

## **ABSTRACT**

*Instagram is a application used by everyone to connect with another users and can be used to send information in the form of images or photos, videos, and share. Instagram is used by Telkomsel Jabotabek Jabar Area to create contest or competition content that was held during Asian Games 2018, which was #YoAyoChallenge dance video competition. This online competition on Instagram was participated by Valkyrie Community and Fresh DC Community members from Surabaya who succeeded to be the fifth winner of the competition. This research aims to understand motive, interaction, and meaning of the participation of those individuals who collaborated into a group. This qualitative research uses Alfred Schutz's phenomenology approach and constructivism paradigm. The sampling was done by purposive sampling to choose four key informants and supporting informants. The result of this research shows that there is because motives such as activity motive, affiliation motive, competency motive, and in order to motives such as achievement motive and ruling motive. Second, interaction between the group members occurred through group communication by carrying out task function and maintenance function. Third, the meaning of the participation in this competition is to introduce their selves, to introduce their communities, to test their ability, to gain attention, to gain acknowledgement, and to express their feelings.*

**Keywords: online competition, Instagram, motive, interaction, meaning.**