

ABSTRACT

The development of technology and internet today has led to many new facilities for everyone to communicate and socialize. One form of technology and internet advancement is social media. Social media is a new form of communication and interaction with the world. Through the social media user can interact with each other. Along with the development of social media, emerge the special media for specific community which allows them to communicate among the members, including gays. One of social media specifically for gay is Grindr. In this research, researcher interested to investigate about meaning of usage of social media Grindr among Grindr user in Bandung. The type of this research is qualitative with phenomenology approaches. Phenomenology that used by the researcher is Phenomenology by Alfred Schutz which emphasize research to meaning. The result of this research shown that there are two meanings given by the users of Grindr that are Grindr as a facilities to get pleasure by mean sexual activity and Grindr as a facility to make some friends.

Keywords: social media, gay, Alfred Schutz, phenomenology