

ABSTRACT

Research with title 'Interaction of Line Digital Sticker On College Student User' aimed to determine usage of LINE digital sticker by Bandung college students as part of interaction". This research used qualitative method with descriptive approach. Focus of research to understand what motive in digital sticker usage that college student do in interaction. Methods of collecting data were observation and in-depth interview, also uses of Miles and Huberman analysis data technique. Result showed that the uses of digital sticker is considered to be more attractive, expressive and communication mood changer to people who involve in the interaction. Communication that was done using digital sticker happened quite effective, signed by minimum misunderstanding occurred

Keywords : Digital sticker, Motive, Descriptive