

## **ABSTRACT**

*The research titled Social Interaction In Garuda Bandung Family Instagram Garuda Bandung Fans Club with subtitles Virtual Ethnography Study On Instagram Account @gb\_family Garuda Bandung Fans Club. This study aims to determine the social interaction that happens in Garuda Bandung Family Instagram and determine the motive of media use by members of Garuda Bandung Family. This study uses qualitative research methods and approach of virtual ethnography. Discussion through interviews and online observations with a number of key informants as many as four people. The result showed that social interaction in Instagram Garuda Bandung Family originated from photos and video, upload of encouragement, a member to give motivation comment on the response by the players usually Garuda Bandung, who enter into the category of social interaction associative cooperation. Social interaction is associative accommodation spread the word conflict through Instagram and how members respond to these conflicts through interaction in the comments field. Social interaction assimilation and acculturation, smelting culture into a single culture, namely the use of the word "Kareueus Bandung Ti 91" in the interaction without leaving the native culture. Comments war, mutually reciprocated comments between the fans of rival club with the aim to defend the team they support are included in social interaction diasosiatif. Motif media users in Garuda Bandung Family is the motive of the information in the fulfillment of information, interaction motif, motif entertainment, personal identity and motives.*

**Keywords: Social Interaction, Virtual Ethnography, Motif Users Media**