

ABSTRACT

Social media always grow make interaction in cyberspace feel more like in a real life with the development features provided by social media. Bigo Live launched in June, 1st 2016 with live video streaming content. This social media is becoming more popular because users can get money from doing live. The social interaction that occurs in the formation of Bigo Live rise to the phenomena of virtual communities, one of which is a virtual community of KCM (Keluarga Cemara).

The research is a virtual ethnography approach of qualitative. Data were obtained through interviews and observations made online or offline. Informants in this study of six people consisting of five members of KCM and one of digital media consultant. The results of this study show motif of Bigo Live users that are social value, psychological value, and material value. Social interactions in virtual community KCM in Bigo Live constituted by imitation factor, suggestion factor, and sympathy factor that is produce different symbols along interpreted thus become the fundamental basis of do social interaction in Bigo Live and form the image of members KCM. In this study also found the emergence of language varieties of interactions made in Bigo Live.

Keywords: Image, Impression Management, Social Interaction, Motif, New Language