

ABSTRACT

The high number of internet users in Indonesia certainly makes one of social media namely Youtube as a video sharing media which has a higher number of uses. Great interest in subscribers watching Motomobi's YouTube channel certainly has many motives, but the motives are certainly each will be different in someone. It is the ability of everyone to catch the message before it will form the motive in him to watch. The purpose of this study was to find out the motives that encourage subscribers to watch Motomobi's Youtube channel. The research method used is descriptive qualitative method by conducting interviews with four informants. From the results of the study found that the motive of subscribers watching Motomobi Youtube channel there are four motives namely information motives, self-identity motives, integration and social interaction motifs, and entertainment motives. Of the four motives, the tendency of subscribers to watch is based on their information and entertainment motives.

Keywords: *Motif, Subscriber, Youtube, Automotive.*