

ABSTRACT

This research was conducted to find out the motives for watching for Vlog content on Youtube Indoexoticpets among the members of Reptile X Community, the online animal community. The purpose of this research is to find out and analyze the motives for watching Vlog content on Youtube Indoexoticpets among members of Reptile X Indo Community, the online animal community based on the theory of motives for consuming media which is in the Uses and Gratification theory.

This study uses a quantitative method, with the type of casuality association research that aims to reveal the relationship between two or more. The population in this study was 108 peoples, determining the sample using random sampling technique or taking samples in random population with a margin error calculation of 0.5 (5%). So, that a total of 85 members of the Reptile X Indo Community was obtained.

Based on the research result, it is known that entertainment motives are in the first position in this study. Then, integration and social interaction motives are in the second position, information motives are in the third position, and finally personal identity motives are the fourth motives that underlies members of Reptile X Indo Community, the online animal community who access Indoexoticpets content on Youtube .

This study concludes that entertainment motives are the highest motives that underlies members of Reptile X Indo Community who access Indoexoticpets Vlog content on Youtube with the highest percentage of answers at 57.6% and the lowest percentage of answers at 1.2%, so that it has a difference in answers 52.9% where the entertainment motive is determined in this study to be the main motive for members of the Reptile X Indo Community, the online animal community in accessing Indoexoticpets Vlog content on Youtube.

Keywords : Uses and Gratification Theory, Viewing Motives, Vlogs, Exotic Animals, Youtube