**ABSTRACT**

The presence of social media brings something new in the community that much in demand, one of them Twitter. The existence of Twitter account owned by South Korean artists and from idol and fan interaction, emerging phenomenon of imitation by fans. Imitation is done by imitating the username, made to resemble the username of the South Korean artist. The displayed identity and tweets are posted like South Korean artists. Fans call this phenomenon as Role-play. Role-play is a person who play a role as another person and they are called the role-player. Social interaction can be occurred between role-players on Twitter with unknown identity of the player brings an interesting thing to be appointed into a study. The purpose of this study is to find out the role social interaction motive of role-player on social networking Twitter. This research use descriptive qualitative method by interviewing three informans. It can be concluded that there are four social interaction motives of social interaction that can affect how role-player on social networking Twitter do social interaction, i.e: social interaction of instrumental rasionality, value-oriented social interaction, social interaction of traditional action, and social interaction based on affectivity, underlying role-player on social networking Twitter do social interaction. So Max Webber's theory of social interaction motives are useful for role-player on social networking Twitter.

Keywords: Motive, Social Interaction, Role-play, Social Networking, Twitter