

## MOTIVES FOR SOCIAL MEDIA USE (A DESCRIPTIVE STUDY OF FOLLOWERS OF THE TIKTOK ACCOUNT @GERRYANODV)

Danang Trijayanto<sup>1</sup>, Idrus Muhammad<sup>2</sup>

Universitas 17 Agustus 1945 Jakarta<sup>12</sup>

Corresponding e-mail: [danang.trijayanto@uta45jakarta.ac.id](mailto:danang.trijayanto@uta45jakarta.ac.id)

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### *Abstract*

*TikTok influencer @gerryanodv uses the TikTok social media platform to share fitness content and motivate followers. The problem formulation in this study is "What are the motives behind the media usage of followers of the TikTok account @gerryanodv?" The aim is to describe and analyze the motives of followers regarding the content presented by the TikTok account @gerryanodv. The research method employed is qualitative descriptive, with data collection techniques including interviews and documentation, involving 10 informants who have followed the TikTok account @gerryanodv for more than 6 months and have interacted with the content. The research results indicate that the TikTok account @gerryanodv presents various types of content to meet the diverse needs of the audience, ranging from information and entertainment to relaxation and health. The account successfully attracts attention and retains audience interest by offering content that aligns with their preferences and needs, particularly in the context of fitness and personal motivation.*

**Keywords:** *Influencer, TikTok, Gerryanodv, Media, Social*

### **Abstrak**

Influencer TikTok @gerryanodv menggunakan platform media sosial TikTok untuk berbagi konten kebugaran dan memotivasi pengikut. Adapun rumusan masalah dalam penelitian ini adalah bagaimanakah motif penggunaan media pada followers akun TikTok @gerryanodv, dengan tujuan untuk mendeskripsikan dan menganalisa motif followers atas konten-konten yang disajikan oleh akun TikTok @gerryanodv. Metode yang digunakan dalam penelitian ini yakni deskriptif kualitatif, dengan teknik pengumpulan data yakni wawancara dan dokumentasi pada objek penelitian sebanyak 10 informan yang telah mengikuti akun TikTok @gerryanodv lebih dari enam bulan dan pernah berinteraksi. Hasil penelitian menunjukkan bahwa akun TikTok @gerryanodv menyajikan berbagai jenis konten untuk memenuhi berbagai kebutuhan audiens, dari informasi dan kesenangan, hingga relaksasi dan kesehatan. Akun ini mampu menarik perhatian dan mempertahankan minat audiens dengan menawarkan konten yang sesuai dengan preferensi dan kebutuhan mereka dalam konteks kebugaran dan motivasi pribadi.

**Kata Kunci:** Influencer, TikTok, Gerryanodv, Media, Sosial

## 1. Introduction

Social media platforms continue to play a pivotal role in the global digital landscape, with some reaching extraordinarily high levels of usage. Social media is evident in its ability to connect billions of people worldwide through various features that facilitate content sharing, interaction with friends, and following different communities. TikTok has become a space where individuals can communicate, discover news, and express themselves, establishing it as the primary platform within the social media ecosystem.

Over time, TikTok has experienced rapid growth, extending its video duration from 15 seconds to three minutes, providing more space for users to express themselves. This feature allows for more diverse and in-depth content, ranging from brief tutorials to longer forms of entertainment. TikTok's success is also supported by its intelligent algorithm, which delivers personalized content based on users' interests and habits. This keeps users engaged and interested, as they continually discover new content that aligns with their preferences (Nurvadila & Rinawati, 2022).

TikTok's intelligent algorithm plays a crucial role in strengthening its position in the global market. By personalizing content according to users' interests and preferences, TikTok ensures that each individual receives a feed that is relevant and engaging to them. The algorithm analyzes user interactions, such as the videos they watch, like, and share, to optimize their experience on the platform. This not only enhances engagement but also helps users find content they are interested in more quickly (Pradana, 2024). One area where TikTok has garnered substantial attention is sports information, thanks to its engaging and dynamic short-form video format. By leveraging short videos, TikTok makes it easier for users to access sports highlights, match analyses, and other related sports content quickly and efficiently. The platform offers the advantage of providing informative and entertaining video formats, an intelligent algorithm that personalizes content according to users' interests, and accessibility via smartphones, enabling users to access content anytime and anywhere.

TikTok also plays a role in promoting a healthy lifestyle. Influencers such as @gerryanodv use the platform to share educational and motivational content with their followers about physical fitness and healthy eating habits. The creative content shared on TikTok has the ability to change viewers' perceptions of a healthy lifestyle through an engaging and interactive approach. The role of influencers on social media, including TikTok, in promoting a healthy lifestyle has gained increasing attention. Health and fitness influencers use their platforms to disseminate messages about nutrition and exercise. With a personal and authentic approach, they build strong relationships with their audiences, making messages about healthy eating habits and workout routines easier to accept.

