to interact with one another, share information, and strengthen solidarity without needing to meet in person.

"I feel closer to other community members even though we live far apart, so I find this account very helpful for staying in touch." (Interview conducted on December 30, 2025)

The results of the observation also show that the followers and members of the @madridistaindo\_brebes community are highly interactive, as evidenced by interactions through comments and stories that demonstrate that members derive satisfaction in the form of emotional closeness and a sense of belonging to the community. Furthermore, @madridistaindo\_brebes, as the platform for the Pena Real Madrid Indonesia Brebes regional community, is one of the accounts that remains active as a representative of Brebes madridistas on the national stage. These findings indicate interpersonal communication between the account and its audience through the comments section and stories. The

primary motive is to establish, maintain, and strengthen social bonds among community members, in line with the social integration motive.

### Using Instagram Features for Members of the Pena Real Madrid Brebes Community

Based on the results of interviews and observations conducted, it was found that the Instagram account @madridistaindo\_brebes is used by members of the Pena Real Madrid Brebes community as their primary platform for obtaining information and interacting with fellow community members. The use of this Instagram account encompasses various available features, such as the feed, Instagram Stories, and Reels, each of which serves a distinct purpose in conveying community information. Source AK revealed that the information most frequently sought on the @madridistaindo\_brebes Instagram account consists of posts and feeds related to community activities. This content is considered capable of providing an overview of the activities and the sense of camaraderie among community members.

“The kind of information I’m looking for is usually related to posts and feeds about community activities, sir.” (Interview conducted on December 30, 2025).



**Figure 1.**  
Feed Instagram @madridistaindo\_brebes

Meanwhile, a source from AL noted that Instagram Stories serve as the primary source of information, particularly for announcements regarding group viewing schedules, mini-soccer updates, and brief notifications about community activities. Additionally, Reels content is utilized to showcase event highlights, documentation of group viewings, moments of togetherness, and entertainment content related to Real Madrid and the Pena Real Madrid Brebes community.

“I usually look for information shared via Instagram Stories, such as announcements about watch party schedules, minisoccer updates, or brief updates on community activities. “In addition, I also frequently watch Reels, especially those featuring minisoccer highlights, match-viewing event coverage, moments of camaraderie among members, and light-hearted entertainment content that’s still relevant to Real Madrid and the Madridista Brebes community.” (interview conducted on December 29, 2025)



**Figure 2.**

Instagram story @madridistaindo\_brebes

Based on the results of these interviews and observations, it is evident that community members' use of the Instagram account @madridistaindo\_brebes is not limited to information-seeking needs alone, but also encompasses various other needs felt by the community members. Therefore, the findings of this study are further categorized into several categories of community members' needs.

## Discussion

### **The Motivation Behind the Members of the Pena Real Madrid Brebes Fan Club in Using the Instagram Account @madridistaindo\_brebes**

A motive can be defined as an internal drive within an individual that prompts a person to perform a specific action. In this study, the Uses and Gratifications Theory serves as the foundation for analyzing and understanding the reasons or motives of community members for following the @madridistaindo\_brebes account, particularly on new media platforms such as Instagram. The explanation of the motives for following is based on the types of needs fulfilled by the media, as proposed by Katz and colleagues. Media plays a role in fulfilling four basic needs: cognitive needs, affective needs, personal integrative needs, and social integrative needs. The motives of community members in utilizing the Instagram account @madridistaindo\_brebes can be analyzed using the Uses and Gratifications theory proposed by Katz and colleagues, which explains that individuals actively select and use media to fulfill specific needs.

Based on the research findings, the motivations of community members in using the Instagram account are not only centered on information seeking but also extend to emotional reinforcement, identity affirmation, and social bonding, revealing the multidimensional role of social media within the fan community.

Cognitive needs are fulfilled through the availability of information related to match schedules, group viewing activities, and community events, positioning Instagram as an effective source of information for members. Affective needs are reflected in feelings of pride, enjoyment, and motivation that arise from viewing content portraying community togetherness, suggesting that Instagram strengthens members' emotional attachment to the community.

In addition, personal integrative needs are met through interactive activities such as commenting, sharing posts, and being featured in uploaded content, which provide social recognition and reinforce members' self-confidence. While, social integrative needs are

fulfilled through ongoing interactions that strengthen solidarity and foster a stronger sense of belonging among members. These findings show that Instagram functions not only as an informational medium but also as a platform that facilitates emotional connection, identity affirmation, and social cohesion within the community.

According to a study by Sari et al. (2024), titled “The Uses of the Instagram Account @makananasmr as a Culinary Information Platform for the City of Samarinda”, the findings identified three primary motivations for using social media: information (cognitive), educational (cognitive), and entertainment (affective). These motivations ultimately provide satisfaction to followers, as they feel assisted in obtaining culinary information.

Furthermore, Nasution, D. A. (2022) “Motif dan kepuasan penggunaan media sosial Instagram terhadap mahasiswa fakultas hukum universitas area”, findings the motivation for using Instagram among the 2017 cohort of students at the faculty of law, Medan Area University are the desire for information (cognitive), the desire for personal identity (personal integrative), and the desire for social interaction and connection (social integrative), regarding satisfaction levels was reached highest for information.

