

ABSTRACT

In the era of the industrial revolution 4.0, many have used internet access which has changed communication patterns and lifestyles among people in the millennial era; In addition, the need for information and communication for all levels of society encourages the development of the internet; social media users increase every year from all walks of life; Facebook users have been widely used by several groups, because of the features that have been developed and many new innovations that are very useful for users of the Facebook platform itself; Bandung is one of the cities with the largest Facebook users; With so many elderly people in Bandung who are still working or productive, it means that they are not concerned with their health; This study uses the Papacharissi and Rubin theory, which contains five motives, namely: Utility Motive, Team Passing Motive, Seeking Information Motive, Convenience Motive, Entertainment Motive: This research uses descriptive quantitative method, carried out with the aim of knowing what are the motives of middle aged elderly in using Facebook in Bandung. From the research results, it is found that, Motif Utility obtained a percentage score of 72.36%; The Passing Time motive obtained a percentage score of 79.16%; The Seeking Information motif obtained a percentage score of 74.52%; Convenience motive with a percentage score of 72.15%; The Entertainment motif got a percentage score of 75.89%.

Keywords: *Social Media, Facebook, Motives, Middle Aged, Papacharissi, Rubin*