

ABSTRACT

Technology is always needed for human to get informations and also communicating with each other. The arrival of cyber media viewed as a new form of communication. This new way of communication is popular because it is quick and easy. Ask.FM is one of the many popular social media. Ask For Me is a social media with a questioning format. There is not a lot of difference as to why the users of Ask.FM started using this social media, it is to look for information in a fun way. This phenomenon is interesting to research in order to reveal how is the personal value, the norm and the social conflict in this social media. This research used a qualitative method on virtual ethnography study with three key respondents and one supporting respondent. From this research, we can conclude that social value on Ask.FM is how the questions and the answers given by each users is based on each users personal value, the social norm on Ask.FM is based on the living environment where each users lives and grow up because it is affected by the norm of the society where each users lives, and the conflicts on Ask.FM is caused by the differences in physique, wit, knowledge, and faith.

Keywords: *Social Media Ask.FM, Virtual Ethnography, Social Interactions*