

ABSTRACT

New media keeps on showing up with their new form and forms each day, especially in the Entertainment sector, new media like streaming services keeps on giving all kinds of Entertainment contents for its users, and the users themselves have their own personal needs and reasons in using this new media. One of the most used new media streaming services is JOOX, which has its own uniqueness on its features, also known as one of the streaming services that has the most active users in Indonesia. The goal of this research is to find what kinds of motives that the users had while using JOOX as their streaming service, the users that were chosen for this research are all JOOX's active users that were chosen through the sampling process. In getting the most credible data for this research, the researcher gathered and compiled the data by doing structured interviews to the twelve chosen interviewees from eight different universities in Bandung, Jakarta and Malang. The final result of this research is (1) the motives that always show up when using JOOX is Entertainment Motives, which is suitable with the JOOX's main goal, is to fulfill the users' Entertainment needs. (2) One of the motives that also shows up when using JOOX is Information Motives, where the users only used JOOX to access its news or updates feature, (3) Social Interaction and Integration motive is also shown up by some of the informants, especially to some of those who also play a role as creative industry workers, this motive is used to know others' personal preferences or taste in the music industry

Keywords : Case Study, New Media, College Student, Media Usage Motives.