

Motif-Motif yang Mempengaruhi Participatory Culture Internet Meme (Studi Kasus Khalayak Media Sosial Path di Kalangan Mahasiswa Pascasarjana Komunikasi Universitas Indonesia) = Motives That Influence Participatory Culture Internet Meme (A Case Study of Social Media Path Audience in Postgraduate Communication Student Universitas Indonesia)

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Abstrak

Tesis ini membahas tentang motif yang mempengaruhi khalayak untuk berpartisipasi dalam internet meme yang beredar pada sosial media Path. Teori utama yang digunakan yaitu Uses and Gratifications terkait motif dan konsep Participatory Culture. Teori Uses and Gratifications dipilih karena merupakan teori yang seringkali digunakan untuk media atau konten baru dari sudut pandang khalayak serta konsep Participatory Culture ini muncul dan berkembang pada era digital saat ini. Penelitian ini menggunakan paradigme positivistik dengan pendekatan kuantitatif bersifat eksplanatif dan metodologi yang digunakan melalui survey. Penelitian ini menyimpulkan bahwa motif Entertainment dan Self-expression mempengaruhi khalayak untuk ikut berpartisipasi dalam internet meme di media sosial path, sedangkan motif socializing and community building tidak memiliki pengaruh namun tetap berhubungan. Sementara satu lagi yaitu motive informativeness ditemukan tidak berpengaruh dan tidak berhubungan dengan partisipasi internet meme.

.....This Thesis discusses about motives that influence audience to participate in internet meme social media Path. This study employ motives from Uses and Gratifications theory as a main theory, also concept about Participatory Culture. Uses and Gratifications theory have been selected because this theory been often to explain about new media and new kind of content from audience point of view also the concept of Participatory Culture have been emerge and thrive in this digital era. This research uses positivistic paradigm with quantitative explanatory approach and using survey as a research method. The conclusion for this research is shows that some motive Entertainment and Self-expression influence audience to participate in internet meme social media path. Meanwhile Socializing and Community Building motive doesn't have a significant influence to internet meme participation but both of them still have a connection. The another one Informativeness motive doesn't have any connection nor influence to internet meme participation.