

ABSTRACT

The combination of information and communication technology with the aim to facilitate the communication process was currently growth rapidly, from the combination both technology appeared term Information and Communication Technology (ICT) which in its implementation was depended on the availability of internet connection. The publics used this technology or media based on the expectation motive before using the media and the gap of satisfaction after using the media. The research method that was used in this research was descriptive survey, with quantitative approach. The object that was studied in this research was *http://www.igracias.telkomuniversity.ac.id* with research subjects were 2017th students of Telkom University. The result of this research was the gap between satisfaction calculated from the average score of Gratification Sought (GS) and Gratification Obtained (GO). The score of information motive was $3.0540 > 3,0173$ so that was an unsatisfactory gap ($GS > GO$), while the score of personal identity motive was $3.3751 > 3.3584$ that caused an unsatisfactory gap ($GS > GO$), and the score of the motives of integration and social interaction was obtained $2,8173 < 2,8496$ that caused a satisfactory gap ($GS < GO$). Therefore, it could be concluded from these scores that the utilization of *igracias.telkomuniversity.ac.id*-site had a gap of satisfaction where the media couldn't satisfy the users, as in the motive information and personal identity. Then where the media could satisfy the users as in the motives of integrity and social interaction.

Keyword : Information, Information and Communication Technology, Internet, Motif, Satisfaction, Gap.