

ABSTRACT

The study examines the cultural construction of virtual identities by Arek teen virtual community and the interactions between the text on the social networking site Facebook. Arek culture is mediated virtually be interesting to study because of the existence of virtual technology has changed the social fabric and culture, so that people no longer need a physical meeting to share their culture. That is, the virtual nature of the medium which is also the cultural identity of Arek could live and have existence. Facebook as part of new media, where even though images and sounds can be exchanged in it, the majority of interactions in Facebook is a textual interaction. Where the texts that appear are the result of symbolic interaction as a result of human social interaction in a virtual medium.

Selected adolescents as agents of construction cultural Arek because according to Hurlock (1980, p.207), is one of the teens affected by significant to the development of internet technology. Where, in this period, adolescents are at a phase of individual search for identity through various media including the internet. Then it becomes interesting to discuss about the culture Arek mediated through virtual communities on the social networking site Facebook. The method used in this study is a virtual method of Ethnography and narrative analysis and the theory of symbolic interactionism as the knife was considered able to approach the analysis of the reading of the phenomenon.

Conclusion to this study resulted in the identification of culture virtually Arek produced by teenagers, including Arek culture that emerged is the result of the modification, the cultural characteristics Arek confirmed through the use of artifact-artifact, Arek culture can be supported by anyone without being limited by geography, the word 'Jancok' is a distinctive culture Arek, the name can also be a medium to show support for the cultural Arek.

Keywords: identity construction, Arek culture, youth, virtual community, Facebook