**ABSTRACT**

**This study entitled “Phenomena Social Networking of Ask.fm among students”. This research is to know the phenomenon of used social network Ask.fm among students.**

**The purpose and usefulness of this research in addition to knowing the phenomenon of the use of social network ask.fm among student fisip unpas, to know also how meaning the use of social network ask.fm, a motive, as well as the interaction of after use social network ask.fm among this student.**

**The method used in this research is phenomenology, with the type of qualitative research. While data collection techniques used in this research is the study of literature and field studies, fields observation, and in-depth interviews.**

**Based on the results of research, shows that motive use ask.fm as a medium of communication between informants virtual consisting of a motive the trend, to follow and unique, while for any motive other is curiosity and to find information that is given in ask.fm. Then the meaning of ask.fm as a medium communication between informants, ask.fm as a means of expressing of feelings, ask.fm as a medium entertainment and ask.fm as a means of to chat. Meaning friendly in ask.fm as a medium communication virtual between informants that experienced a positive relationship, to expand friendship network and promoting friendship good, while experience friendship negative it can result from inconvenience felt and opportunities cyber bullying often happens.**

**Suggestions that can researchers convey is that all students using social media especially social networks ask.fm with the best possible. Be users who sought information and expand their colleagues, do not be users who abusing as cyber bullying.**