

**HEAVY USER'S MOTIVATION WHICH CAUSED ADDICTION OF USING  
INTERNET ACCESS**

**(Study of Descriptive Qualitative towards Heavy User Student in Bandar  
Lampung)**

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**ABSTRACT**

*Access the media with frequency and duration excessive considered could induce addiction. Access the media is certainly departs from the motivation in user self. That's what makes writer interested in conducting a research titled "Heavy User's Motivation which caused Addiction of Using Internet Acces (Study of Descriptive Qualitative towards Heavy User Student in Bandar Lampung)".*

*The aim of this research is to know what are the motivations which influences heavy user in accessing until it causes addiction effect in accessing the internet. This research apply motivation theory or Abraham Maswlo's theory of needs. Type of research used in this research is descriptive qualitative, with informant research 10 persons addict from 3 universities in Bandar Lampung: UNILA, POLTEKES, and Darmajaya. Informants selected with purposive based on certain criteria. The collecting data used in this research are depth interviews, observation, and documentation. The analyzing data used is qualitative data analysis.*

*The result of this reseach shows that there is strong motivation and supports heavy user to keep going to access the internet. Where the motivation comes from five stages needs which is explained by Abraham Maslow. The five motivations are: The first motivation which is rooted from safety, such as motivation to release anxiety, fear, and motivation to get security. The second motivation which is rooted from social needs, such as motivation to have friends in social media, feeling to be ecepted by others, and communication needs without being bordered by time. The third motivation which us rooted from pride, such as motivation to be accepted by others, to be respected, to be famous/self-existencion in social media. The fourth motivation which is rooted from self-actualization needs, such as motivation to finish the job easily and borderless, to get a sense of tranquility in a search for information, to avoid fatigue, to get fun and entertainment over the Internet, the motivation to avoid anxiety , and depression.*

*And the latter is motivation which is rooted from phisical needs at most informant research, tend ignored phisical needs to meet the accessing internet, by informants placed parallel even on top their phisical needs. The most powerful motivation that encourage informants be a Internet addiction is motivation which is rooted from security needs. The conclusion is motivations which is rooted from these needs, encourages heavy users using internet access withh high intensity, even tend to ignore the physical needs as basic necessities. This indicates that there are traits of addiction inherent in a heavy user.*

*Key words: motivation, heavy user, internet addiction.*