

ABSTRACT

This research entitled "The Effect of Media Use Towards Gratifications Obtained to Television and Internet Media User (a Study in Kampung Cyber Society RT 36 RW 09 Patehan Park Village, District Kraton, Yogyakarta)". The purpose of this research is to determine the current situation of the use of television media and Internet as the two most popular media located in Kampung Cyber.

This research used a quantitative method with correlational and descriptive approach. The theory used in this research is Uses and Gratification model by Palmgreen and Rayburn. The object of this research is the use of television media and Internet with the subject which is on Kampung Cyber Society RT 36 RW 09 Patehan Park Village, District Kraton, Yogyakarta.

The results of this research by using the theory Uses and Gratification model Palmgreen and Rayburn showed that the use of media (Media Use) Television and Internet have a significant influence on the satisfaction (Gratifications Obtained) after using television and Internet. Furthermore it also showed that the television media and Internet turned out to not really be able to achieve satisfaction expected by Cyber Village society as respondents related to the use of that two media.

Keywords: Consumption of media, Internet, Television, Uses and Gratification Theory.