

ABSTRACT

Technological developments which resulted in new media is happening to one of the two-way communication devices, namely cellphone. Cellphones are now shifted to smartphones demanding role in maximizing the usefulness of an application. One application that is being rapidly adopted by the user is Secret social networking applications. Secret offers a new style in the consumer compared to the social networking application that already exists. The users can post pictures and text but its whereabouts the user are unknown and the identity are anonymous alias. Besides that other users can comment on and conduct private chats conducted by two users only. Social interaction can occur between users but the identity is anonymous. It is interesting thing to be appointed into research. The aim of this study is to reveal the underlying motive of social interaction on Secret social networking. From the results of research concluded that social interaction motif theory proposed by Max Webber does not fully apply to the Secret. Secret users make his own choice in addressing the social interaction motifs based on traditional measures. Moreover Secret has a chat feature and commentary that helps users perform social interactions. The existence of a post in the Secret makes users feel attracted to do social interaction and as social interactions in Secret, users also involves the feelings and emotions.

Keyword: *Social Interaction, Social Networking, Motives*