

**ABSTRACT**

*According to Cartesian philosophy, there are two elements within a person: mind and body. In cyber era, the existence of mind and body allow virtual space and internet explorers to create various virtual identities simultaneously which potentially generate a cultural phenomenon called “the fragmented identity” by Stuart Hall in his postmodern subject of cultural identity theory. Apprehending the thought, the researcher eager to examine how online game players create their virtual identities in the game. After conducting a series of data collecting processes through deep interviews, the researcher finds that informants tend to build their avatars’ physical appearance different to their daily look in the actual world. Most of them create the avatars based on their imagination about ideal qualities of a human body, which is, therefore, indicated that the “mind” influences the creation process. This research also finds that informants do not consider their avatars’ image and behavior influence their real-world self image, thus they do not have to control the avatars’ behavior in order to maintain the self image in social relationship of the actual world. Based on those findings, the researcher concludes that the emergence of avatar in virtual world as an identification media for its user amplifies Stuart Hall’s thesis regarding the fragmentation of cultural identity in postmodern age.*

*Keywords: avatar, online game, philosophy of dualism, fragmented identity, postmodern subject, virtual identity*