

## **ABSTRACT**

*This research is entitled The Use of Social Media Facebook in the Purchase Decisions in Online Community Forum JUAL BELI PENDIDIKAN TELKOM. This research aims to explain the use of social media Facebook FORUM JUAL BELI PENDIDIKAN TELKOM, as well as to explain the decision of purchasing through an online community FORUM JUAL BELI PENDIDIKAN TELKOM. This study uses a qualitative research approach Virtual Ethnography. Data collected by way of interviews and observations, both online and offline. Discussion through interviews and observations with a number of research informant as much as 5 (five) who are active users of FORUM JUAL BELI PENDIDIKAN TELKOM. The result showed that they used Indonesian non-standard interaction to get the perception that support the good cooperation in achieving the goal of communication is buying and selling. On Purchasing decisions, they identify needs from within itself, followed by a search for information in the community about the product satisfying the needs. Once found and their interest in the product being advertised, they will respond to the information and then responded to by the seller up through negotiations and agreements. The main factor that makes them confident to make a purchase in these communities is a payment method that is performed by system COD (cash on delivery) that allows sellers and buyers meet in person and p factors channeling caused by a common background is as a student at the University of Telkom.*

*Keyword : Social Media, Purchase Decisions, Buy and Sell Online Community, Virtual Ethnography*