ABSTRAK

Penelitian ini bertujuan untuk mengetahui interaksi sosial partisipan *streaming party* dalam menonton film secara kolektif oleh komunitas virtual *role-play* CASE (@CASExCLSD). Penelitian ini berangkat dari konsep-konsep dalam bidang komunikasi dan sosial, meliputi interaksi sosial, *uses and gratifications,* menonton secara kolektif, komunitas virtual, *computer-mediated communication,* dan *streaming party*. Menggunakan metode netnografi, penelitian ini berupaya mengetahui motivasi audiens serta proses, konten, dan dampak interaksi yang terjadi dalam aktivitas *streaming* party. Peneliti menemukan bahwa motivasi utama anggota komunitas CASE berpartisipasi dalam aktivitas *streaming party* atau *nobar online* adalah hiburan, interaksi sosial, dan relaksasi. Peneliti kemudian memaparkan proses interaksi partisipan dalam aktivitas *nobar online,* termasuk konten interaksi serta disrupsi yang muncul dari konten interaksi yang tidak sesuai dengan preferensi partisipan dan kendala teknis yang dihadapi ketika berpartisipasi dalam aktivitas *nobar online*. Peneliti juga menemukan bahwa Interaksi dalam aktivitas *nobar online* komunitas CASE dirasa memberikan dampak positif terhadap hubungan interpersonal partisipan.

Kata kunci: audiens, interaksi sosial, komunitas virtual, menonton film, *streaming party*.

ABSTRACT

This research aims to understand the social interactions among streaming party participants in collective movie-watching experience by members and caretakers of virtual community role-play agency, CASE (@CASExCLSD). This research is based on communication and social science concepts, including social interaction, uses and gratifications, collective movie-watching experience, virtual community, computer-mediated communication, and streaming party. Using the netnographic method, this study seeks to determine the motivation of streaming party participants as well as the process, content, and impact of interactions that occur in streaming party events. Researcher found that the main motivations for CASE community members to participate in online streaming party were entertainment, social interaction, and relaxation. The researcher then describes the process of participants' interaction in streaming party events, including contents of the interaction and distractions that arise from them, also distractions that arise from technical issues. Researcher also found that interaction processes in CASE's streaming party events were perceived to have positive impacts on participants' interpersonal relationships.

Keywords: audience, movie-watching, social interactions, streaming party, virtual community