

## ABSTRACT

### **MOTIF AND SATISFACTION OF USING STATUS FEATURES WHATSAPP ON DIGITAL IMMIGRANT**

*(Qualitative Descriptive Study on WhatsApp Application Users in South Tangerang City)*

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Since 2007 the WhatsApp application was launched by bringing up features, one of which is the WhatsApp status feature, WhatsApp Status is used to find out the state of relatives in the surrounding environment. The purpose of this study was to find out an overview of the motives and satisfaction of using the WhatsApp status feature on digital immigrants in the city of South Tangerang. This study uses the Uses and Gratification theory to see the motives and user satisfaction of the WhatsApp status feature using a qualitative descriptive method. In the WhatsApp status feature where the uses and gratification theory is the satisfaction that someone is looking for when using social media. The results of the research obtained from the informants that there are differences when interacting via WhatsApp and interacting directly. Users are not excessive in sharing information and choose only certain moments in sharing information so that there is no oversharing even though the informant is a digital immigrant. Informants feel satisfied when the information conveyed can achieve goals and provide benefits to other informants. As well as in the category of social interaction, informants are satisfied when WhatsApp status can build awareness of its users. Expressing feelings on WhatsApp status can't fulfill a sense of comfort compared to pouring out directly. So that the sense of entertainment satisfaction still has to be supported by direct interaction, not only through social media. The results of the study explain that informants carry out information motives through WhatsApp status. The management of information distributed through WhatsApp status is to check the information, and based on a specific purpose. The use of WhatsApp status can support self-identity, seen from some content related to the informant profession.

**Keywords:** uses and gratification, qualitative, WhatsApp status, motives and satisfaction, digital immigrant

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