The benefits of the TikTok application can be experienced not only by young people but also by individuals of all age groups (Bulele, Y. N. 2020). The TikTok application can be utilized as an educational medium for Generation Z to acquire new knowledge and as a platform for disseminating educational content (Rahmana & Damariswara. 2022). TikTok can serve as a form of informal education and digital activism. In informal education, learning models and policies that can influence activities are found (Firamadhina, & Krisnani. 2020). TikTok has emerged as a new information medium that is popular among the public, with users leveraging it to share knowledge, insights, and information across various fields (Bur, R., Ayuningtyas, F & Muqsith (2023)

TikTok can serve as a platform to raise awareness about body positivity, allowing individuals to develop a more positive mindset regarding their body image. There is a significant influence of TikTok usage on body positivity, accounting for 66.3% (Fachrudin & Suka, 2023). The influence of TikTok on the mindset of society is positive, as it encourages more critical thinking in processing information, fosters openness, and enhances knowledge through educational videos (Sinaga, S. C., & Mailin 2023)

Health and fitness influencers in Indonesia who frequently share content include Melvin (@melvindanendra) with 185.9k followers, 929 videos, and 10.6 million likes; Kal-El (@nandohertana) with 134k followers, 1,267 videos, and 8.5 million likes; Jhon (@abu2kk) with 247.8k followers, 1,020 videos, and 12 million likes; Kizzy (@kizzyrk) with 377.7k followers, 597 videos, and 18.3 million likes; and @gerryanodv with 463.2k followers, 1,345 videos, and 31.4 million likes. A comparison of these influencers is presented in Table 1.1 Comparison of Health and Workout Influencers.

Table 1.1 Comparison of Health and Workout Influencers

Influencer	Follower (K)	Video	Likes (Million)
@gerryanodv	463.2	1345	31.4
@melvindanendra	185.9	929	10.6
@nandohertana	134	1267	8.5
@abu2kk	247.8	1020	12
@kizzyrk	377.7	597	18.3

Based on Table 1.1, the TikTok account @gerryanodv, with over 463k followers and content focused on fitness, has effectively utilized TikTok's features to influence followers on the importance of maintaining physical fitness and healthy eating habits. His content, which includes workout routines and nutrition information, helps reshape followers' perceptions of health and encourages them to adopt a healthy lifestyle. In comparison, the account @abu2kk, with 247.8k followers, and the account @kizzyrk, with 377.7k followers, also share content related to gym workouts. However, @gerryanodv's account has garnered more interest. Therefore, this study focuses on how the content of @gerryanodv can motivate followers to adopt healthy behaviors, provide insights into building muscle and achieving an ideal physique, and boost self-confidence.

The research problem in this study can be formulated as follows: What are the motives for media use among the followers of the TikTok account @gerryanodv? According to Denis McQuail, there are four typologies of motives that will be used, namely: the motive of information (surveillance), the motive of personal identity, the motive of integration and social interaction (personal relationship), and the motive of entertainment (diversion) (Mcquail 1987).

## 2. Research Methods

### 2.1. Subject, Time and Place of Research

This study aims to describe and analyze how the motivation of followers towards healthy lifestyle behaviors is influenced by the content presented by the TikTok account @gerryanodv. The focus of this research is to understand the motivations of followers in adopting healthy lifestyle behaviors based on the content shared by @gerryanodv. The research method used is qualitative with a descriptive approach. The subjects of this study are the followers of @gerryanodv, who serve as primary data sources due to their active role as informants who have been using the TikTok account for approximately six months. The research was conducted in the Tanjung Priok subdistrict, over a period of two to four months, from April to June 2024.

### 2.2. Data Collection Technique

The researcher collected data through interviews. The data collection process can be carried out in various settings, from different sources, and using various methods. According to Sugiyono (2007), based on the method of data collection, qualitative data collection is divided into three categories: observation, interviews, and documentation.

