

Comments Analysis on Instagram (@pondok.modern.gontor) using Yield Shift Theory

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Abstrak: Penelitian ini menyelidiki kepuasan audiens di Instagram menggunakan Yield Shift Theory (YST), dengan mengeksplorasi bagaimana komentar audiens di akun @pondok.modern.gontor mencerminkan kepuasan. YST adalah teori kausal yang menjelaskan kepuasan dengan sepuluh efek terukur, termasuk Efek Pencapaian Tujuan, Efek Konfirmasi, Efek Diskonfirmasi, dan Efek Nostalgia, yang teridentifikasi dalam komentar terkait konten Pondok Modern Darussalam Gontor. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan mengadopsi tinjauan skoping untuk menganalisis komentar Instagram dari postingan dan reels selama satu semester. Data dianalisis melalui Multimodal Discourse Analysis (MDA), yang berfokus pada genre respons, jenis akun yang merespons, dan interpretasi makna komentar. Temuan menunjukkan bahwa kepuasan audiens tercermin dalam berbagai bentuk, seperti doa dan perhatian, yang dapat mencerminkan emosi individu dan kolektif. Penelitian ini menyoroti dinamika keterlibatan audiens, memberikan wawasan tentang bagaimana konten media sosial memengaruhi kepuasan pengguna dan bagaimana efek-efek ini dapat dikategorikan menggunakan YST

Abstract: *This research investigates audience satisfaction on Instagram using the Yield Shift Theory (YST), exploring how audience comments on the @pondok.modern.gontor account reflect satisfaction. YST is a causal theory that explains satisfaction with ten measurable effects, including Goal Attainment, Confirmation, Disconfirmation, and Nostalgia effects, which were identified in comments related to Pondok Modern Darussalam Gontor's content. The study employs a descriptive qualitative approach, utilizing a scoping review to analyze Instagram comments from posts and reels over a semester. Data is analyzed through Multimodal Discourse Analysis (MDA), focusing on response genre, the nature of responding accounts, and the interpretation of comment meaning. The findings show that audience satisfaction is demonstrated in various forms, such as prayers and concerns, and can reflect both individual and collective emotions. The research highlights the dynamics of audience engagement, offering insights into how social media content influences user satisfaction and how these effects can be categorized using YST.*

Keywords:

Public Relations

Social Media

Comment's Analysis

Gontor Boarding School

I. Introduction

Audience satisfaction on social media platforms, particularly Instagram, is often demonstrated through various forms of engagement, such as leaving comments. A comment carries a certain value, representing the thoughts and emotions of the individual who wrote it. Robert O. Briggs, Bruce A. Reinig, and Gert-Jan de Vreede have identified this phenomenon as an intriguing subject for measurement. Their approach began with evaluating satisfaction within organizations, operating on the assumption that, while members share both general and specific goals, each

individual also has unique objectives. Despite these differences, a Group Support System (GSS) can still emerge, harmonizing diverse perspectives into collective satisfaction.

In their subsequent research, the trio delved deeper into these aspects, building on the findings of their earlier study. They discovered that individual goals, often held implicitly, could be revealed when individuals encounter specific situations. In this context, social media plays a significant role in stimulating the emergence of satisfaction indicators through self-actualization. At least ten measurable effects of satisfaction can be identified from behavior associated with the use of information technology.

The groundbreaking research above offers a fresh perspective on analyzing user satisfaction in media studies. Prior to this theory, the field was predominantly shaped by frameworks such as the "Uses and Gratifications" theory and the "Dialogic Communication" model. The Uses and Gratifications theory, in particular, explores the reception process in communication and examines how individuals engage with and utilize media to fulfill their needs. (Nguyen & Nguyen, 2024) According to the Uses and Gratifications theory, users have the agency to fulfill their needs and achieve satisfaction through media usage. The scope of classifications depends on the subject under study. For instance, in the field of tourism, there are at least four primary motivations: 1) Information, 2) Convenience, 3) Social Interaction, and 4) Entertainment. These motivations highlight the diverse ways media can cater to user expectations in specific contexts. (Moon et al., 2022)

