

ABSTRACT

In Indonesia the number of active internet users is increasing every year. This proves that Indonesians more often access media that are connected to the internet, more specifically the social media. Easy to use and allows interaction without the limit of distance, time, and space makes people use social media including fandom. Twitter is social media that is used by fandom as a mean to carry out fangirling activities. The purpose of this study is to determine the motives of the followers of @EXOind Twitter account in using Twitter social media. This study used a motive category reference from Papacharissi and Rubin (2000) and used survey methods with descriptive analysis and quantitative approach. The questionnaires were distributed to 100 respondents by using the Likert scale. The result showed that the Information Seeking Motive and Entertainment Motive are in the very high category, while the Convenience Motive, Interpersonal Utility Motive, and Pass Time Motive are in the high category.

Keywords: motive, new media, Twitter, fandom