

ABSTRACT

The advance growth of information technology can support the information flow to become faster. The creation of internet is one example of the result from information technology that has developed. As time goes by, the internet service will sure be going through development, the phenomenal presence of social media adds to the variety of internet services. Social media nowadays is not a new thing, but it has been a part of today's society lifestyle. Twitter is one the example from social media that has a quite demand from public. As Twitter gain more users these days, the accounts on Twitter are devided into several types which are personal account, roleplay account, fan account, auto base account, cyber account and many elses. The object of this research is motive, conducted to examine the movies by using the motive category reference from Papacharissi and Rubin (2000) which are interpersonal utility motive, pass time motive, information seeking motive, convenience motive and entertainment motive. The motive examined in this study is the motive of followers from auto base account @tanya2rl in the use of cyber account on social media Twitter. This research uses quantitative research methods. The sample of this research are 97 respondents from auto base account @tanya2rl using purposive sampling technique. The result from this research shows that overall, the dominant motive of using cyber account in social media Twitter for the followers of auto base @tanya2rl is Entertainment Motive with the average score 3,43. If the sub-variables are sorted from highest to lowest average score, the dominant motive in using cyber account on social media Twitter is the Entertainment Motive (3,43), Past Time Motive (3,14), Information Seeking Motive (3,10), Interpersonal Utility Motive (3,08) and Convenience Motive (2,65).

Keywords: Motive, social media, cyber account, Twitter, @tanya2rl