

ABSTRACT

The internet not only has an impact on communicating media, but broadcast media are also affected, namely with the emergence of internet-based broadcasting platforms. Through this platform, audiences can watch foreign shows with various genres, one of which is the boys love genre, such as KinnPorsche The Series from Thailand. This study aims to determine the motives and satisfaction of Indonesian female viewers in watching the boys love series "KinnPorsche The Series". Researchers use the theory of Uses and Gratification with four indicators, namely entertainment, social integration and interaction, personal identity, and information. This type of research is quantitative research with online survey research methods. The data analysis technique used is descriptive analysis. The results of this study showed that the highest motives and satisfaction were in the entertainment indicators, amounting to 85.29% and 85.04% while the lowest were in the indicators of integration and social interaction. Female viewers get satisfaction in indicators of integrity and social interaction, personal identity and information, and get no satisfaction in indicators of entertainment. Although the entertainment indicator has the highest motive and satisfaction value, it is not satisfied.

Keywords: *Uses and Gratification; Motives; Satisfaction; LGBTQ+; Women*