ABSTRACT

The culture is an important element from every region and always different from one region to other regions. However, along with the times growth and technology, cultures bit by bit begin to fade and being forgotten. Replaced by the uses of social media and other electronic devices which is the ease of information can be accessed globally. Media social certainly has its advantages and disadvantages, yet social media also can become a good place for giving an influence to our wide community as emerging conducted by Indonesian leader. One of them is Dedi Mulyadi whom is the regent of Purwakarta. He can utilized the social media so well, for example is the using of Facebook to communicate with the society, giving information about the surrounding of Purwakarta,, also put in some Sundanese culture in every uploads so that Sundanese culture not really disappear and forgotten by the community. The method of this research is qualitative with Virtual Ethnographic analysis . From that case, researcher wants to know the elements of Sundanese culture that contains in Dedi Mulyadi's social media which is Facebook are technology system and equipments, livelihood system and economic systems, language, and arts also how Dedi Mulyadi self-image has built from its uploads that contains Sundanese culture.This also supported by the informants opinion about the culture elements of Sundanese on Dedi Mulyadi's Facebook account also "nyunda" image that built from those uploads.

Keywords: The cultural elements, Sundanese cultre, Social Media Facebook, Virtual ethnography.