

ABSTRACT

Among the various kinds of media used by the community, television is still one of the favorite media widely used. Seeing these opportunities, many stations are competing to deliver a program favored by the community. One of them is NET86 program aired by NET TV. The program NET86 is the impression in cooperation with Indonesian National Police displaying the work of police upholding the truth starting from traffic activities until police major case. Housewives dominated television viewing count in the community but not all housewives watch NET86 program. This is reasonable because each individual has their own respective needs that have differences in media consumption. This research aims to find out what are the housewife's motive in watching NET86 and what are sosiogenic motives and biological motives owned by housewives. The theory used in this research is Rakhmat motive theory which is biological motives and sosiogenic motives. This research used qualitative method with descriptive study approach. Data collection is taken through the interview. The results of this research are not all biological motives and sosiogenic motives are owned by the informant. From biological motives, there is only the need to maintain viability by avoiding pain and danger while from sosiogenic motives there are motive of wanting to know more, motive of competence, motives of self esteem, self fulfillment of needs and motives of love.

Keyword: *motives, mass media, television, housewife, NET86*