

ABSTRACT

This Research entitled The Role-Player Social Interactions in Virtual World with the subhead Virtual Ethnography Study on Role-Play Account Users in Social Media Twitter. This research aims to explain process of Role-Player social interactions and to know the motives on the usage of Role-Play account in social media Twitter. This research used qualitative research method with Virtual Ethnography approach. Data collection techniques used were online and offline interview and also online observation. Discussion through interview and observation with the amount of research informants as much as 4 (four) informants which is 3 (three) from Role-Play account users in social media Twitter and 1 (one) is an ex-Role-Player as secondary informant. From the result, was found that social interactions of Role-Play account users in social media Twitter through several stages such as greeting each other with “good morning” tweet or replying tweet which same as that way to start conversations topic, which the conversations topic is divided into OOC (Out of Character) and Less OOC/IC (In Character), and then the interactions is terminated without any indication to continue beyond the virtual world. Then motives on the usage of Role-Play account in social media Twitter are their curiosity of friend’s invitation, desire to become their idol, and to look for friends.

Keyword : Social Interactions, Role-Play, Twitter, Virtual Ethnography