In contrast, Zain and Dwivayani (2024) “Penggunaan Instagram Pada Generasi Z Sebagai Media Komunikasi dalam Membangun Personal Branding Ilustrator @indahoei”, Instagram places greater emphasis on personal integrative needs—namely, as a tool for personal branding, self-expression, and gaining recognition and professional opportunities—while the community aspect is not the primary focus.

Thus, the use of the Instagram account @madridistaindo\_brebes demonstrates that this social media platform serves not only as a source of information but also as a means of fulfilling the psychological and social needs of the members of the Pena Real Madrid Brebes community, as explained in the uses and gratifications theory.

### **Using Instagram Features for Members of the Pena Real Madrid Brebes Community**

According to McGuire in the journal by Wakas and Wulage (2021), media usage can be understood from two perspectives: first, in terms of content that provides satisfaction to users (content satisfaction), and second, in terms of the individual experience when interacting with the media (process satisfaction). When compared to traditional media, social media has notable differences, particularly in the types of content used to meet users’ needs in communicating with others. Today, social media has evolved into a popular new form of media due to its ability to facilitate direct interaction and communication between communicators and recipients.

Based on the research findings, the @madridistaindo\_brebes Instagram account disseminates information by optimizing various Instagram features, such as the feed, Instagram Stories, and Reels. A key finding is that each feature serves a distinct communicative function rather than being used interchangeably.

The Feed functions as a curated visual archive that document community activities, enabling members to track past events and upcoming agendas in a continuous narrative of community engagement. Instagram Stories are used as the primary real-time communication channel, delivering fast and time-sensitive updates such as match screenings, mini-soccer schedules, and urgent announcements. Meanwhile, Reels are

utilized to amplify engagement through highlight content and entertainment-oriented visuals, strengthening emotional connection and community identity. Overall, these findings indicate that the account goes beyond simple information sharing by constructing a multi-layered digital communication strategy that integrates documentation, immediacy, and engagement within a cohesive social media ecosystem.

According to M Firnas Adrysa (2025), titled “PEMANFAATAN INSTAGRAM @FLAMBOYAN.FF SEBAGAI MEDIA INFORMASI KOMUNITAS SEPAKBOLA DI KOTA PEKANBARU”, the result of this study indicate the use of Instagram @Flamboyan.ff as an information platform through posts, stories, DMs, reels, and mentions, the presence of these features fosters interaction, and has proven to be very effective.

Moreover, the study of Antasari and Pratiwi (2022), titled “PEMANFAATAN FITUR INSTAGRAM SEBAGAI SARANA KOMUNIKASI PEMASARAN KEDAI BABAKKEROYOKAN DI KOTA PALU”, shows that Babakkeyorokan use several features available on Instagram, such as the photo and video upload, caption, hastaghs, and the direct messages (DM). These features have helped in promoting the food products they sell.

Meanwhile, Supriyono (2024), titled “Media Sosial Instagram Sebagai Media Informasi Klub Internal Persebaya”, findings that features Instagram such Feeds, Reels, and Instastory, it’s very easy to understand because it’s presented in a simple way.

This use of Instagram also aligns with McGuire’s perspective, as cited in the journal by Wakas and Wulage (2021), which states that media is used to provide users with a certain level of satisfaction, both in terms of content and the user experience. In the context of the Pena Real Madrid Brebes community, Instagram serves not only as a means of disseminating information but also as a platform for interaction that facilitates two-way communication between account administrators and community members.

## Conclusion

Based on the findings, this study demonstrates that members of the Pena Real Madrid Brebes community actively utilize the Instagram account @madridistaindo\_brebes not only as an information hub but as a multifunctional platform that integrates informative, entertaining, and interactive content across features such as feed posts, Instagram Stories, and Reels. A key contribution of this research lies in empirically showing how the account fulfils all four dimensions of the Uses and Gratification framework—cognitive, affective, personal integrative—within a localized fan community context, Beyond information dissemination about Real Madrid and community activities, the account functions as a space for identity construction, self-actualization, and the reinforcement of collective belonging among members. This highlights the strategic role of social media in strengthening fan-based communities cohesion and engagement.

In practical terms, this study suggests that community administrators should focus on maintaining a consistent and balanced content strategy—combining informative updates, interactive elements such as polls or Q&A sessions, and entertaining post to keep members engaged. Making better use of features like Instagram Stories and Reels can also help increase visibility and interaction. In addition, encouraging members to contribute their own content can strengthen their sense of belonging and makes the community feel

more active and inclusive. For future research, it would be useful to look beyond a single regional community by comparing different fan groups, platform, or cultural settings, so that a broader understanding of user motivations and social media use can be developed.

