

ABSTRACT

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The Effect of Using the Hear Me Application on Interpersonal Communication between Hearing Friends and Deaf Friends

Keywords: Media use, application, Hear Me, Interpersonal Communication, Communication

(xii+74+17)

This study aims to determine whether there is an effect of using the hear me application on interpersonal communication between hearing friends and deaf friends. This research method uses survey method - quantitative. Data collection techniques using questionnaires. The theoretical approach used is the Uses And Gratification theory. The population of this study is 50,000 people who use the hear me application where the sampling uses the slovin formula so as to obtain a total of 100 respondents using purposive sampling technique. The results showed that there was an influence between the use of the hear me application on the interpersonal communication of hearing friends with deaf friends. And there is an influence on variable X (Application Use) to variable Y (Interpersonal Communication) of 34.3% and the remaining 65.7% can be influenced by other variables or indicators. Although the results of the influence are not too large regarding the use of the hear me application on the interpersonal communication of hearing friends with deaf friends, users are still considered to have a high enough attraction to use the hear me application with the benefits felt to users regarding the features and information in the Hear Me application.

Bibliography (2002-2022)