

## ABSTRACT

This research discuss about the effect of social media Twitter usage on followers' motivation in @MerryRiana account (period 01 December 2014 – 17 January 2015). The goal of this research is to find how much the affect of social media Twitter usage on followers' motivation in @MerryRiana account (period 01 December 2014 – 17 January 2015). This research use some relevant theories such as mass communications, uses and gratifications, social media, Twitter, consumer behavior, motivation and Maslow's hierarchy of needs. The methods which used in this research was descriptive quantitative. Nonprobability sampling and purposive sampling were applied for determining the sample. Research data was analized by using the 20th version of SPSS (Statistical Product and Service Solutions) for windows. The analysis method was using descriptive analysis, clasical assumption test, the simple regresion, partial hypotheses test and coefficient determination. The results show thatsocial media Twitter usage affect the followers' motivation in @MerryRiana account in the amount of71,4%, while the rest of 28,6% areaffected by other factors beside of the variables of this research .

Keywords: Social media, Twitter, Motivation