Virtual Cultural Identity (Relational Phenomena, Conflict Patterns and Communication Practices of the Kajang Community on Social Media)

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Abstract. The presence of the digital era in a process of social transformation which later gave rise to the internet has brought a big change in life. Online media are increasingly showing their dominance. Among the features. The most widely used internet sites are social media sites. In the life of traditional people, the social transformation of technology with the presence of virtual media is the erosion of beliefs and identities because with virtual media the identity of human behavior is directed. Internet presence, for example, has given rise to an online identity, that is, an identity built on a virtual world, which is separate from identity in cyberspace. In cyberspace, identity is even more fluid and complex. Communication technology has liberated interaction of the necessity of physical encounters which eventually directly change the composition of the generalized other's contribution to the construction of self. This study aims to conduct a critical study of the existence of social media for the Kajang indigenous people. Especially in showing his identity. See the practice of producing messages from the Kajang tribe on social media in building relationships virtual, conflict penetration patterns and how to build deep intimacy in the media with which it is possible to provide a new picture of their identities, particularly virtual cultural identities. The method used is virtual ethnography with visual analysis of various virtual identities displayed through social media and using Bourdieu's perspective, social media can be considered as a new field, where there is competition between actors, with language as the main device. The linguistic market in social media will describe how the dynamics of identity occur, with all its attributes.

Keyword: virtual identity, social media, kajang