

## ABSTRACT

*The web series on Toyota Indonesia's youtube channel is one of the advertising innovations that are packaged differently, the web series is considered a relatively attractive, more structured, and able to reach the target internet users. This research was conducted to determine the motives and audience satisfaction in watching the Toyota Indonesia Web Series. In this study, researchers used Uses and Gratification theory with four indicators, namely, entertainment, interpersonal relationships, seeking information, and friendship. The method in this research uses quantitative methods by distributing questionnaires to respondents through online media. The population in this study were youtube users who watched the Toyota Indonesia web series. The data analysis technique used is descriptive analysis. The purpose of this study is to determine how much motive and audience satisfaction is watching the Toyota Indonesia youtube channel web series. The results showed that the highest motive and satisfaction were entertainment indicators, while the lowest was friendship indicators.*

**Keyword:** *Web Series, motive and satisfaction, satisfaction gap*