

**USES AND GRATIFICATIONS OF YOUTUBE AMONG UNIVERSITY  
STUDENTS IN TANGERANG**

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### USES AND GRATIFICATIONS OF YOUTUBE AMONG UNIVERSITY STUDENTS IN TANGERANG

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YouTube is the largest and the most popular video watching platform among Indonesian youth. The popularity of the platform was due to, among other things, its broad and diverse range of contents. This thesis seeks to know and understand the motives and gratifications of Indonesian youth, most specifically the university students in Tangerang, in accessing YouTube.

By conducting Focus Group Discussion twice with a total of 14 university students in Tangerang and In-Depth Interviews with 2 YouTubers, it has been found that their main motive in accessing YouTube is surveillance motive, or information seeking. In addition, two main gratifications that they sought in accessing YouTube are cognitive need, referring to the desire of acquiring information or knowledge; and affective need, which means the desire of pleasurable experience or to be entertained.

*Keywords: YouTube, Uses and Gratifications, Youth, YouTuber, YouTube content*



## **DEDICATION**

I dedicate this thesis for my family.



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