**ABSTRACT**

***This research entitled "Phenomenon of Social Media Application Usage Bigo Live (Live streaming) in Student Fisip Pasundan University. Bigo live is a streaming video streaming (video broadcasting) application via camera android smartphone and ios-based device, this application is an application used to broadcast self activity online via smartphone camera. The purpose of this research is to describe, analyze, obtain data and information about the phenomenon of Social Media Application of Bigo Live (Live Streaming) in Student Fisip Pasundan University and also increase the researcher knowledge.***

***The research method used is qualitative research method, data collection technique used by researcher is literature study, and field study is field observation and in-depth interview. In this research to get information and information needed, researcher use informant, researcher use informant as many as 10 people, informant here is student / i application of Bigo live among Fisip Pasundan university.***

***Based on the results of research and answers - informant answers researchers found that Bigo live is a social media that can be a container for everyone to be able to interact with other people in cyberspace, Using Bigo live allows its users to communicate emotionally communicated (emotionally) feelings (emotions) with them interacting through the features available at Bigo live, Users can show their talents and interests at Bigo live. Despite the high enthusiasm of local consumers to use this Bigo live app, especially the students and college student , the potential for abuse is not less big, bigo live holds great potential for things that are sex and pornography, mainly due to some user motives. Furthermore, we get the description of motive, action and meaning of Bigo live application among students of Fisip Pasundan University with various answers.***

***Suggestions that researchers can convey to the Bigo live company should the rules on Bigo live be more proactive for broadcasters who broadcast inappropriate broadcasts, so that the fornographic elements in it can be completely eliminated, Besides also in Bigo live itself does not pin the features of age control or similar features so that bigo live spectacle is not safe for minors, it could be possible the children to use or watch and finally abused.***