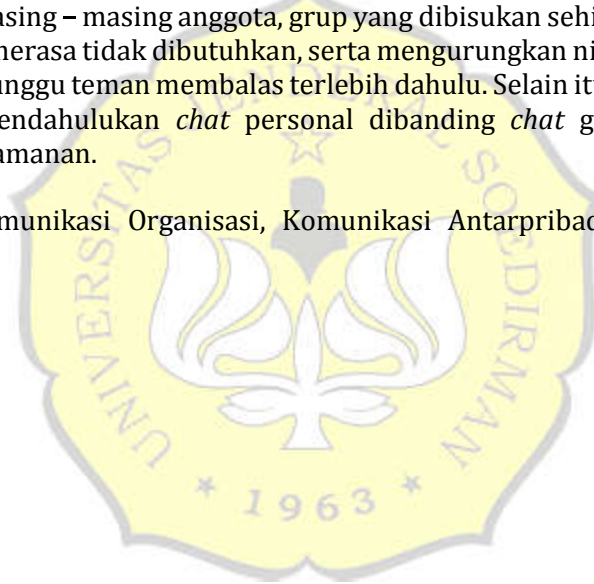


## ABSTRAK

Penelitian ini membahas mengenai analisis komunikasi antaranggota divisi humas Unit Mahasiswa Katolik Universitas Jenderal Soedirman melalui grup *WhatsApp*. Tujuan dari penelitian ini adalah menganalisis proses komunikasi antaranggota di divisi humas Unit Mahasiswa Katolik Universitas Jenderal Soedirman khususnya melalui grup *WhatsApp* yang tidak optimal karena lamanya respon dari para anggota di grup *WhatsApp* divisi humas yang mana grup tersebut merupakan grup pekerjaan. Penelitian ini menggunakan metode deskriptif kualitatif dengan bantuan empat kuadran Johari Window dalam Self Disclosure Theory. Penulis menggunakan teknik purposive sampling yaitu memilih informan yang akan diteliti dalam penelitian ini dan menggunakan triangulasi teknik pengumpulan data sebagai uji validitas data. Hasil dari penelitian ini adalah proses komunikasi antaranggota divisi humas Umaka dilakukan melalui grup *WhatsApp* meski lamanya respon dari para anggota. Para anggota divisi humas Umaka Unsoed lama dalam merespon grup *WhatsApp* divisi humas Umaka dikarenakan beberapa faktor seperti perasaan malu dan takut, kesibukan dari masing – masing anggota, grup yang dibisukan sehingga ketika sedang tidak di mention merasa tidak dibutuhkan, serta mengurungkan niat untuk membalas grup karena menunggu teman membalas terlebih dahulu. Selain itu, sebagian anggota lebih memilih mendahulukan *chat* personal dibanding *chat* grup karena alasan urgensi dan kenyamanan.

Kata Kunci : Komunikasi Organisasi, Komunikasi Antarpribadi, *WhatsApp*, *Self-Disclosure*



## ABSTRACT

*This research discusses the analysis of communication between members of the public relations division of the Catholic Student Unit at Jenderal Soedirman University through the WhatsApp group. The aims of this research is to analyze the communication process between members that occurred in the public relations division of the Catholic Student Unit at Jenderal Soedirman University, especially through the WhatsApp group which was not optimal because of the length of response from members in the public relations division WhatsApp group which is a work group. This research uses a qualitative descriptive method with the help of the four quadrants of the Johari Window in Self Disclosure Theory. The author used a purposive sampling technique, namely selecting informants to be examined in this study and using triangulation of data collection techniques as a data validity test. The results of this study are that the communication process between members of the Umaka public relations division is carried out through the WhatsApp group even though the members' responses take a long time. Members of the Umaka Unsoed public relations division took a long time to respond to the Umaka public relations division's WhatsApp group due to several factors such as feelings of embarrassment and fear, the busyness of each member, the muted group so when it was not mentioned they felt unnecessary, and discouraged replying to the group because they were waiting for friends reply first. In addition, some members prefer to prioritize personal chats over group chats for reasons of urgency and convenience.*

*Keywords : Organization Communication, Interpersonal Communication, WhatsApp, Self-Disclosure*

