

ABSTRACT

The development of technology and the internet gave rise to the presence of various new media such as online-based media. Social media Twitter is one form of online media in the form of a microblog that allows users to communicate with each other, share content, and users can search and obtain various information through the trending topic or hashtag feature. K-Pop fandom is one of the users who do quite a lot of activities in finding information, communicating with fellow fandoms, and seeking entertainment through social media. This study was conducted to determine the effect of the motive for using Twitter social media on user satisfaction which focuses on K-Pop fans. The theory used in this study is Uses and Gratification, which is also supported by Papacharissi and Rubin's theory of media use motives seen from interpersonal utility, pass time, seeking information, convenience, and entertainment. This study uses quantitative method through survey. The population of this study is the NCTzen fandom who are followers of the @NCTsmtown account and take a sample of 400 respondents through purposive sampling technique. Based on the results of this study, it was found that the motive variable for using Twitter social media (X) contributed 70.6% to user satisfaction (Y), while the remaining 29.4% was influenced by other factors not examined in this study.

Keywords: Motive, Satisfaction, Twitter, NCTzen Fandom.