

ABSTRACT

The development of communication technology leads to computer mediated communication. Nowadays, society uses social media as their medium in communication as well as fulfilling their needs and also sharing the information needed. Those technology development also leads several virtual community to emerged. One of them is the community of Chelsea's supporter in Bandung. The title of this study is "Virtual Communication Pattern of Chelsea's Supporter in Social Media Twitter: Virtual Ethnography Study on @CISCbandung account". This study uses qualitative method with virtual ethnography approach. The data was gathered by interview and online and offline observation to five informants. The result of this study shows that there is a common identity among the member of CISC Bandung that all of them do support Chelsea because of various reasons. With this common interest, then they look for a community that could represent them in supporting Chelsea itself. By doing so, the CISC Bandung was finally established. The virtual communication pattern that happened in @CISCbandung account is all way communication pattern in which every member could communicate with every other members with and without twitter.

Keywords: Twitter, Virtual Community, CISC Bandung, Chelsea, Virtual Ethnography