

## **ABSTRACT**

*Along with technological developments, the Internet has also become a medium to meet health information needs, one of which is through various health sites. This study aims to determine the gratification sought and gratification obtained and discrepancy gratification of the use of health media on the Alodokter website using the Palmgreen Uses & Gratifications (U&G) theoretical framework and U&G conceptual development in the health context. This study uses a descriptive quantitative approach with a survey method conducted with 96 respondents aged 18-40 years in the areas of Jakarta, Bandung and Surabaya. Based on the results of descriptive analysis, it is known that the indicators in the motive variable (GS) and satisfaction (GO) fall into the very high category. The highest motive (GS) was obtained regarding ease of use with an average value of 3.55, while the lowest motive (GS) compared to other motives was regarding health content quality in the media with an average value of 3.31. Satisfaction (GO) was the highest regarding health information search online in the media with an average score of 3.56. Meanwhile, the lowest satisfaction (GO) is about sharing health information online in the media with an average score of 3.36. The difference in motive (GS) and satisfaction (GO) is known as a whole that the motives in this study can be satisfied by the Alodokter website, however, the motives for solving problems and making decisions about health and file management and communication history still do not give satisfaction to users.*

**Keywords:** *Motive, Satisfaction, Uses and Gratifications, Ehealth, Computer Mediated Communication*