

## **ABSTRACT**

*The @warganetersabda Instagram account is the first Instagram account in Indonesia which is vigorously fighting against cyber bullying on social media and is managed directly by an influencer, Gita Savitri. The purpose of this research is to explain the patterns of virtual interaction of @warganetersabda Instagram accounts about cyber bullying. This research uses a virtual ethnographic approach. The results of this study are that Instagram accounts have an interaction pattern with uploaded censored image. Gita Savitri also makes varied captions. The content interaction patterns of @warganetersabda Instagram account is always responded to by netizen and the interaction patterns of Gita Savitri creating massive patterns of virtual interaction. Gita Savitri intensively explain the reason for creating that Instagram account to the public. In addition to the characteristics of @warganetersabda Instagram account netizen also built the dynamics of virtual interaction patterns that occur on @warganetersabda Instagram accounts.*

*Keywords : virtual ethnography, Instagram, cyberbullying.*