The application of the 'dialogic communication' theory suggests a multi-level framework for dialogue and communication via social media platforms. These frameworks include: 1) Message Structural Features: Encompassing Information Specificity and Media Richness, which address how detailed and resourceful the message delivery is. 2) Context-Specific Topical Features: Focusing on correcting misinformation, confirming factual events, and developing data sources and narrative storytelling. 3) Linguistic Features: Highlighting the dialogic loop, understanding the emotions of interlocutors, and maintaining authenticity in dialogue. These framework emphasizes the nuanced interplay of content, context, and language in fostering meaningful interactions on social media. (Liu et al., 2020)

According to Katz, the Uses and Gratification Theory is based on three key assumptions: 1) Audience Choice: Audiences have access to a wide range of media options. These choices arise from the effort to fulfill their specific needs, which can be understood from both psychological and social perspectives. 2) Media Adaptation: Given the diverse needs of the audience, media platforms strive to identify and address these needs in various forms. 3) Competition Among Media: Media outlets compete with one another to satisfy the audience's needs effectively. The core of the Uses and Gratification Theory lies in the audience's needs and satisfaction with media, influencing their trust and decision to choose specific platforms or content. (Hsu & Lin, 2023; Katz et al., 1973) People have the right to assess and utilize media. Consumers discuss how they engage with media and the impact it has on them. This study will explore the theme of media usage and user satisfaction in perceiving media. The novelty of this research lies in its adoption of the Yield Shift Theory as both a perspective and unit of analysis.

II. Literature Review

A. Yield Shift Theory (YST)

Yield Shift Theory (YST) is a deductive nomological model designed to explain the initiation, magnitude, and direction of satisfaction responses. The theory consists of two types of statements: assumptions and mechanisms that lead to observed variables in satisfaction responses, and propositions that represent functional cause-and-effect statements between causal constructs, which must be consistently derived from assumptions through internal deductive logic. (Briggs et al., 2008)

The Yield Shift Theory (YST) posits that individuals have a wide range of goals, from basic ones, such as taking a breath, to more esoteric self-actualization goals, such as mastering a musical

instrument. However, human cognition has limited resources, meaning that at any given time, only a subset of an individual's goals can be processed. The goals currently being processed are termed "active goals." YST also assumes that cognitive mechanisms automatically assign some level of utility to a goal—essentially, a sense of how "good" it would be to achieve that goal. Additionally, YST assumes that cognitive mechanisms automatically assess the likelihood of an active goal being attained. Further, it suggests that cognitive mechanisms synthesize the outcome for an active goal in proportion to its utility but inversely related to its likelihood of being achieved. Therefore, an active goal with high utility but low probability of achievement can have an outcome equivalent to that of a different active goal with lower utility but higher probability. This framework highlights how cognitive resources prioritize certain goals based on their perceived utility and the likelihood of their realization, shaping how individuals approach and satisfy their needs within various contexts, including media consumption and engagement.(Dennis et al., 2023)

B. The Uses and Gratification Theory

The Uses and Gratification Theory also has a derivative theory closely related to audience satisfaction, namely the Yield Shift Theory (YST). YST is a new causal theory that focuses on satisfaction with a more comprehensive explanation. Satisfaction remains a key factor throughout the lifespan of media usage. Studies indicate that individuals are less likely to continue using a medium if their initial experience with its content is unsatisfactory. This suggests that satisfaction is integral to media engagement and influences how users interact with and continue to use media platforms. YST expands upon this by exploring the cognitive mechanisms behind the assessment of goals and satisfaction in media consumption, emphasizing the role of individual utility and achievement probability in shaping user experiences.(Bailey & Pearson, 1983)

III. Research Method

This research employs a descriptive qualitative approach. This method is particularly applicable in communication studies using the scoping review approach, which involves tracing textual data, often as responses to specific photos or videos. Similar to its application in health sciences, scoping reviews are frequently used to identify perceptions regarding empirically-based health check results.(Oliveira et al., 2022)

The primary data used in this study consists of netizens' comments on Instagram posts (Feeds) and Reels from Pondok Modern Darussalam Gontor (@pondok.modern.gontor) over a semester, capturing the cycle of activities during the academic year. Data samples are selected based on the number of likes and comments on the posts. The comments may range from dozens to hundreds, but the ones chosen for analysis must represent satisfaction.

