

ABSTRACT

Technology and information that is growing and advancing rapidly, and communication processes can be done anywhere anytime. Information not only obtained through conventional media –such as newspapers and magazines, but also through digital media –such as website and social media. Tirto.id is news site, articles and infographics that come with complete and in-depth writing that become an online media that is different from the others. The image built by Tirto.id is information analysis, in depth, long form, data and visual that makes it a data-base media in Indonesia. Tirto.id readers who are dominated by user in age of 18-24 years, consumer behavior in that age prefers searching for news through social media. Whereas based on education, the biggest reader are come from universities.

This research was conducted to find out how high is the percentage motives of Tirto.id's users in Communication Science student at Telkom University Bandung in reading at news portals, and was done by examining the motives using the motive-category according to (Zizi Papacharissi dan Alan M. Rubin, 2000). There are five motives, which are interpersonal utility motives, pass time motives, information seeking motive, convenience motives, and entertainment motives.

The results of this study indicate that the motives of Tirto.id's users in Communication Science student are in the agree-category of good-category with a total percentage of 77.50%. the highest value was obtained on the information-seeking-motive indicator 85.32%, and the lowest was the past-time motive 72.14%. And then the convenience-motive was 84.06%, the interpersonal-utility-motive 77.11%, and the entertainment-motive 73.22%.

Keywords: Motives, Media user motives, Tirto.id