

ABSTRACT

The Internet has become a necessity in the digital age. Internet users are known to be growing each year quoted from id.techinasia.com there is a growth of 85% for internet users. The Internet is becoming the medium of communication that can link a user with another user. The Internet began to be used for media online gaming in the 2000s, but in Indonesia online games appeared around the year 2002 up to 2003.

Online games are growing rapidly in line with technological developments since the existence of smart phones in circulation in the middle of the digital age. The online game developers to make games that can be played with a smart phone by its users. Online gaming is one of entertainment's new virtual-shaped and very digemadi by various circles. The presence of online games is one of the technological development that is entertaining as well as a new medium for communication between its users. Online games allow users to play along and interact through features offered in this online game.

Clash of clans is one of the online game that provides a medium of communication in online games. Such communication can be defined as a virtual communication. in the game clash of clans, there is a feature where players can create a clan community to play together, interacting, and can help each other. Game clash of clans was ranked one of the top grossing category in playstore and appstore.

The purpose of this research is to know the pattern of the communication group and the process of virtual interactions that occur within virtual games online group communication "clash of clans" community 1-ron. This research uses qualitative, descriptive methods undertaken to five research to describe the informant thoroughly by analyzing the phenomenon. From the results it can be concluded that the pattern of communication 1-the clan clan namely 1-ron ron features the communication pattern "all channel" due to a match on the characteristics of communication that occur in a clan 1-ron as well as communication that occurs are open, not restricted to the level of Office of its members, and does not pass through intermediaries to provide information, so that communication happens very smoothly and there were no barriers.