## References

- Adrasyah, F. (2025). Pemanfaatan Instagram @Flamboyan. FF Sebagai Media Informasi Komunitas Sepak Bola Di Kota Pekanbaru. Universitas Islam Negeri Sultan Syarim Kasim Riau.
- Antasari, C., & Pratiwi, R. D. (2022). Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan Di Kota Palu. *Kinesik*, 9(2), 176–182. <https://doi.org/10.22487/ejk.v9i2.327>
- Azzahra, C. A., & Dianita, I. A. (2024). Pengaruh media sosial Instagram @jaklingkoindonesia terhadap pemenuhan kebutuhan informasi pengguna Jaklingko. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 8(1), 105–113.
- Baym, N. K. (2015). *Personal connections in the digital age* (2nd ed.). Polity Press.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Putri, F. S. E., Khumayah, S., & Nurfalah, F. (2023). Formation of self-identity of Generation Z through Instagram social media amongst students. *Imagionary*, 2(1), 1–6. <https://doi.org/10.51353/jim.v2i1.814>
- Feroza, C. S., & Misnawati, D. (2020). Penggunaan media sosial Instagram pada akun @yhoophii\_official sebagai media komunikasi dengan pelanggan. *Jurnal Inovasi*, 14(1), 32–41. <https://doi.org/10.33557/ji.v14i1.1397>
- Kurnianto, Y. T. (2020). Pemanfaatan media sosial Instagram sebagai media promosi pemasaran minuman di Banjarbaru (Studi pada akun Instagram @tempatbiasa.kopi). *Ilmu Komunikasi*, 8.
- McQuail, D. (2011). *McQuail's mass communication theory* (6th ed.). SAGE Publications.
- Rijal, M., Jumadi, J., & Awaru, A. O. T. (2021). Solidaritas fans klub kota Makassar (Studi: Milanisti Sezione Makassar). *Phinisi Integration Review*, 4(3), 414–422. <https://doi.org/10.26858/pir.v4i3.24411>
- Sari, D. N., & Basit, A. (2020). Media sosial Instagram sebagai media informasi edukasi. *Persepsi: Communication Journal*, 3(1), 23–36. <https://doi.org/10.30596/persepsi.v3i1.4428>
- Sari, Y., Dwivayani, K. D., Arsyad, A. W., & Purwanti, S. (2024). *Penggunaan Media Sosial Instagram @Makanansmr Sebagai Media Informasi Kuliner Kota Samarinda*. <https://doi.org/10.5281/ZENODO.11183670>
- Sazali, H., & Sukriah, A. (2021). Pemanfaatan media sosial (Instagram) oleh humas SMAU CT Foundation sebagai media informasi dan publikasi dalam meningkatkan citra lembaga pendidikan. *Jurnal Ilmu Komunikasi (JKMS)*, 10(2), 147–160.

- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Supriyono. (2023). Media Sosial Instagram Sebagai Media Informasi Klub Internal Persebaya. *Jurnal Pengabdian Bersama Masyarakat Indonesia*, 2(1), 21–31. <https://doi.org/10.59031/jpbmi.v2i1.295>
- Utami, A. H. (n.d.). *Media Baru Dan Anak Muda: Perubahan Bentuk Media Dalam Interaksi Keluarga*.
- Varenia, I. A. N., & Phalguna, I. B. Y. (2022). Implikasi Media Baru Sebagai Media Komunikasi Dan Teknologi Informasi. *Sadharananikarana: Jurnal Ilmiah Komunikasi Hindu*, 4(1), 623–632. <https://doi.org/10.53977/sadharananikarana.v4i1.614>
- Veranita, M., Susilowati, R., & Yusuf, R. (2021). Pemanfaatan platform media sosial Instagram sebagai media promosi industri kuliner saat pandemi COVID-19 (Studi kasus pada akun @kolakcampurkolaku). *Jurnal Bisnis dan Kewirausahaan*, 17(3), 279–290. <https://doi.org/10.31940/jbk.v17i3.279-290>
- Wainira, M. A., Liliweri, Y. K., & Mandaru, S. S. (2021). Pemanfaatan Instagram sebagai media komunikasi pemasaran dalam membangun brand image. *Jurnal Communio: Jurnal Jurusan Ilmu Komunikasi*, 10(2), 138–148. <https://doi.org/10.35508/jikom.v10i2.3609>
- Wakas, J. E., & Wulage, M. B. N. (2021). Analisis teori uses and gratification: Motif menonton konten firman Tuhan influencer Kristen pada media sosial TikTok. *Tepian: Jurnal Misiologi dan Komunikasi Kristen*, 1(1), 25–44.
- We Are Social, & Hootsuite. (2024). *Digital 2024: Indonesia*. DataReportal.
- West, R., & Turner, L. H. (2008). *Pengantar teori komunikasi: Analisis dan praktik* (Edisi ke-3). Salemba Humanika.
- Wicaksono, A., & Annisa, J. (2020). Pemanfaatan Instagram akun @futsal\_UBL sebagai media informasi dan promosi Futsal Universitas Budi Luhur. *Pantarei*, 4(3).
- Zain, A. A., & Dwivayani, K. D. (2024). Penggunaan Instagram pada Generasi Z Sebagai Media Komunikasi dalam Membangun Personal Branding Ilustrator. <https://doi.org/10.35870/jimik.v5i1.478>