ABSTRACT

The study is done to see how meaning and motives the use of an emoticon application Line on students have been dating.

This research use qualitative method study with virtual ethnography approach. Informant used in this study as much 4 main informant and 1 side informant. the main Informant is taken from student at Telkom University and the side informant is taken from one versed in cyberculture.

Based on the results obtained that research writer on the Line application with a discussion about the meaning and motives from the use of an emoticon. First, meaning and motives of any informant are different. Second, the agreement of the emoticon meaning that often used. .Third, to shorten conversation and to express feelings and emotions that the user felt. Fourth, in a particular time the use of an emoticon is more frequent.

The conclusions of this research is the distinction from every couple in the handling the meaning of an emoticon and motive arise from itself in the use of an emoticon. However there are some change of meaning from an emoticon generally, becoming the meaning and the sense that has been agreed by each couple so that an emoticon has an extensive meaning.

Keywords: Communication Virtual, Line, an Emoticon, Meaning, Motives.