

## **ABSTRACT**

### **CAUSING FACTORS OF FACEBOOK USERS TRANSFER TO PATH (A Case Study on Himpunan Mahasiswa Ilmu Komunikasi Universitas Bandar Lampung)**

**By**

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*The background of this research is on the development of social media is happening now, which causes the number of teenagers who switched from the old social media to the new social media. Social media is a medium that can be used to interact with each other without spending a lot of time and money. Facebook is one of the popular social media among students. But along with the times, the new emerging social media and distract the students that Path. The purpose of this research is to determine the factors that influence student Facebook users switch to using Path and analyze the impact of the shift in the way students communicate.*

*The method used in this research is descriptive qualitative method. Informants were chosen in this study is an informant who meet the criteria set by the researchers. Using the Theory of Existence, Relatedness, Growth, results of this study indicate that there are two factors that influence the transfer, the internal factors and external factors. Internal factors, namely the perception of the self to use the Path, then the shame with friends around when not using the Path, further internal factors namely the relationship with self-esteem if you do not use the Path, as judged by the environment is not slang. While external factors are the desire to get reward from friends march, then the rapid development of technology such as gadgets are used, other factors namely the expectation desired by the individual to be recognized existence, as well as follow the development of social media are increasingly widespread today. Meanwhile, the most dominant factor is*

*external factors. This is due mostly from informants using the Path because of the encouragement from the outside. The movement is having an impact on communications activities informants are more likely to indirect communication. Because the informant is more frequently used gadgets instead of talking to each other.*

*Keywords: social media, Facebook, Path, Exixstence, Relatedness, Growth Theory*