

ABSTRACT

This study discussed about social interaction on gays community occurred through social media. As a form of new media, Jack'D for basically contain elements of social interaction that is not widely known by the public. The purpose of this study was to examine how the interaction occurs between gay through virtual media, especially social media with focusing on the communication process as well as the impact that is felt by its user. This study used qualitative research methods with virtual ethnography study approach, and in the process of data collection methods researchers used online and offline interviews with three gays Jack'D application users as informants. The results of this study found that Jack'D being the initial medium for communication which will lead to social contacts (face-to-face) to execute the purpose that is owned by the gay community by using the application. The purpose that is owned by gay was diverse ranging from searching for friends, boyfriend or sexual partners. In addition, the researchers also found that the Jack'D as social media did not always came up with positive interactions (associative) result but also can be negative (dissociative). The conclusion of this study is the sosial interaction that exists between gay-related to the communication process was not vary much with communication and social interaction in general but the difference was the user's purpose, the specific terms used during the communication and the impact perceived by it's user.

Keyword: *Social Interaction, Social Media, Gay, New Media, Internet, CMC*