ABSTRACT

This research was conducted to determined how the communication activites on dating apps of MiChat media. The purpose of this research is to find out and researching how the process utilization on dating apps of MiChat, what these media is used for and see how the situation encourages someone to use a new media.

This study uses a qualitative virtual ethnographic method, in virtual ethnography the researcher disguises himself and immediately jump down into the circle user in the MiChat dating apps so the informants feel comfortable during the interview and the researcher gets a lot information.

There are three important elements in communication activities, it's events, situations, and actions. Based on the results of interviews with the three sources, it was found that the communication events of MiChat users were openly. Those applicant user of service directly ask the rates from service providers through the MiChat dating apps. Then there is a situation where the communication activity factors occur, its economic, environment, lifestyle and construction of the community. And finally there was a communication action by the informant, where the informants used the MiChat dating apps not only to find a mate but as a medium for online prostitution transactions. In fact, they have a special language that has been mutually agreed and not understood by ordinary people such as exclude and include. Exclude means "playing not in the place" so if the customer is given an exclude package then they do sex activities where the place is determined by the customer, while includes is the opposite, the package is a package where the sex workers determine the place to do the activity.

The conclusion of this study is that michat's dominant matchmaking app abuses its function to meet acceptable lifestyle standards in the neighborhood, and on the other hand, there are those who want to meet their unfulfilled biological needs. And they're dealing with online media to avoid sanctions from society.

Keywords*: Communication activities, Matchmaking application, New media.*