While some comments are notably brief, consisting of emojis or short texts reflecting youth jargon such as "*kelas*", "*mantap*", "*gas*", or other concise expressions, such brief comments are not always analyzable due to their limited context.

The data in this study is measured and analyzed using four indicators, selected from the ten effects outlined in Yield Shift Theory (YST). The analysis applies Multimodal Discourse Analysis (MDA) to identify comments based on the language used and the account owner's identity. This involves examining: 1) Response Genre: Categorizing the type and tone of responses. 2) Accounts/Individuals Responding: Identifying the nature of the responding accounts, whether personal, institutional, or anonymous. 3) Potential Interpretation of Comment Meaning: Analyzing textual and visual symbols employed in the comments to infer underlying meanings. This approach enables a comprehensive understanding of the interaction dynamics and satisfaction indicators reflected in Instagram comments..(Ma & Hassan, 2024; Nyambo, 2024)

IV. Discussion

A. *Relevation of The Yield Shift Theory (YST)*

The Yield Shift Theory (YST) is based on two propositions and five assumptions, proposing that all variations in satisfaction responses are caused by shifts in the outcomes of an individual's active goals. We debate the falsifiability and scientific utility of this theory, discussing its relevance to media research, particularly audience satisfaction. This includes a broad range, from employees who must follow the developments to general audience responses. We also suggest various directions for future research, highlighting the potential for YST to contribute to a deeper understanding of how satisfaction is shaped by cognitive processes and its implications for media consumption studies.(Hamid et al., 2022)

We then present the logic behind Yield Shift Theory (YST), a new causal theory of satisfaction responses. This work builds upon many pre-existing concepts regarding formal new expressions of the causal-consequential relationship to predict satisfaction responses. In this context, studies related to Yield Shift Theory can also be applied to educational institutions that maintain Instagram accounts as part of their information systems. (Briggs et al., 2008; Li & Zhu, 2022)

B. *Pondok Pesantren Modern Darussalam Gontor and Comment Anaylisis*

Pondok Modern Darussalam Gontor, often referred to simply as Pondok Modern Gontor, is an Islamic boarding school (ponpes) located in Ponorogo, East Java. The institution prides itself on being an entirely educational entity, unaffiliated with any political party or social organization. Pondok Modern Gontor is also well-known for its rapid adoption of media technologies. The school has utilized a variety of media platforms for communication, adapting to the evolving digital landscape. These include managing accounts on Twitter, Facebook, Instagram, and YouTube, although Instagram and YouTube remain active and relevant to this day. Through an examination of Pondok Modern Darussalam Gontor's Instagram presence, we can observe the enthusiasm of parents and alumni, who frequently express their well-wishes for the success of the institution and its community. This engagement can be analyzed through various media consumer interactions.(Pradana & Luthfi, 2024)

What has been done by the institution's Instagram account can indeed be studied scientifically through an observational approach. If the account is 'open access,' comments can be publicly read. In fact, it seems that a comment—written or spoken by a remote viewer—can offer a new experience of vicariously participating in or sharing the feelings conveyed through the photos and videos presented in the feed. Moreover, the impact of posts in both the feed and reels contributes to shaping the public relations character of the institution. This demonstrates that an institution's relationship with the public can be effectively managed through this platform.(Putri et al., 2023; Zappavigna, 2016)

Four out of the ten audience satisfaction effects proposed by Robert O. Briggs and Bruce A. Reinig (2008) are used by the author as the basis for the discussion in this satisfaction theory research. This section refers to media content and observations from our own field experiences to identify the four satisfaction effects that must be explained by a satisfaction theory. These effects include the Goal Attainment effect, Confirmation effect, Disconfirmation effect, and Nostalgia effect. The author has identified these four effects through several audience reviews in the comment section of the Instagram account of Pondok Modern Darussalam Gontor.





