

ABSTRACT

The advances of technology nowadays make news that is spread on the internet increasingly out of control. This thing causes the hoax spreaders are free to spread news that does not have credibility especially on social media. Then these news are freely consumed by netizens without doing any fact checking. Then after the consumption, the news is spread again so the news that does not have credibility is widespread. One example of news that spread but its credibility has not been confirmed but it is easily trusted by netizens is in one of the gossip accounts @lambeturah_official on Instagram. Surely, the account followers have boosters that make followers bound to the account and continue to consume these contents in that account. This activator is called a motive. According to Allan Rubin, the use of media is based on 9 motives. The purpose of this research is to determine the motives that influence teenagers in using social media, especially those who follow the @lambeturah_official Instagram account.

This research was conducted using quantitative descriptive methods and is a type of univariate research. The sampling technique used in this study was non-probability sampling with a purposive sampling method, with a total of 100 respondents. This study uses simple tabulation analysis and weighted calculation, then the next step is to determine the position of the respondent's responses by using a score value. In this study researchers used the SPSS 23 application.

The results of this study indicate that of the nine existing motives, there are six motives with high influence in terms of following the @lambeturah_official account, while the other 3 have no high influence. This account is very capable of influencing one's perspective on others. Therefore, use social media wisely. Good at choosing between fact and false news. Certainly by doing fact checking first before trusting and disseminating a news or information.