

***THE UTILIZATION OF SHOPEE FEATURES AS A MEDIUM
FOR SOCIAL GATHERING***

By:

Muhammad Rade Alfa Anggara, Sapta Sari, Vethy Octaviani

ABSTRACT

This research is titled “The Utilization of Shopee Features as a Medium of Social Gathering”. The rapid development of technology influences changes in new communication styles among the community. With technological advancements, online media is not only used for communication but also as a medium to fulfill individual needs. With this, the current technological progress can change the patterns in social gathering between individuals efficiently. The purpose of this research is to determine the use of Shopee features as a medium of social gathering. This study uses qualitative research methods and data collection techniques through observation and interviews. This research employs the Uses and Gratifications theory, which results in the finding that the use of features like ShopeePay THR and Inter-Bank Transfer is an innovation that supports the numerous activities among individuals to perform social gathering in a different way; informants use these features for various needs. There are 5 dimensions of needs in line with the informants on the Uses and Gratifications theory in utilizing Shopee features as a medium of social gathering, namely: cognitive needs related to information and knowledge about the surrounding environment, affective needs related to the pleasant experiences of individuals in utilizing a media, personal needs related to jobs or personality, social needs related to family or friends in the surrounding environment, and tension release related to the desire of individuals to release pressure after doing something.

Keywords: Utilization, Shopee Features, a Medium of Social Gathering.



