

ABSTRACT

Social media connected through the Internet growing so well with increasing human needs. Snapchat is a social media become a communication medium and can connect two or more people with a range of remotely. Interpersonal communication is communication interpersonal communication involving two people even more. Snapchat in social media, communication happens in it using the framework of Computer Mediated Communication (CMC), since it involves at least two people also involves an application that resides in your Smartphone then occurs between private communication inside. the framework of Computer Mediated Communication (CMC) is important to develop the concept of one's self, which in Snapchat generate reciprocity generated through exchange of meaning between someone who bermediasi the technological sophistication of smartphones. The concepts themselves have a human ability where we can see ourselves in a reflection of the views of others who are in the show through social media Snapchat.

This type of research is a qualitative approach through Phenomenology. Data obtained through interviews and observations indirectly. Informants in this study amounted to three people which is the active students program of study communication studies University of Telkom. The results of this research show that social media Snapchat can be formed intentionally or unintentionally. The concept of self is indicated by three informants on social media Snapchat.

Keywords: Computer Mediated Communication (CMC), Social Media Snapchat, The Concept Of Self