

ABSTRACT

Today, audiences make Instastory features as a medium for finding information, self-disclosure, seeking entertainment and create social interactions through menus of it feature. This makes for a change in communication behavior in Instastory users especially teenagers. This study aims to analyze and find out the influence of motives and Instastory use on the communication behavior of teenage in Jakarta city. The theory that was referenced to the study was the theory of Uses and Gratification using the models of motives (McQuail), the use of Media (Rosengren, 1974) and its effects. In this study, there are two independent variables, namely motives and Instastory use, whereas the dependent variable is communication behaviors. The study used quantitative methods and gained data by spreading questionnaires to 100 respondents who were teenage of Jakarta city that active in Instastory use and were selected through purposive and non probability sampling techniques. Data analysis techniques conducted on this study are descriptive analysis, Methode of Succesive Interval, correlation analysis, determination coefficients, multiple linear regression analysis and hypothesis tests. The results on the study suggest that there is an influence between motives on communication behavior at 60.68%, the influence of Instastory use on communication behavior at 41.47% and the simultaneous influence between motives and Instastory use on communication behavior of teenage in Jakarta city at 66.91%.

Keywords: *Motives, Media Usage, Communication Behavior, Uses and Gratification, Instastory*