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**Title : Communication Pattern Through Blog  
(Phenomenological Study to Jakarta's Blogger)**  
**Keyword : Blog, Internet, Phenomenology, Self Concept**

**ABSTRACT**

*The purpose of this research is to answer questions about why bloggers do blogging activities. However, to see how bloggers choose a particular theme and topic in their blog as well become the purpose of this research. Last but not least, is to understand how blogs became a media to communicate their selves. Meanwhile, the main problem in this research is how the bloggers communicate their self through their blog.*

*For that purpose, this study uses the approach of phenomenology and symbolic interactionism theory to answer these questions. In addition, the research was done through qualitative methods and data being collected through in-depth interviews.*

*Self-concept, introduced by George Herbert Mead shows that a blogger is trying to show their self-existence through the blog they have had.*

*However, from the phenomenological approach, this research also found several motives and purposes of a blogger for doing blogging activities. It was also successfully found four of the typical blogger; Motivator Blogger, Blogger Idealists, Blogger Narcissist and Blogger Who Likes Writing.*

*This research also describes a communication process on how the bloggers communicate their self. In the communication process, it is explained that a blogger is Communicators, writing in the blog is a Message, blog is a media and blog readers is a communicant.*

*Hopefully with this research, there are more people that will understand about the world of blogs and its communication process.*