

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 paradigm 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.