

ABSTARCT

This research was conducted to find out and understand how the meanings and motives shown by the Ecrew community members when using the finger heart symbol. The purpose of this study was to determine the meaning of the finger heart symbol based on psychological and cultural factors, and to determine the motives of the Ecrew community members when using the finger heart symbol. This study uses descriptive qualitative methods and constructivism paradigms as a reference or guideline in research. The object in this study is the meaning and motive for using the finger heart symbol. The discussion in this study was discuss about the meaning of the finger heart symbol given by Ecrew community members based on psychological and cultural factors, then the motives of the Ecrew community members in using the finger heart symbol are biological or sociogenesis motifs. The conclusion of this researsch is that Ecrew community members giving the meaning of finger heart symbol influenced by cultural and psychological factors. And then, when using the finger heart symbol Ecrew community members has a sociogenesis motifs, but every Ecrew community members has a different sociogenesis motifs.

Key word : Finger Heart, Cultural Factors, Psychological Factors, Biological Motifs, Socionegis Motifs.