### 2.3. Data Analysis Technique

This study employs an interactive analysis model. The data analysis model used by the researcher is the interactive model of components in analysis (Miles and Huberman, 2014). The scope of activities in data analysis includes: (1) Data Reduction. The data reduction stage involves summarizing, selecting key points, focusing on important aspects, identifying themes and patterns, and excluding irrelevant information from the results of observations and interviews. The research findings obtained from 10 informants, followers of

TikTok @gerryanodv, are summarized and categorized according to the main issues in the study. This step is carried out to facilitate the data analysis process. (2) Data Display. The next stage is data presentation, which includes classifying and identifying data derived from the reduced data from interviews and observations, and organizing the data into categories based on indicators related to understanding the motivation of followers in adopting a healthy lifestyle based on the content presented by the TikTok account @gerryanodv. (3) Conclusion: Drawing/Verifying. The final stage in this research involves drawing conclusions, which consists of giving meaning and providing explanations for the data presented. This is achieved by elaborating on the understanding of followers' motivations in adopting a healthy lifestyle based on the content presented by the TikTok account @gerryanodv.

### 3. Results And Discussion

#### 3.1. Tinjauan pada akun TikTok @gerryanodv

Enriqo Gerryano Devega is known as a TikToker with the username @gerryanodv, who actively shares content related to gym activities and healthy lifestyles, focusing on promoting health through physical activity, especially in gym environments. Enriqo Gerryano went viral when he shared a push-up video accompanied by the song *Still With You* by Jungkook of BTS, utilizing music elements and creativity to convey motivational messages to his followers. Enriqo Gerryano Devega is a TikToker and a handsome Instagram influencer from Bekasi, West Java. He was born on April 17, 2000, making him 24 years old, and he follows the Islamic faith. Enriqo Gerryano Devega is a new member of Boys Squad, a group of men who are passionate about going to the gym, which includes Verrel Bramasta, Athalla Naufal, Enrique Dustin, Austin Alexander, and Roman Angelo. Enriqo Gerryano has also ventured into business, owning a steak restaurant named Bos Bistik in Yogyakarta. Additionally, he is still actively pursuing his studies at YKPN Accounting Academy in Yogyakarta, majoring in Business Management.

The TikTok account @gerryanodv has been active since 2019, and as of the time of this research, it has shared a total of 1,308 posts, with 448,800 followers. The account bio includes gym workout videos, boxing training videos, and arm wrestling challenges, all accompanied by popular TikTok sounds. These videos aim to provide entertaining content that helps increase likes, comments, followers, and views. The content on @gerryanodv's TikTok account from 2019 to 2024 can be categorized into three main types: gym workout content, daily content, and arm wrestling challenges. A detailed breakdown of the 1,308 posts from 2019 to 2024 is provided in the table below.

Table 3.1 Posts of TikTok @gerryanodv

TikTok @gerryanodv 2019-2024		
<i>Workout content</i>	<i>Daily content</i>	<i>Arm wrestling content</i>
636	300	372

The content consists of gym workout videos, boxing training, and various other types of videos. The @gerryanodv account replies to comments on TikTok from followers who have been influenced by his content.

#### 3.2. Enjoyment Motive: Followers' Pleasure in Enjoying Content with New Exercise Techniques

The Enjoyment Motive refers to the primary reason or drive behind an individual's enjoyment of something, as it provides personal pleasure or satisfaction. In this context, the enjoyment motive pertains to the pleasure experienced by followers when they engage with content focused on new exercise techniques. This means that followers feel entertained and motivated because the content introduces exciting and enjoyable ways to exercise, thereby enhancing their experience while participating in or following the workouts.

By following the @gerryanodv account on TikTok, followers take pleasure in enjoying each piece of content shared by @gerryanodv. The content presented not only motivates followers to exercise but also offers various new techniques, as stated by Byann, as follows:

*“I enjoy content that provides new techniques and motivation”* (Byann, Interview, August 2024).

Following the TikTok account @gerryanodv provides an enjoyable experience for many followers, who feel satisfied with each piece of content shared. This account not only motivates followers to exercise but also offers various new techniques that are beneficial in enhancing their fitness routines.

### *3.3. Social Interaction Motive: This Social Interaction Occurs in a One-Way Direction*

The Social Interaction Motive refers to the process by which individuals or groups connect, communicate, and interact with one another. In this context, social interaction refers to the ways in which people communicate, share information, and collaborate through platforms or social media, either directly or indirectly. This interaction can take various forms, such as conversations, comments, content sharing, or participation in online discussions, and is an important aspect of how social relationships are formed and maintained in both digital and offline environments.

In the case of following the @gerryanodv account on TikTok, a follower, Rido, shared that he had attempted to interact by leaving a comment on one of @gerryanodv's videos but did not receive a response.

*“I once tried to interact by leaving a comment without receiving a reply”* (Rido, Interview, August 2024).

This experience indicates that while the account provides a wealth of valuable information, direct interaction between the creator and followers can sometimes encounter obstacles. It also illustrates the challenges faced in maintaining effective communication on social media platforms that are highly active. The interaction with followers was not limited to Rido alone; other informants, such as Byann and Nugi, also experienced similar situations. However, the interaction that occurred remained one-sided.

