

## **ABSTRACT**

*Of the many things that an Internet-based, the game industry is one industry that has long to dwell on the advanced technology and the Internet, the game industry has then to create a variety of games, such as online games where the game must be played using the Internet and can be played by many players simultaneously, one of which is an online game Audition AyoDance, this online game is the pioneer of online games themed online dance battle game or that element of the types of dances. Within this online game all players can build their virtual identities, starting from a gendered character, avatar, nickname, etc. which can make online gaming is becoming more interesting to play.*

*In the online game, there are a wide variety of virtual communities, one of which is TalentedYouth community which is the largest community within the online game Audition AyoDance and the community have 169 people. This study entitled "Virtual Identity Man Among Audition AyoDance Online Gamers on TalentedYouth Community". This study aims to determine how men make sense of identity in the virtual online gaming Audition AyoDance. This study uses a qualitative research approach of virtual ethnography. Sources of data using three informants, and data collection techniques using in-depth interviews and participant observation, both online and offline.*

*The results obtained are the informants chose to play this game because it saw a lot of the play and there are features that do not exist in other games, informants form the virtual identity them for several motives, namely the motive of self-esteem, motives need for self-fulfillment, motives need value, longing and the meaning of life, and motivation fulfillment fantasy. The informants also interpret virtual identity in the game is as an identity that can be formed in such a way as to what they want and are not applicable in the real world.*

*Keywords: Game Online AyoDance, TalentedYouth Community, Virtual Identity*