

ABSTRACT

Internet technology is growing more advanced, the issue of digital divide happening in the world, especially in Indonesia began to be a concern. Different motivations in using the internet cause the lack of internet usage. Social media as one of the applications that are being used in Indonesia and its growing users every year should be seen how the user's motivation of social media applications.

The purpose of this study is to determine what factors determine motivation. Furthermore, to determine which factors are the most dominant which determines the motivation of internet usage on users of social media applications.

This research uses quantitative method. Techniques of data collection using questionnaires distributed to users of social media applications in Indonesia, as many as 100 respondents. The sampling method uses non-probability with purposive sampling technique. The questionnaire was tested for validity and reliability with the help of SPSS 23 for windows software. Data analysis using confirmatory factor analysis with the help of SPSS 23 for windows software.

The results of this study show the factors - motivation factors on users of social media applications is divided into 8 factors, namely shopping, information, entertainment, relaxation, personal development & career, social interaction, relationship maintenance, and career. Factors that have the highest contribution to the motivation of internet usage on users of social media applications is the factor of shopping with eigenvalues 11.930 and percentage of 47.718%. Shopping factor consists of 4 items of questions, namely facilitate the transaction, get the desired product, make it easy to buy products, and facilitate communication with the seller.

Judging from the results of this study, social media that is widely used is Instagram. Therefore it is expected to further research using Instagram application as the object of research. It aims to produce more specific results from the motivation factor of internet usage and get new factors based on internet user factor analysis.

Keywords: Social media, Motivation, Internet