1) *Nostalgia effects:*

We use the term "nostalgia effect" when individuals experience positive or negative satisfaction as they reflect on past successes or failures, even though such reflections do not lead to any changes regarding their current situation. This effect is commonly found in the comment sections of Instagram posts by Pondok Modern Darussalam Gontor, especially when covering

annual events like Khutbatul Arsy, Panggung Gembira, Drama Arena, and others. These comments often include nostalgic short stories from alumni who have experienced these recurring annual events.

From several posts with the most comments, it can be concluded that audiences are more inclined to comment on posts about major events such as Panggung Gembira, Drama Arena, Khutbatul Arsy, etc. Based on the samples we've taken from two posts about the grand performances of Drama Arena and Panggung Gembira, the author is able to classify several comments into four categories based on Yield Shift Theory effects and one category that we have not yet found a theory for.

Table 1. Sample of Nostalgia Effect

Feed & Reels		
Post	Comment	Analysis
	 basecamp_parrot 5 mg Ini baru cucu dynamic 🍕🍕🍕 Balas Lihat 2 balasan lainnya	The term 'dynamic' refers to the 2013 batch, while the next generation, six years later, is from 2019 and is called Guardian. Typically, there is a 'father-son' cycle between these generations, as the 'father' generation guides the 'son' generation until they become senior students at KMI, including mentoring activities like Panggung Gembira .
	 arsyah.shafarul 5 mg Ane sinak makrunah awwalan sul Balas	The phrase "Ane sina' makrunah awalan sul" is a sentence in the everyday language of Gontor students, which roughly translates to "I'm making noodles first, my friend." The term "mie/makrunah" refers to the noodles made in a bucket, a common student-made dish at Gontor that is often enjoyed together while watching events like Panggung Gembira .
	 _ahmadramadhan7 5 mg Muftada' mapping gg lah.... Balas	"Muftada" is an Arabic word meaning "initiation," but in Gontor's everyday language, it has evolved into "the one who initiates." "GG" is an abbreviation for Guardian Generation, which refers to the 2019 cohort. Therefore, the meaning of the sentence is "The one who initiated the concept of mapping for Panggung Gembira is the Guardian Generation."



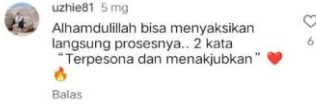
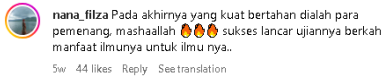
^a Retrieved from: <https://www.instagram.com/p/C78kmzdSDxg/>

The classification of the nostalgia effect refers to the grouping of audience comments that reflect a sense of reminiscence or nostalgia for experiences they may have had while being part of the institution. As seen in the above sample, which shows their nostalgic attitude toward the Panggung Gembira event they experienced, the nostalgia effect is not only conveyed through storytelling but also through specific language or coded phrases used in the comments. The author has identified over 100 comments containing the nostalgia effect in other posts as well.

2) *Disconfirmation effect:*

Individuals feel neutral when outcomes align with their expectations or desires. They feel satisfied when outcomes exceed their expectations, and dissatisfied when outcomes fall short. For instance, parents of students express joy in the Instagram feed of the pesantren when they see their children achieving and performing well.

