ABSTRACT

INTERACTIONAL COMMUNICATION OF FACEBOOKER IN FACEBOOK AS SOCIAL NETWORKINGAS AN EFFORT TO CREATE A VIRTUAL COMMUNITY

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This study aimed to find out how facebookers interactional communication in the social networking site Facebook in an attempt to create a virtual community. To answer this problem, so the researchers raised the indicator in the communication, message, feedback, and interactional communication overall.

This study uses a qualitative approach with descriptive methods. Data were collected through interviews, library research and internet searching. The subject of this study is represented by a virtual community facebookers Persib Viking Club Bandung. Informants in the study are determined by using purposive sampling which amounts to two informants. The technique of data analysis was done by selecting the data, classification data, formulating research results, and analyze the results of research.

Results from this study shows, facebookers interactional communication process can be seen with the use of language that is not formally limited to, any symbols used refer to the use of facebook as well as the utilization of facility symbols emoticons. Photo images used in the form of tags that help facebookers interest and understanding as a continuation of the existence of interactions that will be built. The message is derived from the admin virtual communities, but in terms of facebookers message delivered with the aim to build on it, describing the interaction of interest and common purpose on a particular area. Feedback is given based on the existence of a response to a message that disampaiakan to see any of my interest and understanding about the message delivered. Interaction can be performed using the various facilities such as online chat facebook, wall, and also the status comment. Interactional communication facebookers built up between reveal a good effort from facebookers to be able to give attention and understanding to each other about each message.

The conclusion from this study showed that interactional communication that is developed between facebookers has become a means that also provides a role in building a virtual community. This proved to he used in the communication, messaging, feedback, and show its role in the interactional communication.

Suggestions for facebookers are can explore a virtual community media other than facebook, because there are many other kinds of media that can be found in virtual worlds such as mailing lists, forums or other social networks.