

Abstract

The research was conducted due to the Korean Wave Trend in Indonesia where not only boyband, girlband and Korean dramas favored by the Indonesian audience but these days the Korean Variety Show program also to be favored by Indonesian audience. Therefore, researcher chose one of the Korean Variety Show programs which favored by the Indonesia audience called Running Man Variety Show. It's because that program was taken an Indonesian episode and also organized a fanmeeting in Indonesia.

With many enthusiasts Variety Show Running Man program in Indonesia appears fanbased embodied in a twitter account . Twitter account selected in this research is Rmbdgindonesia twitter account . The purpose of this research to determine the media uses on audiences that followers of twitter account @Rmbdgindonesia in watching the program Variety Show Running Man .

The theory used in this research is Uses and Gratification. The theory assumes that audiences have active role in selecting the media which they want to consume . From this theory there is a variable called motif and the research of the motif in this research used motif according to Mc Quail Theory. The method used in this study is a survey method with the type of descriptive analysis and quantitative approach.

According to result of research found that the motif of information has total score 1335, average 2,67 or 66,75% and into high category. Personal identity motif has total score 1682, average 2,80 or 70.08% and into high category. Integration motif and social interaction has total score 1378, average 2,76 or 68,9% into high category. Eentertainment motif has total score 3023, 3,36 or 83,97% into very high category.

Key word: Motif, Variety Show, Running Man