**ABSTRACT**

**This study aims to determine the phenomenon of Let's Get Rich Game As one way to entertain themselves and eliminate the boredom among Unpas students.**

**The results of this study using qualitative methods. This method shows that in the phenomenon of Let's Get Rich game, users try to present themselves as best as possible, in order to achieve the desired goals. The rampant use of games in the modern society, especially among students make the game gadget console as one of the game is currently very popular. Exclusivity and that are presented in the game is also a special attraction to its own users. The features contained in the Let's Get Rich game are not only able to entertain their own users but also can add friends to create a group or community.**

**Game Let's Get Rich is a Monopoly gadget game that is publicized by Social Media Line application with various features that support in it, user role playing by doing the impression management in order to reach the goal will eksitensi themselves.**

**The results of this study show that: (1) Game Let's Get Rich is an application on the smartphone as a tool for entertainment and leisure time. (2) This action is caused by the motive, the researchers assess the actions taken by each informant is different, ranging from using Game Let's Get Rich from the invitation of his friends and attract the attention of the students because the display features that make this game a lot Popular. (3) Soundcloud has features favored by students and some other communities.**