

ABSTRACT

This research has been made on the purpose to know the form of communication between a tarot reader and their audience on a phenomenon called tarot general reading in social media. General reading is one of tarot activities with the aim to give information or a general visualization about life advice towards their audience through piles of chosen cards, the card symbols will then be interpreted as a message. This research was being conduct in Facebook social media, specifically on a post from someone who acknowledge themselves as a tarot reader. The method implemented on this research is by qualitative approach within phenomenology, along with theories that support it to avoid the researcher's bias view. The end result from this research is an understanding about the communication that occurs in the tarot general reading phenomenon along with the effect within the interaction process between the tarot reader and their audiences, and to be able to draw a conclusion through theories, literature reviews, and the fitting methodology about the research's topic.

Keywords: Phenomenology, Communication, Tarot, General reading, Facebook