

ABSTRACT

This research started from the Uses and Gratification Theory that assumes the audience has an active role of the selection of media to be consumed. As well as keroncong Larasati music is still in demand by the audiences, despite of the fact that keroncong music currently being dimmed. However, with the audience of Larasati, researchers interested in knowing the background of watching Larasati. This research discusses about the motivation of watching Keroncong Larasati music program. The purpose of this research was to determine how motivated the audience in information motives, motives of personal identity, motives of integration and social interaction, and entertainment motives in Surabaya. This research is a quantitative, with descriptive method. In this research, researchers took as many as 100 people by using purposive sampling technique. The percentage of information motive is 68%, it was on the medium point with $60 \leq 90$ range values. Same with information motive, the self identity motive was also on the medium point with 68% percentage and had $18 \leq 27$ range values. While the integration and social interaction motive got 67% percentage with $12 \leq 18$ range values, and on the medium point. Entertainment motive with 56% percentage was also on the medium point and had $24 \leq 36$ range values. The conclusion of this research indicate that each motive was on the medium point. But, if we see the percentage of the respondent who has motives of watching Larasati, information motive and self identity motive has the highest percentage with 68% or 68 respondent.

Keyword : Watch Motive, Music Program, Keroncong Music