Facebook important for several reasons, that to do business. Some people use facebook for businees, because facebook is a low-cost business strategy, saved the energy, wider customer reach, can access to advertising, find out what your competitors are doing, share content faster and easier, effective and efficient. Besides for business, we can use facebook for learning language and culture because in facebook we can communication with people in any place both in Indonesia or foreign and we can also know the culture, if we want to communication with foreign people, certainly we will learn the language and the culture so that we’ll great communicate. Then somepeople use facebook as self actualization, they comfortable and have a habbit use facebook, have a level of social interest that can make others sympathetic to what their feel via the status and they are feel be approved from others.