

## **ABSTRACT**

*This research is entitled Analysis Of The Gay Social Interaction In GROWLr with the subhead Virtual Ethnography Study on GROWLr Users. This research aims to explain process of gay social interaction and to know the motives of gay on the usage of GROWLr and also to understand about the language structure used by GROWLr users to communicate. This research used qualitative research method with Virtual Ethnography approach. Data collection techniques used were online and offline interview and also online observation. Discussion through interview and observation with the amount of research informants as much as 4 (four) informants which is 3 (three) from GROWLr users and 1 (one) is Psychologist as secondary informant. From the result, was found that the motives of gay on the usage of GROWLr are to look for friends and couples, and then the language structure used by GROWLr users to communicate are (1) Top, (2) Bottom, (3) Verse, (4) Discreet, (5) Have Fun, (6) Bear.*

**Keyword : Social Interaction, Gay, GROWLr, Virtual Ethnography**