ABSTRACT

Netnography Study Of Indonesian TikTok Virtual Community "TikTok Indonesia Saling Follow" On Facebook Groups

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The virtual community of "Tik Tok Indonesia Saling Follow" is an interesting study in relation to the development of internet technology. Depictions related to the construction, interaction and symbolic identity that occur in these communities in Facebook groups become important and interesting to study. It is interesting to study the research because the position of this research is in a virtual community which has many members, namely 74 thousand members and is spread throughout Indonesia. For this reason, this study uses the netnographic method with the theory of symbolic interaction as the analytical knife. The research data was obtained through in-depth interviews with the main actors of the community and analysis of the conversation themes in the community. The research findings were obtained using Mead's concept of symbolic interaction which was translated by Herbert Blumer and with the concepts of Identity, Activities, Objects, Social Interaction and Action together and showed the results that this community helps its members to get new relationships who also have the same interest in becoming famous tiktok creator. In their activities, the members of this community carry out activities to help each other as a joint action to help other individuals to achieve their personal motives by interacting in the form of exchanging meanings which are interpreted by the individuals themselves and generating thoughts that shape the culture and identity of this virtual community. The formation of a group identity that has high community solidarity also helps its members gain new followers, which is an important indicator to become an opinion leader on the TikTok social media platform. This community is also the right place for creators to express themselves, achieve personal goals to become famous and also to maintain the existence of the community itself whose members have always grown to become one of the communities with the most members on the Facebook group feature and as a virtual TikTok community.

Keywords : Virtual community, TikTok, Netnography, symbolic interaction

References 41

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