

## ABSTRAK

Penelitian ini bertujuan mengetahui motif perilaku komunikasi interpersonal pecandu *game poker online* dan mengetahui motif penyebab pecandu *game poker online*. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan Penelitian studi fenomenologi. Subyek penelitian adalah remaja pecandu *game online* di Kota Bandung, ditentukan secara purposif berdasarkan komunikasi interpersonal. Proses pengumpulan data diperoleh melalui wawancara mendalam, Observasi Terlibat, dan proses pendekatan terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur lainnya, dan wawancara dengan pihak terkait. Hasil penelitian menunjukkan bahwa keterampilan bermain *game poker online* sangat penting dimiliki para pemainnya, untuk mendapatkan penghasilan serta kepuasan tersendiri bagi pecandu. Ketertarikan pecandu *game poker online* dipengaruhi oleh teknologi yang berkembang pesat (*internet*), pergaulan lingkungan, serta teman *online* yang terus mempengaruhi.

**Kata Kunci :** Perilaku, Komunikasi, Remaja, Pecandu, *Game Poker Online*

## **ABSTRACT**

*This research aims to find out the interpersonal communication motives and the cause motives of online poker game addict. This research uses a qualitative research method a phenomenological study research approach. The research subjects were the teenager addict online game in Bandung city, determined purposively based on the interpersonal communication. The data collection process obtained through in-depth interviews, involved observation, and approaching process to the informant, while for supporting data obtained through the documentation study of previous research results, other literature studies, and interviews with relevant parties. The results show that for addicts, the skill of playing online poker game is very important for them to get income and self-satisfaction. The addicts interest in playing online poker game are influenced by the rapid developing technology (internet), the environment, and online friends who influence continuously.*

*Keywords: Behavior, communication, teenagers, Addicts, Online Poker Games*