

**USES AND GRATIFICATIONS OF HARD ROCK FM JAKARTA AUDIENCE
WHEN ACCESSING HARD ROCK FM JAKARTA TWITTER ACCOUNT**

By

Javiero Damitri Piere Argubi
16112013

BACHELOR'S DEGREE
IN

COMMUNICATION & PUBLIC RELATIONS

FACULTY OF BUSINESS ADMINISTRATION & HUMANITIES



SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

August 2016

Revision After Thesis Defense (18 July 2016)

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.

Javiero Damitri Piere Argubi

Student

Date

Approved by:

Dr.phil. Deborah Nauli Simorangkir, BA., MS

Date

Thesis Advisor

Eric Jos Nasution, MBA, MA, Ph.D

Dean

Date

Javiero Damitri Argubi

ABSTRACT

USES AND GRATIFICATIONS OF HARD ROCK FM JAKARTA
AUDIENCE WHEN ACCESSING
HARD ROCK FM JAKARTA TWITTER ACCOUNT

By

Javiero Damitri Piere Argubi
Dr.phil. Deborah Simorangkir, Advisor

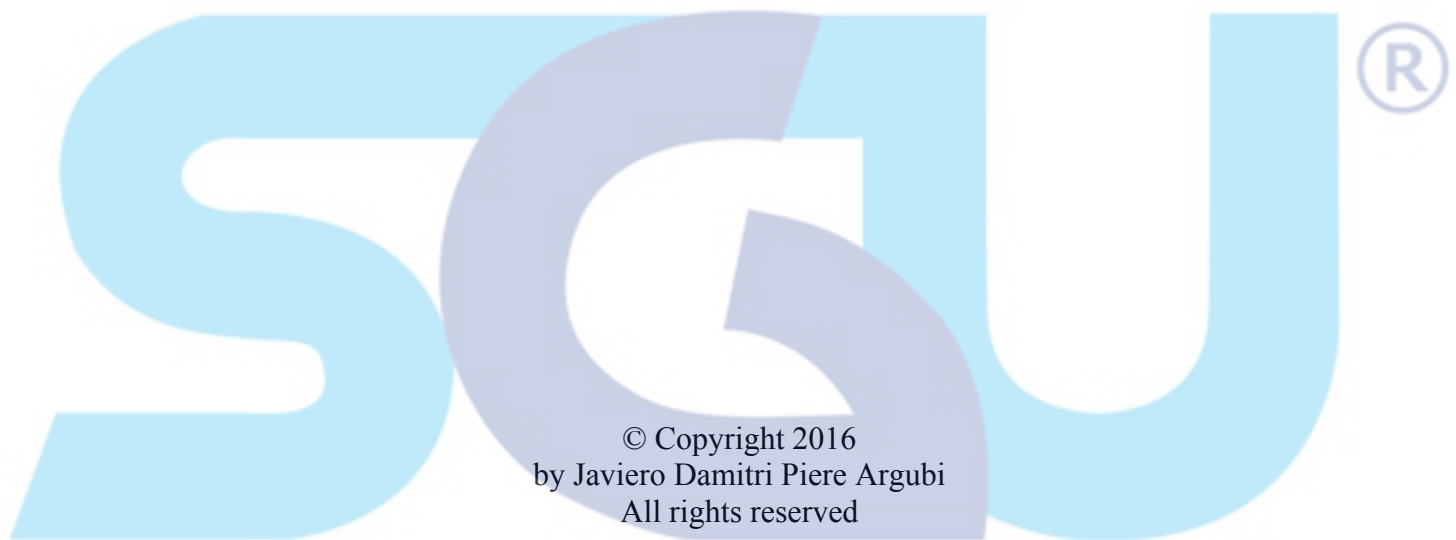
SWISS GERMAN UNIVERSITY

Radio shows are now focused on how to deliver good quality content while on the other hand converging with social media in order to have direct interactions with the listeners. However often times with the use of social media comes the problem of irrelevant content displayed within the social networking page as a form of money generating advertisements that obstruct the real motivations behind the radio audience while accessing their social networking sites.

By focusing on what has been included inside the Twitter account and what the audience had sought, the aim of this research is to analyze the motivations and the gratifications of the audience of Hard Rock FM Jakarta when they are accessing the Twitter account of Hard Rock FM. This study is using online distributed questionnaires and interview with the media team of Hard Rock FM Jakarta.

The study found that the audience is seeking cognitive information (news & lifestyle info) while on the other hand they are also seeking tension release (boredom escape). The study found that the objectives of Hard Rock FM is more or less aligned with the audience gratification sought, while still not able to fulfill the requirements of the audience seeking tension release.

Keywords: Social Media, Uses, Gratifications, Radio broadcast, Twitter



SWISS GERMAN UNIVERSITY

DEDICATION

To my parents for all their love, support, patience and prayer

To my lecturers who are supporting me from start until the end

To all my fellow friends for their helping hands and companion

And anyone who might benefit from this research

To the Internet that made all of this possible



ACKNOWLEDGEMENTS

First and foremost I would like to thank God for giving me his blessings everyday to finish this study, the opportunity to start and finish this thesis. With his blessings I am able to finish this thesis on time without huge problems.

My second gratitude is for my parents who are continuously supporting me in times when I needed the most during this last semester in university, without their love, prayers and dedications I would not be able to finish this thesis in designated time.

To my thesis advisor, Dr. phil Deborah Simorangkir where she gave me all the support that I needed, the knowledge, her passion for research and her patience during our thesis advice sessions. Thank you for being a good mentor by always trusting me to finish this research and to give support from the start until the end.

Thank you for all of my lecturers from semester 1 until 8, you know who you are.

I would like to thank Junita Putri for giving me support and ride of a lifetime for the last 4 years of university; I wish you a very good luck for your future.

Last but not least I would like to thank my class of PR2012 for giving me an adventure of a lifetime that I cannot forget, I wish you guys the very best of luck in your future.

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	10
CHAPTER 1 - INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Problem.....	14
Scope and Limitations.....	16
1.5 Research Questions.....	16
CHAPTER 2 - LITERATURE REVIEW.....	17
2.1 Mass Media.....	17
2.2 Social Media.....	17
2.3 New Media vs Traditional Media.....	18
2.4 Media Convergence.....	19
2.4 Uses And Gratifications theory.....	20
2.4 Media System Dependency Theory.....	23
2.5 Chapter Summary.....	25
CHAPTER 3 – RESEARCH METHODS.....	30
3.1 Type of study.....	30
3.2 Sample and Populations.....	31
3.3 Units of Analysis.....	33
3.4 Data Collection Techniques.....	34

3.4.1 Data Analysis Technique	36
3.5 Validity and Reliability	37
3.6 Question Design.....	39
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	45
4.1 Post Reliability Test	45
4.2 Reliability Test Each Dimensions.....	46
4.1 Initial Analysis of Result Table	47
4.2 Data Analysis of Gratification Sought.....	47
4.3 Data Analysis for Gratification Obtained	52
4.3 Age Statistics of the Respondents.....	59
4.4 Quotes and analysis from Interview with Hard Rock FM.....	59
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS.....	63
5.1 Conclusion	63
5.2 Recommendation	65
GLOSSARY.....	66
REFERENCES.....	67
6. Appendix	71
6.1 Questionnaire sample format	77
6.2 Questionnaire full result.....	79
CURRICULUM VITAE.....	104



SWISS GERMAN UNIVERSITY