

ABSTRACT

Internet users in Indonesia are quite high among other countries, especially among other Southeast Asian countries. Almost all internet users in Indonesia are active users of social media. One of the social media applications that are currently trending is Bigo Live. Bigo Live is a live video streaming application, where users can interact in realtime. The uniqueness of Bigo Live is that Bigo Live has an economic value with a point system commonly called 'beans' that can be redeemed for cash when it has reached a minimum of 6,700 beans. The purpose of this research is to find motives that encourages the use of social media Bigo Live by students majoring in Communication Studies at Telkom University. This research was conducted by using qualitative method to four informants. From the result of the research, it is found that the motives that encourage the use of social media Bigo Live by students of Telecommunication Science University are relevant to media use motive theory expressed by McQuail which are, information motive, self identity motive, integration and social interaction motive, and entertainment motive. But the four motifs are not all owned by the informants, the motives that most often found was information, interaction and entertainment motives.

Keywords: Motif, Social Media, Bigo Live