

ABSTRACT

The development of the uses of social media has presented various new forms of social media concepts that are present today; one of them is the existence of anonymous social media applications. Anonymous applications allow users to have an account without having to use their personal identity. One of the oldest anonymous applications that has survived to this day in Indonesia is an anonymous application called Prisga. This research aims to find out what motivation drives individuals to use anonymous-based applications, especially young adult users who live in the city of Jakarta. This research uses quantitative descriptive methods and Papacharissi & Rubin's theory of Internet and Social Media Use. The data collection technique used in this research is purposive sampling, by distributing digital questionnaires to Prisga users. Based on the research results, the motives that encourage the use of the Prisga anonymous application are in accordance with Papacharissi & Rubin's theory of internet and social media use. Results that provide data show that the most dominant motives are passing time, convenience, and entertainment.

Keywords: MotIves of Use, Anonymous Apps, Prisga