

ABSTRACT

A Study On Behavioral Motives Of The Use Of Whatsapp Stickers On Baby Boomers

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This research evaluates baby boomers' behavioral patterns in using whatsapp stickers. This research uses the Uses and Gratification theory to explain the motive for using the sticker feature on Whatsapp where this theory explains the concept of media usage motives into four, namely information motives, social interaction motives, self-identity motives and also entertainment motives. This research is also supported by the theory of Computer-Mediated Communication which explains the use of sticker features as a form of non-verbal communication in digital media. The baby boomers generation, which is a group of digital immigrants, is a group of digital media users who were born at a time when digital technology was not yet invented.. This research uses descriptive qualitative method and in-depth interview as the method of data gathering. Three informants were selected as sources using purposive sampling method with active whatsapp sticker users in baby boomers generation as criteria. The results of this research sees that the use of whatsapp stickers in baby boomers is to make interactions more expressive and interesting, Other motives that drives the use of stickers in baby boomers is to show that digital immigrants are able to catch up with technological advances.

Keywords: Behavioral patterns, the use of Whatsapp Sticker, Baby Boomers, Digital Immigrants.

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