

## ABSTRACT

### ***Motives and Satisfaction of Using Twitter's Alternate Universe Among Late Adolescent Readers***

Aprillia Azzahra<sup>1)</sup>, Bakti Abdillah Putra<sup>2)</sup>, Clara Evi C. Citraningtyas<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*The phenomenon of the emergence of fictional stories on social media has attracted the interest of some people, one of which is the Alternate Universe. Readers choose to read Alternate Universe because of the use of fake chat media, so that the narration in Alternate Universe is less displayed. The informants used in this study were late adolescents aged 18-24 years. This study uses the Uses and Gratification Theory. In theory in this study, using motives and satisfaction. The motives consist of information motives, personal identity motives, social integrity motives and entertainment motives. Satisfaction consists of information satisfaction, personal identity satisfaction, social integrity satisfaction and entertainment satisfaction. So the purpose of this study is to find out the motives and satisfaction of Alternate Universe Twitter among late adolescent readers 18-24 years. The research approach used is a qualitative research method with data collection methods using interviews. The results of this study indicate that there are personal identity motives, social integrity motives and entertainment motives in reading Alternate Universe based on the reader. Then there is personal identity satisfaction, social integrity satisfaction and entertainment satisfaction obtained by Alternate Universe readers.*

**Keywords:** *Alternate Universe, Twitter, Late Adolescence, Motives, Satisfaction*

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