

ABSTRACT

The increasingly massive number of internet users in Indonesia has made YouTube one of the most frequently accessed social media sites by its users. Various types of video content can be found, one of which is educational video content such as the Buiramira Official YouTube channel. Subscribers certainly have many motives for watching the Buiramira Official YouTube channel, and the motives possessed by each subscriber are, of course, also different. This research was conducted to find out what motives each subscriber has for consuming the Buiramira Official YouTube channel and to find out the relationship between the motives owned by subscribers. This research method uses a descriptive-qualitative method by collecting data through interviews with four informants based on predetermined criteria. From the results of the study, it was found that the motives that encourage subscribers to watch the Buiramira Official YouTube channel are four: information motives, personal identity motives, social integration and interaction motives, and entertainment motives. Of the four motives, the most dominant motives owned by subscribers are information motives and personal identity motives. Information motives and personal identity motives are interrelated.

Keyword: *Motives, YouTube, Subscribers, Buiramira Official's*