

## **ABSTRACT**

*Technological developments increasing rapidly, one of which is the internet. many sites or websites on the internet that use instant messaging service. These sites simplify users to communicate regardless of distance and time. One of the medium used to communicate is omegle.com site. This research aims to find out how omegle.com site utilization among Telkom university students.*

*This research uses quantitative method. Data analysis technique using descriptive analysis with the number of samples of 100. Samples are determined purposively through non-probability sampling techniques.*

*The results of this study indicate the average motive of omegle site usage by Telkom university students including the categories of agree, want to get information, the development of personal identity, the impulse to realize the integrity and social interaction and want entertainment. Whereas the intensity of omegle.com site usage by Telkom university students is categorized as agreed. As well as from the impact of omegle site usage by Telkom university students, the impact of Cybercrime and Pornography is more dominant than the impact of Media Relation and Media Communication.*

*Keywords: internet, social media, omegle, utilization*