Table 2. Sample of Disconfirmation Effect

Feed & Reels		
Post	Comment	Analysis
		<p>Expectation: Managing a large number of students would be challenging to maintain discipline.</p> <p>Reality: Feeling joyful that despite the large number of students, discipline is still upheld.</p> <p>The phrase "Masyaallah" in the comment reflects that the reality exceeded the commentator's expectations. Additionally, the comment includes emoticons such as happy eyes with hearts, fire, 100%, and an explosion symbol, all of which signify the commentator's happiness when observing the reality depicted in the Instagram post.</p>
		<p>Expectation: Feeling neutral when observing the activity process firsthand.</p> <p>Reality: Feeling amazed and astonished when witnessing the activity process directly.</p> <p>This comment illustrates that the reality exceeded the commentator's expectations before experiencing it, leaving them surprised, amazed, and captivated after witnessing it.</p>
		<p>Expectation: All students would successfully graduate and complete their studies through to the final year.</p> <p>Reality: Not all students make it to the sixth year due to various reasons, whether internal family issues or challenges within the school environment.</p> <p>The comment reflects the understanding of a parent whose child has successfully entered the institution. However, it also reveals their realization that the journey of being a student is not just an individual endeavor but one that also requires parental support and consideration of various influencing factors.</p>

Retrieved from: https://www.instagram.com/p/DC_mUrGSIlh-/

As explained above, the disconfirmation effect refers to an individual's reaction based on the alignment of outcomes with expectations or desires. Individuals feel neutral when results align with their expectations or desires. They feel satisfied when results exceed their expectations, and dissatisfied when results fall below them. The author identified 25 comments reflecting the disconfirmation effect, but only two were selected as samples. These samples were taken from the most-commented posts on the Instagram account of Pondok Modern Darussalam Gontor. The first sample can be categorized as a disconfirmation effect because it involves an element of assumption or expectation, as seen in the comment: "MasyaAllah... so many students, yet they are well-disciplined..." Here, the commentator initially assumed that maintaining order would be challenging with such a large number of students. However, Gontor exceeded their expectations, leading to the commentator expressing satisfaction and happiness over the result surpassing their assumptions.




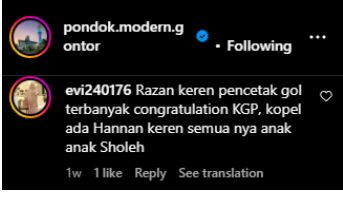
3) Confirmation effect:

In this context, the confirmation effect emphasizes outcomes that were both desired and anticipated to succeed by the involved parties. However, confirmation does not always lead to

satisfaction, as it can also create differing perceptions among event participants, stakeholders, and observers. At the pesantren level, activities are supervised meticulously. If an event involves students, there are always 5th-year supervisors overseeing them. Additionally, members of the pesantren’s organizational body known as OPPM, typically comprised of 6th-year students—also monitor the proceedings. Beyond that, responsible teachers, including those in charge of student welfare and guidance, are present as well.

Within the pesantren environment, individuals might feel satisfied if the results align with their expectations and disappointed if outcomes fall short. While this is fundamental, it doesn’t apply universally, as supervisors at different levels may perceive confirmed outcomes differently. For parents or alumni, essentially, outsiders, their perceptions are shaped by the events documented and shared on social media. Their responses are naturally diverse. For instance, joyful and grateful comments from parents often appear in Instagram posts showcasing productive activities at the pesantren. Conversely, there are also anxious and concerned comments about the extensive number of activities, worrying about their children’s health. From our observations, this effect tends to be dominated by outsiders rather than those directly involved.

Table 3. Sample of Confirmation Effect

Post	Feed & Reels Comment	Analysis
		<p>In this comment section, several individuals with different backgrounds are observed. For instance, (bundayulia1) expresses the wish for her child to study at Gontor. Meanwhile, (dhinimumtazahanwar) nostalgically reflects on why there was nothing like this during their time. Additionally, (riantorodiyah) acknowledges that the photo represents good documentation. These three comments reflect different levels of satisfaction, showcasing varying perspectives and emotional responses from each individual. FEED IG</p>
		<p>There are several interesting comments here. In a post related to the Fathul Kutub activity (a curricular program involving the reading of traditional Islamic texts), one commenter mentions Ustad Imam Iskarom, who is known as an expert in these texts. It seems that this account has strong memories of and perhaps satisfaction with the experiences they had during this activity. Additionally, (suryapratama1548) shares their experience of attending the fifth grade twice but continuing their studies outside the pesantren. However, the results they gained at the pesantren appear to have fulfilled their life circumstances, even though they didn’t have the chance to participate in Fathul Kutub activities. Feed IG</p>
		<p>A comment from a student’s parent about their child (or someone they know, possibly another guardian’s child) who successfully became a goal scorer in a futsal competition between OPPM sections. This guardian is confirming what their child might have shared over the phone or through other communication channels. Feed IG</p>



