

ABSTRACT

Virtual Display of Affection is an activity or activities of showcasing the world's virtual of affection which consists of visual, audio, picture, or text of cordial in post to social media. Study with the title of "The Motif of The Virtual Display of Affection (Descriptive study of Snapchat users among students of Bandung)" is aiming to find out the motives underlying or anything which encourages principals to conduct a Virtual Display of Affection. This research uses qualitative method with descriptive study and in depth data collection techniques interviews to three key informants and one supporter informant. The results from the study can be concluded that the subject of the Virtual Display of Affection based upon behavior, follows or imitates others in their social environment, looking for entertainment in spare time with posting Virtual Display of Affection in Snapchat with partner, wanted to get a sense of affection from someone else (spouse), showing the existence in the presence of other people and wanting to earn respect in the social environment and with the encouragement to form images or develop self-image of the Virtual Display of Affection subject.

Keywords : Motif, Virtual Display of Affection, Snapchat