

ABSTRACT

This research is entitled "The Roleplayer Phenomenon on Social Media Twitter". This study aims to find out what motives encourage roleplayers to join the world of original character roleplay, what actions happen to roleplayers after joining the world, how roleplayers interpret the world of original character roleplay according to their own perspective. The method used in this study is a qualitative method with phenomenological theory, qualitative as a research procedure that produces descriptive data in the form of written words.

The original character roleplay players have different motives, actions and meanings. Most of the players who joined wanted to funnel their writing hobby, there were also those who were just curious and finally joined and survived to this day. Original character roleplay is also used as to find friends virtually, roleplayers also join the world of original character roleplay because they prefer to interact via chat. Therefore, roleplayers decided to play original character roleplay.

Of course there are changes that occur to roleplayers after playing original character roleplay, for example, roleplayers become more creative because they are required to be able to edit profile requirements to make it more attractive, roleplayers also become more understanding of other people's feelings and are more careful when typing something. The negative effect of playing roleplay makes roleplayers less productive, because they are too focused on playing. Some of the roleplayers interpret the original character roleplay as a place for healing, refreshing from real life.

Keywords: Roleplay, Original Character Roleplay, Motive, Action, Meaning