hermawansani4 Aku pernah merasakan itu..rindu dendam, berkecamuk pikiran lihat putraku. 1 di gontor 1 sudah lulus. Tingkat 4 di universitas biladisyam Damascus. Yang kedua ke gontor 6 trus klas 2 km lompat ke gontor 1. Sudah lulus . saat ini di negri sakura jepan terimakasih gontor .atas kenangan yang indah itu. Selamat yang diterima dan jangan sedih adik adik yang gagal. Semoga Allah selalu membimbing setiap langkahmu
14w 2 likes Reply

The comment above reflects a confirmation of parent's perspective, who has two children accepted at Pondok Modern Darussalam Gontor with the hope of opening doors to future success. Both children have since graduated and successfully entered international universities, one in Damascus and the other in Japan.

Retrieved from: various sources

The confirmation effect refers to the tendency of individuals to feel satisfied when outcomes align with their expectations or desires and dissatisfied when results fall short. As seen in the examples above, both commentators express satisfaction through phrases of praise for the institution, such as "keren" (awesome) and "paten kali" (exceptional). The second commentator expresses a hopeful statement, "mudif demi liat PG" (making an effort to see PG), reflecting their determination to fulfill their expectation of satisfaction. This satisfaction is ultimately realized by Gontor through the Panggung Gembira event.

4) Goal attainment effects:

The goal attainment effect occurs when individuals feel satisfied if their objectives are achieved and dissatisfied if their objectives are thwarted. Several researchers have reported the goal attainment effect among audiences in their studies. This effect can be demonstrated through reviews in the comment sections of the institution's Instagram posts. These comments often come from parents of students who express happiness when viewing posts that accurately, informatively, and beautifully showcase the institution's activities. However, the reviews differ when the posts are perceived as lacking informativeness. In understanding satisfaction, even minimally, one can observe this effect in the types of comments mentioned above.(Reinig, 2003)

The goal attainment effect in practice can encompass a variety of segments and perspectives. From the perspective of the institution, which prioritizes education and teaching, all activities are oriented toward becoming means of learning. Even if an activity does not go as expected, the institution is capable of providing solutions that align with the values it aims to instill in its students. What occurs within the institution is, in fact, also relevant for theoretical examination, as this phenomenon has been observed in various public relations practices within educational institutions.(Putri et al., 2023)

Similar to the institution's perspective, sometimes student-level events organized within the institution are primarily aimed at honing and training organizational skills and other competencies. Among these activities is the practice of fostering ukhuwah (brotherhood) among students, which is evident during certain events. Regarding the success and achievement of these events, students' perceptions often differ from one another. However, it seems they share an unspoken agreement: the success or failure of an event becomes a point of pride for them. If an event is successful, it is likely to be replicated in the future by the next generation, often with improvements. Even if an event encounters challenges or, say, there is a performance that doesn't fully meet expectations, it is seen as a form of entertainment. Although it also serves as an opportunity for evaluation for the organizing body.

If the two perspectives mentioned above represent insiders, it is important to explore how outsiders perceive these events. The third perspective consists of outsiders who observe the activities or events occurring at the institution. These outsiders can be divided into several groups: a) alumni, b) former students [used to refer to those who studied at the institution but did not







graduate], and c) parents of students [due to the complexity of this category, we categorize them as i) parents of non-alumni students, ii) parents of students who are also alumni, iii) parents of students who are alumni of non-Gontor institutions]. The first group could also include parents who are stakeholders in government or other sectors.

