

ABSTRACT

Twitter is a social media platform that users no longer just use to communicate and trade information. As K-Pop photocard collectors have done by using Twitter as a social media platform to support their interests in collecting photocard. This study aims to determine the gratification sought and gratification obtained as well as the gap between gratification sought and gratification obtained in the use of Twitter by followers @lapakdeobi. This study uses the 'uses and gratification' theory by Papacharissi & Rubin (2000). This study involves surveys and questionnaires to collect data using descriptive quantitative approaches. K-Pop photocard collectors who follow the Twitter account @lapakdeobi make up the study's population, and a purposive sampling technique was used to select a sample of 400 respondents. The results in this study that the highest motive (GS) is the seeking information motive, the average score is 3.69. While the lowest motive (GS) is found in the interpersonal utility motive with an average score of 2.55. The highest satisfaction (GO) is the motive for seeking information with an average score of 3.70. While the lowest satisfaction (GO) is found in the interpersonal utility motive with an average score of 2.69. The discrepancy between motives (GS) and satisfaction (GO) as a whole has increased, the highest motive difference is seeking information and pass time with an average score of 0,01. Meanwhile, the lowest difference is found in the entertainment motive with an average score of 0,19.

Keywords: *Uses and Gratification, Uses and Gratification, Gratification Sought, Gratification Obtained, Twitter, Photocard, K-Pop.*