

ABSTRACT

Motives and Satisfaction of Using TikTok (Qualitative Descriptive Study of Digital Natives and Digital Immigrants)

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This research is motivated by phenomena and reasons for various age groups in using TikTok. This research was also conducted to find out the motives and satisfaction of using TikTok among Digital Natives and Digital Immigrants. Because TikTok is one of the popular media used by all groups, as a place to get information, entertainment, comfort, fill free time and more with fellow users. This study uses a descriptive qualitative approach, with the Uses and Gratification Theory. Data collection method used is interview. This study uses 10 motives and 10 satisfactions. The results of this study indicate that only 5 motives are used. Where Digital Native has TikTok motives as information sharing, information seeking, entertainment, and pass time. Whereas Digital Immigrants have TikTok motives as information sharing, information seeking, entertainment, pass time, and communicatory utility. There are 5 motives that are not used, namely expression of opinions, surveillance, social interaction, relaxation, and convenience utility.

Keywords: Digital Native, Digital Immigrant, Motives, Satisfaction, Use of TikTok, Theory of Uses and Gratification.

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