

## Analisis kebutuhan dan motivasi penggunaan media sosial path pada generasi y = Needs and motivation analysis towards social media path usage in generation y

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404664&lokasi=lokal>

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### Abstrak

[<b> ABSTRAK</b><br>Penetrasi penggunaan internet di Indonesia sekarang ini sedang mengalami perkembangan yang pesat. Dari berbagai aktivitas penggunaan internet, media sosial menjadi pilihan utama yang paling sering diakses. Menurut Teori Penggunaan dan Pemenuhan Kepuasan, Generasi Y yang merupakan pengguna terbesar media sosial, menjadikan platform ini sebagai sarana untuk memenuhi keinginan dan kebutuhan mereka. Hingga saat ini, terdapat beberapa pilihan media sosial yang salah satunya adalah Path. Sejak awal kemunculannya, Path terbukti telah menarik perhatian Generasi Y di Indonesia. Path dianggap dapat memenuhi kebutuhan Generasi Y akan sosialisasi, penghargaan diri, dan aktualisasi diri, sesuai dengan Teori Hierarki Kebutuhan. Fungsi Path yang dapat memenuhi kebutuhan dan keinginan Generasi Y, menjadikan generasi ini memiliki tingkat ketergantungan yang tinggi pada media sosial ini.

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<b>ABSTRACT</b><br>The penetration of internet usage in Indonesia nowadays quite has been in rapid growth. From various types of internet usage, social media has become the primary choice to be accessed. According to the Uses and Gratifications Theory, Generation Y, which has highest rate in using social media, uses this platform as a tool to fulfill their desires and needs. Until now, there are several types of choices in social media, which one of them is Path. Since the first emersion, it is proven that Path has grabbed the attention of Generation Y in Indonesia. Path is considered to be able to fulfill the needs of Generations Y related to socialization, self respect, and self actualization according to the Hierarchy of Needs. The function of Path that able to fulfill the desires and needs of Generation Y, create a high level of dependency towards this social media.;The penetration of internet usage in Indonesia nowadays quite has been in rapid growth. From various types of internet usage, social media has become the primary choice to be accessed. According to the Uses and Gratifications Theory, Generation Y, which has highest rate in using social media, uses this platform as a tool to fulfill their desires and needs. Until now, there are several types of choices in social media, which one of them is Path. Since the first emersion, it is proven that Path has grabbed the attention of Generation Y in Indonesia. Path is considered to be able to fulfill the needs of Generations Y related to socialization, self respect, and self actualization according to the Hierarchy of Needs. The function of Path that able to fulfill the desires and needs of Generation Y, create a high level of dependency towards this social media., The penetration of internet usage in Indonesia nowadays quite has been in rapid growth. From various types of internet usage, social media has become the primary choice to be accessed. According to the Uses and Gratifications Theory, Generation Y, which has highest rate in using social media, uses this platform as a tool to fulfill their desires and needs. Until now, there are several types of choices in social media, which one of them is Path. Since the first emersion, it is proven that Path has grabbed the attention of Generation Y in Indonesia. Path is considered to be able to fulfill the needs of Generations Y related to socialization, self respect, and self actualization according to the Hierarchy of

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