

ABSTRACT

In the use of social media twitter, there is a new phenomenon between Korean fans, which is roleplay, where someone acts as the idol they like. In the roleplay world, there is a term 'couple roleplay' for a situation where a roleplayer paired up with another roleplayer and creates a new virtual reality, one of which is a virtual marriage of the couple. This research is titled 'Sosiogenic Motive of Couple Roleplay in Social Media Twitter'. The objective of this research is to know the sosiogenic motive (secondary motive) of the couple roleplayers in twitter. The method used in this research is qualitative method using virtual ethnography study. The data collection techniques used in this research are deep interview, observation, and documentation. There are four sources for this research. The research shows that there are three motives for couples in roleplay in twitter, which are curiosity motive, love motive, and self-esteem motive. In interacting with each other, the media used by the couple are KakaoTalk and Line Messenger. Furthermore, the intensity of the interaction between the couple can affect their relationship as well as their own self.

Keywords: Couple Roleplay, Virtual ethnography, Interaction, Motive, Roleplay