***ABSTRACT***

***This study entitled "Utilization of Social Media Line in Community Freeletics Bandung". The purpose of this research was conducted to learn more about social media usage patterns Line, especially in communities freeletics Bandung.***

***To uncover the motives community in utilizing social media Line as the need to communicate, researchers used qualitative research methods in preparing the report. Qualitative research is research that does not use a model - a model of thematic, static or computer research process begins with preparing the basic assumptions and rules of the mind that will be used in research***

***Based on the research of social media has countless benefits for the community freeletics Bandung. Not only help to individuals but also to groups. Within this community of social media Line is widely used for the positive. Among others to communicate with all members, exchange experiences regarding training, informing a healthy lifestyle and recruitment for community members freeletics Bandung.***

***Then the results of research and chief reasons members of the community using social media Line because the application has many advantages. Social Media Line is very quick in sending information, members are not limited in application in the group, not only that this application also has emoticons - emoticons nice and funny. So that the majority of society and in particular members of the community choose this line of social media.***

***Suggestions wanted to give researchers in this study were active users of social media Line should be good and take advantage of the progress of the development of existing technologies, one of which is the new media (new media) that is social media. Therefore, do not let the sophistication of the technology in use for things - things that are not good. Hopefully, by the social media that exist today make us being personally more advanced and useful especially for myself and generally for people.***