

ABSTRACT

TikTok live in Indonesia appears to present various types of live shows within 24 hours. TikTok live streaming is also equipped with a gifting feature from users through virtual gifts that form new habits in interacting and utilizing new media. This research uses a qualitative method with a digital ethnography study approach to explore the cultural activities of virtual communication in TikTok live streaming and the motivation of viewers in giving virtual gifts. This study contributes to the understanding of how digital culture develops on social media platforms such as TikTok and its features and implications for society. Based on the results of the research, digital cultural activities in TikTok live streaming reflect the technical habits, attitudes and perspectives of users in interacting and communicating virtually, which creates changes and effects on actions, habits, and values in the TikTok Live community. The main motivation for virtual gifting behavior on TikTok Live shows is based on the affective needs felt by users.

Keywords: *Digital culture, Gift, Motivations, Tiktok Live, Virtual communication*