

ABSTRACT

New media keeps on showing up with their new form and forma each day, especially in the Entertainment sector, new media like streaming services keeps on giving all kinds of Entertainmen contents for it's users, and the users itself has their own personal needs and reasons in using this new media. One of the most used new media streaming service is JOOX, which has it's own uniqueness on its features, also known as one of the streaming service that has the most active users in Indonesia. The goal of this research is to find what kinds of motives that the users had while using JOOX as their streaming service, the users that been chosen for this research is all JOOX's active users that been chosen through the sampling process. In getting the most credible data for this research, the researcher gathered and compiled the data by doing structured interview to the twelve chosen interviewee from eight different universities in Bandung, Jakarta and Malang. The final result of this research is (1) the motives that always shows up when using JOOX is Entertainment Motives, which is suitable with the JOOX's main goal, is to fulfill the users' Entertainment needs. (2) One of the motives that also shows up when using JOOX is Information Motives, where the users only used JOOX to access it's news or updates feature, (3) Social Interaction and Integration motive is also shows up by some of the informant, especially to some those who also plays a role as a creative industry workers, this motive is used to know other's personal preference or taste in the music industry

Keywords : Case Study, New Media, College Student, Media Usage Motives.