

THE SOCIAL INTERACTION ON “DUEL OTAK” GAME

(Virtual Ethnograph Study of Bandung College Student)

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Abstract

Duel otak gamers interaction phenomenon become trending and discussed by many people nowadays seen on various social media which shows duel otak gamers on available chat feature are the reasons that title is chosen. This research is focused on social interaction done by duel otak gamers on duel otak chat feature through research done on college student gamers whose doing interaction on duel otak game. The purpose of this research is to know the development of social interaction on duel otak game. This research uses qualitative research method with virtual ethnograph approach. Primary data gathered from through interviews and observations. The result of this research concludes that sosial interaction on duel otak game consists of mocking, defying, and self-praising conversations with social sympathy, motivation and identification interaction form. It is also revealed that their motive of social interaction are entertain,strengthen relationship,means of communication,self satisfaction, and add a network of friends. There are also seven communications function obtained by the user are statement of self existence,strengthen relationship,derive pleasure, a means of delivering a feeling,self satisfaction,self actualization, and information tool.

Keywords : Social Interaction, Game, Duel Otak
