ABSTRACT

THE SATISFICATION LEVELS OF BLACKBERRY MESSEGER (BBM) USERS IN IOS AND ANDROID AMONGST STUDENTS IN COMMUNICATION SCIENCE PROGRAM STUDY IN LAMPUNG UNIVERSITY

By

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The purpose of this research is to examine the acceptance model of Blackberry messenger (BBM) technology by testing the theory of Uses and Gratification. Communication is effective when people managed to convey the information that want to convey, is closely related stimuli captured and understood by the recipient. The result of study that aimed to found out the rate of satisfaction for using gadget as communication media in Faculty of Social Science Communications UNILA, there is a fairly high level of satisfaction for using Blackberry Messenger in Ios and Android devices, the level of satisfaction in female characteristic is 79.561. It can be concluded that the most satisfied users among students in Faculty of Social Science Communications UNILA 2011 and 2012 is female.

Keywords : Blackberry messenger (BBM) application, satisfaction level and mass media