

ABSTRACT

Today communication process is developing by utilize technology which combined information technology and communication technology, thus appears new term named Information and Communication Technology (ICT), which led a means named internet. People uses the media, caused by the motif as audience expectation when they used the media and discrepancy gratification of audience after use the media. The method used in this research is a descriptive survey with quantitative approach. The object of this research is a website smb.telkomuniversity.ac.id, and the subjects of this research is new students of Telkom University in 2014. The results of this research is there is a discrepancy gratification from average score of Gratification Sought (GS) and Gratification Obtained (GO). For information the score is $3,22 > 3,14$ and for personal identity, the score is $3,23 > 3,16$ thus appears that the media is unsatisfaction because the score of $GS > GO$. For the social integration and interaction, the score is $2,69 > 2,73$ and entertainment the score is $2,72 < 2,80$, thus appears that the discrepancy gratification is satisfaction ($GS < GO$). Therefore, generally researcher concludes that in using website of smb.telkomuniversity.ac.id, there is a satisfication discrepancy gratification which media is satisfaction as source of integration and social interaction, and entertainment. Then the discrepancy gratification where the media is unsatisfaction, such as sources of information and personal identity.

Keyword: Information, Information and Communication Technology (ICT), Motif, Discrepancy Gratification