

MOTIF PENGGUNA APLIKASI LINE WEBTOON (STUDI DESKRIPTIF KUANTITATIF
PADA PENGIKUT AKUN OFFICIAL LINE WEBTOON ID)

MOTIVE OF LINE WEBTOON APP USERS (DESCRIPTIVE QUANTITATIVE STUDY OF
OFFICIAL ACCOUNT LINE WEBTOON ID FOLLOWERS)

Zahra Medina¹, Maylanny Christin², Ruth Mei Ulina Malau³

Program Studi S1 Ilmu Komunikasi, Fakultas Komunikasi Dan Bisnis, Universitas Telkom¹²³
zhamedina@gmail.com¹, maylannychristin@gmail.com², ruthmeimalau@gmail.com³

Abstract

This research was conducted due to the lifestyle changes in society as a result of development or convergence of media. One of them is a change in the pattern of reading a comic book which was originally comics can only be obtained at local bookstore, now can be accessed by mobile in the form of an application device which comes from South Korea and called LINE Webtoon. Researchers chose LINE Webtoon because of its popularity could not be doubted, see many new Indonesian's Webtoons author who have sprung up and establish cooperation with LINE to develop their creativity. The theory that used in this research is moti theory by McQuail. The method used in this research is survey method with descriptive analysis and quantitative approaches. The results showed that the motif of information, motif of personal identity, and the motif of integration/social interaction are in the high category. While the motif of diversion/entertainment is in the very high category.

Keywords: Media Convergence, Webtoon, Motive