# ABSTRACT

*Every  year the numbers of internet users kept on increasing and the majority of them access to social media. Youtube has been the most used and being the number one on the list that has most users. On youtebe, we can found variety of videos, one of them is a storytelling video that you can found on Nessie Judge Channel. The subscribers of that channel certainly has lots of motives, and each of them are also variaty.  This research aim to acknowledge the motives from each subscribers who watch Nessie Judge's Youtube Channel by using the McQuail motives theory. This research using a descriptive qualitative method with the result gained form interview with 5 informant with predetermined criteria. The result of this research found there's four motives that pushed the subscribers to watch the channel which is information motives, personal identity motives, social interaction motives, and entertainment motives. Of the four motives, the most frequently found are information motives, social interaction motives and entertainment motives.*


*Keywords : Motive, Youtube, Subscribers, Channel Nessie Judge*