

ABSTRACT

Musical.ly became the pioneer of online video applications where users can create song with movement simultaneously. Musical.ly has attracted the attention of 200 million users worldwide and mostly used by the Z generation, namely teenagers aged 13 to 20 years. Musical.ly users in Indonesia have reached 3,1 million users, with upload of over 7,900 videos, and published on Instagram 7,700 content. This research wanted to explain how the motive use of application Musical.ly on childrens at Cipagalo 1 elementary school Regency of Bandung. This research uses qualitative method with explanatory case study approach. The study was conducted for 6 months with the number of keys informants 5 people and 2 people supporting informants. The results of the study found that the motive of informants in the use of musical.ly application is divided into two namely the motive of social interaction and entertainment motive. Starting just for fun and filling the void then continues to be famous like Top Muser.

Keywords: *Application, Musical.ly, Motive*