ABSTRACT

MOTIVATION AND GRATIFICATION OF THE CHATTERS IN USING THE WEB CAMERA

(Study Uses and Gratifications Of The Chatters in Using The Web Camera at Warnet SKY-NET METRO)

by
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The Chatters are people who are active in chatting or other internet activities in cyber world. . There are many supporting media arise nowadays, it makes the chatters have a desire to try the new things in chatting activity. The supporting media which have a good response from the chatters is the web Camera.

Web Camera is one of the communication supporting media chosen by the chatters. This communication media is popular enough and liked by the chatters. Based on the pre research on February 2010, known that the web camera is the most favourite supporting media among the chatters, specially in warnet SKY-Net, compared to other user.

Refers to the fact above, the issue on this studi is answering the question "why the chatters choose the web camera than other supporting media" . In fact there are many other kind of supporting media can be used by the chatters, but it less popular than web camera.

This observation based on the uses and gratifications theory which has basic assumption that the people are active in using the mass media, they use the media forced by the specific motivation, and there are many needs could be satisfied by using mass media. The method of this observation is explanatory, analysis technical used is quantitative analysis or path analysis.

From this observation, it can be concluded that the motivation of the chatters using the web camera is a need of knowing varying information to help them in finding the real chatting partner. The most interesting feature among the

responden , is face to face feature in chatting (30 person/46,2%), followed by video messaging feature (31 person/47,7%), the next is media streaming feature (35 person/53,8%). These three features are communication media.

Personal factor has a positive direct effect on motivation, its about 55,6 %. Majority of the responden, the most dominant personal factor is on the low level with the middle motivation is 10 person (15,4%). Followed by responden on the highest personal factor with middle level of motivation it's amount 7 person (10,8%), On the other hand social factor has a little effect on motivation its only 18,8 %, the most dominant social factor of the responden on the highest category with the high motivation it's about 10 person (15,4%). Motivation has a positive effect on using the media, it's 51,7%. Responden motivation is on the most dominant level with the middle level on using the media is 15 person (23,1%). The using of media which gets the indirect effect , comes from personal and social factor through motivation is 38,4%. The total effect needed in rising the using of media is 90 ,1 %. The using of media has positive effect on gratification, its 47,2 %. And the indirect effect in forming gratification comes from personal factor, social factor and motivation through using of media is 18 %. The total effect required in making gratification is 65,2%. The using of media by responden is the most dominant level is on the middle category its 11 person (16,9%). It means, if the using of media is on the middle level, so gratification included gratification, knowledge and independence of responden on media will give a middle level too.