### *3.4. Relaxation Motive: Followers' Relaxation in Enjoying Content with New Exercise Techniques*

The Relaxation Motive refers to the primary reason or drive behind an individual's pursuit of calmness or stress reduction through specific activities. In this context, the relaxation motive pertains to why followers enjoy content that offers new exercise techniques, as it provides a calming effect and helps them release tension. Such content may help followers feel more relaxed, at ease, and free from stress, enabling them to enjoy exercise as a way to achieve mental and emotional balance. The reason this content is relaxing is due to its entertaining nature, as expressed in the following statement:

*“Staying loyal because of the consistent content that is relevant to my needs, along with a practical and entertaining delivery”* (Alip, Interview, August 2024).

It is clear that followers use TikTok as a source of entertainment, escape, and variety in their lives, indicating that relevant and entertaining content is key to maintaining their engagement.

### *3.5. Information Motive: Followers Gaining New Knowledge from Content, Particularly Regarding New Exercise Techniques*

The Information Motive refers to the primary reason or drive behind an individual's pursuit of new knowledge or insights. In this context, the information motive pertains to the followers' desire to acquire new knowledge from the content they follow, particularly regarding new exercise techniques. Followers may be drawn to this content because it provides useful and educational information, enabling them to learn new or more effective ways of exercising. Thus, the information motive encourages followers to continue engaging with content that enhances their knowledge and skills in a particular area. By following the @gerryanodv account on TikTok, followers report gaining valuable information, as expressed by Regar, as follows:

*“Yes, I have become more mindful of my sleep schedule and eating habits, and I exercise more frequently” (Regar, Interview, August 2024)*

Following this account has encouraged him to become more informed about healthy living, such as paying attention to important aspects of his daily life, including sleep, diet, and exercising more regularly. This demonstrates the significant influence of content shared by creators like the TikTok account @gerryanodv in shaping the habits and awareness of followers regarding a healthy lifestyle. Followers who feel they have gained valuable information include not only Regar but also other informants such as Ryno, Byann, Rido, and Rian, who have had similar experiences. The information shared through the @gerryanodv TikTok account has benefited them in learning about and adopting a healthier lifestyle. This reflects the powerful influence of social media in shaping healthy habits among its followers.

### *3.6. Excitement Motive: Followers' Excitement When Engaging with Content That Provides Challenging and Enjoyable Sensations*

The Excitement Motive refers to the primary reason or drive behind an individual's pursuit of experiences that trigger enthusiasm, excitement, or adrenaline. In this context, the excitement motive pertains to the pleasure followers feel when engaging with content that introduces new exercise techniques because it provides both challenging and enjoyable sensations. The excitement generated from such content makes followers feel more energized and stimulated, motivating them to try these new techniques with high enthusiasm. Content that is full of surprises or challenges makes the exercise experience more engaging and dynamic for followers. By following the @gerryanodv account on TikTok, followers find excitement and satisfaction in the variety of content offered, as expressed by Ariel, as follows:

*“Feeling more organized and motivated to try new workouts, and gaining excitement and satisfaction from the variety of content” (Ariel, Interview, August 2024).*

Followers find excitement and satisfaction in the variety of content offered, not only Ariel but also other informants like Ryno and Denis, who have experienced similar feelings. They feel happier and more motivated to try new workouts, thanks to the diversity of content presented. This impact is not only felt by Ariel but also by other informants like Ryno and Denis, who share the same positive outcomes.

The varied content from @gerryanodv has successfully provided inspiration and innovation in my fitness routine, making each experience of following this account more satisfying and enjoyable. With a creative and diverse approach, this account has met its followers' needs for variety and motivation in maintaining a healthy lifestyle

## **Conclusions**

The motives for media usage among followers of the TikTok account @gerryanodv consist of three main aspects: entertainment and escapism (diversion), social interaction (personal relationship), and self-development (personal identity and self-improvement). First, the motive of entertainment and escapism is clearly evident in how followers use the content from this account to escape from their daily routines and seek enjoyment. The content offered provides variety and captivating entertainment, making it an escape

from stress and busyness, while also giving them time to relax and enjoy quality entertainment. Second, the motive of social interaction arises from the sense of connection felt by followers with the community surrounding the account. Although direct interaction with the account owner does not always occur, third, the motive of self-development is apparent in how the content from the @gerryanodv account helps followers build and strengthen their personal identity. Informative and motivational content plays a role in increasing awareness of fitness, improving diets, and boosting self-confidence.

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