

ABSTRACT

The development of technology and the internet has made it easier for humans to communicate, especially since the presence of various online-based new media. Social media use is increasingly segmented by age. Whatsapp as one of the new media for instant messaging dominates the use of social media at the age of 26-44 years which is included in the Millennial Generation, as a new media Whatsapp allows users to communicate with each other anytime and anywhere. In addition, Whatsapp through its story feature called Whatsapp Story, manages to have 450 million active users every day. This study aims to find out what the Millennial Generation's motives are in using the Whatsapp Story feature. This study uses quantitative research methods with descriptive analysis. This study refers to the five motives of media use according to Papacharissi and Rubin (2000), namely the Interpersonal Utility Motive, the Passing Time Motive, the Convenience Motive, the Seeking Information Motive and the Entertainment Motive. Based on the results of distributing questionnaires to 100 respondents, it is known that the Seeking Information Motive is the motive that appears the most with a score percentage of 84,5% and the motive that appears the least is the Passing Time Motive with a score percentage of 78,95%.

Keywords: New Media, Millennial Generation, Whatsapp, Motive