

ABSTRACT

This advancement in the field of communication has had an impact on internet users in Indonesia. The number of Indonesian internet users has increased with the highest internet users in West Java province. The highest reason for using the internet is to use social media. Social media is a media that utilizes the internet where users can interact without any limitations on distance, time and space. Tiktok became the most downloaded application in the world in August 2020 with Indonesia as the most downloader. Tiktok users in Indonesia are dominated by teenagers with an age range of 14-24 years who come from big cities. In the city of Bandung, Tiktok is one of the social media applications that has a positive impact and there is also a negative impact on adolescents. This study adopts five motive indicators of social media users according to Papacharissi & Rubin (2000) in Liani and Rina (2020). The purpose of this study was to determine how high the motives of adolescents in using social media Tiktok, especially in Bandung.

This research was conducted using descriptive quantitative methods. The sampling technique in this study used non-probability sampling with the incidental sampling method, with a total of 100 respondents. The analysis used in this research is univariate analysis because it only has one variable. Data analysis was carried out by looking at the number of each score using a simple tabulated analysis which is interpreted on a continuum line and in this study, hypothesis testing was not carried out.

The results of data processing from the five motives tested in this study are interpersonal utility motives, pass time motives, information seeking motives, convenience motives and entertainment motives, the results show that in the use of Tiktok social media among adolescents in Bandung City aged 14-24 years are motives. entertainment and pass time motifs are in the high category.

Keywords : Motive, Social Media, Tiktok