

Komunikasi online dan offline komunikasi virtual di Indonesia = Online and offline communication virtual community in Indonesia

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Abstrak

Tesis ini membahas proses komunikasi online menuju offline komunitas virtual di Indonesia. Selain proses komunikasi, tesis ini juga membahas konsep 'from cyber to brother' yang terjadi dalam komunitas virtual di Indonesia. Untuk dapat mengetahui proses komunikasi online ke offline dan konsep 'from cyber to brother' yang terjadi dalam komunitas virtual di Indonesia maka digunakan studi etnometodologis dengan pendekatan interpretatif.

Hasil penelitian menunjukkan bahwa terdapat dua skema dalam proses komunikasi online menuju offline yaitu skema sirkular (loop) dan spontanitas (linier). Untuk dapat menemukan konsep 'from cyber to brother' dalam komunitas virtual di Indonesia, peneliti menggunakan observasi dan wawancara mendalam terhadap anggota komunitas virtual. Hasil penelitian menunjukkan bahwa terjadi konsep 'from cyber to brother' dalam komunitas virtual di Indonesia.

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This thesis discussed the process on online to offline communication virtual community in Indonesia. Other than the process of the communication itself, this thesis also discussed the concept of 'from cyber to brother' which occurred on virtual community in Indonesia. In order to found out whether the process of online to offline communication and 'from cyber to brother' concept occurred on virtual community in Indonesia, therefore the author used ethnomethodology method with interpretative approach.

The result showed that there were two schemes on the process of offline to online community, which were circular scheme (loop) and spontaneous (linear). Other ways to found out the concept of 'from cyber to brother' on virtual community in Indonesia, the author engaged with the members of virtual community in terms of observation and interview. The finding showed that the concept of 'from cyber to brother' was indeed occurred on virtual community in Indonesia.