

## ABSTRACT

**Ficky Tamayanti Yuliandari. 12818711. *Analysis Of Roleplayer Motives In Playing Roleplay On Social Media Twitter***

*Keywords: Motive, Roleplayer, Roleplay, Social Media, Twitter, Netnography.*

( x + 88 + Attachment )

*Roleplay is a roleplaying game that is usually done by fans of an idol and the players are called roleplayers. Roleplayers create fake identities and worlds for fun, and even interact with fellow roleplayers to make virtual friends. This study aims to analyze the motives of the roleplayers in playing roleplay on social media Twitter using the netnographic method where the research is carried out by utilizing existing data on the internet and taking an online approach. The research approach used in this research is qualitative. Data collection techniques were carried out by means of observation, interviews, documentation, and literature studies. In this study, researchers conducted interviews with 10 informants with 5 male informants and 5 female informants. The results showed that the roleplayers played roleplay with different motives, including filling their spare time, making new friends, having fun, eliminating boredom and loneliness, and getting information about their favorite idol.*

*Bibliography ( 1956 – 2021 )*