

ABSTRACT

As much as 90 percent Indonesia people which use internet access for social media. New media era makes social media as main option to connect with other people in internet. LINE is one of newest social media which most used by digital natives. As generation who fluent using technology, digital natives using LINE as communication media when social needs separated by geographic location. Usage of LINE continuously can make a habit eventually change into culture in communication. In this study, digital native communication culture cause by usage of LINE is interesting to research.

This study is using qualitative method with constructivis paradigm, this study also using virtual ethnography as approach method. Online and offline interview is use for data collecting technique. Then, observation is observing informant's chat history and activity from usage of LINE's features. The result of this study, there was communication culutre movement from conventional era to new media era, from face to face communication to computer mediated communication. For digital natives, texting culture to bulid emotional proximity value and practicity in spreading information, and following speed, entertainment, customization, and freedom norm as form of communication culture.

Keywords : communication culture, new media, virtual ethnography, LINE, digital natives