Comments that contain goal achievement effects are rarely found on the Instagram account of Pondok Modern Darussalam Gontor. This effect occurs when individuals feel satisfied when their goals are achieved and dissatisfied when their goals are thwarted. Several researchers have reported on the goal achievement effects of audiences in their studies. This effect can be demonstrated through the comments found in one particular post. The post, titled "Jendela Capel," discusses and documents the atmosphere of the graduation ceremony for prospective students, accompanied by their parents. The parents express hopes for their children's success and graduation at Pondok Modern Darussalam Gontor, and they feel satisfied because these hopes have turned into reality.

5) *Another Case Effect*

Prayer is a profound and sincere expression of hope and aspiration, often reflecting a wish for the well-being of others. In the context of satisfaction comments, prayer not only reflects gratitude and appreciation but also a desire for good things to continue or grow. This prayer can take the form of a request for continued success in efforts or services, a prayer for the well-being and health of the team providing support, or a hope that all aspects will continue smoothly and bring happiness. Thus, although not directly related to the four effects previously defined, prayer remains a form of satisfaction expression that signifies emotional support and a strong connection between the service provider and its recipients.

Table 4. Sample of Another Effect

 <p>sugianto4368 2 mg Semoga lancar semua ujiannya nak nak sholgan semua Balas</p>  <p>2</p>	<p>The expression of hope in this comment is found in the words "Semoga Lancar...semua" (Hope everything goes smoothly...).</p>
 <p>dwi_martaab 2 mg Semoga lancar sukses semuanya tanpa halangan,,,, Balas</p>  <p>2</p>	<p>The expression of hope in this comment is found in the words "Semoga Lancar...tanpa halangan" (Hope everything goes smoothly...without obstacles).</p>
 <p>b.satria123 1 mg Semangat ya anak Sholeh semoga ujiannya di mudahkan dan di lancarkan oleh Alloh SWT aamiin Yarobbalaaalamiin Balas</p>  <p>1</p>	<p>The expression of hope in this comment is found in the words "Semoga ujiannya....amiin" (Hope the exam goes well...amen).</p>

Randomly retrieved from reel and feed

After classifying several audience comments into the four effects, there are also comments in the form of hopes that the author has yet to categorize into the four effects of Yield Shift Theory. The author found over 200 comments expressed as prayers, containing hopes from mothers to their children, alumni for the advancement of their institution, siblings for their younger ones, and so

on. These prayer-like comments were commonly found in Instagram content related to midterm or final exams for students. If commentators later provide feedback on the outcome of their previously expressed hopes, as seen in the example above, the comment could then be classified into four of the ten audience satisfaction effects outlined by Robert O. Briggs and Bruce A. Reinig (2008), which the author uses as the basis for the satisfaction theory discussion in this research.

V. Conclusion

As discussed earlier, Yield Shift Theory (YST) is a derivative theory closely related to audience satisfaction. It is a causal theory that provides a more comprehensive explanation of satisfaction. Satisfaction remains an interesting aspect throughout the media usage experience. Studies have shown that people are unlikely to continue using a media platform if their initial experience with its content is unsatisfactory. According to YST, satisfaction can be classified into 10 different effects. Four of these audience satisfaction effects were used by the author as the basis for discussion in this research on satisfaction theory. This section refers to media content and observations from our own field experience to identify four satisfaction effects that must be explained by a satisfaction theory. These include the Goal Attainment Effect, Confirmation Effect, Disconfirmation Effect, and Nostalgia Effect. The author has identified these four effects through several audience comments in the Instagram comment section of Pondok Modern Darussalam Gontor.

In this study, the author found the influence of public satisfaction according to YST in relation to the content analyzed, specifically the content from the Instagram account of Pondok Modern Darussalam Gontor, @pondok.modern.gontor. Four of the public satisfaction effects, including Goal Attainment Effect, Confirmation Effect, Disconfirmation Effect, and Nostalgia Effect, were identified through audience comments in the Instagram comments section of Pondok Modern Darussalam Gontor. The author also found several comments expressing satisfaction but which could not yet be classified into the four satisfaction effects. These reviews contained elements of prayers, concerns, and sympathy that coalesced into satisfaction. Comments in the form of prayers were frequently found in Instagram content related to midterm or final exam news for students.

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