

## ABSTRACT

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***INTERPERSONAL COMMUNICATION BETWEEN LUTFI AFANSYAH AND MAURA EMILLIA KIRANA IN MANAGING @EMILUTFI's TIKTOK ACCOUNT AS AN ENTERTAINMENT MEDIA***

***Keywords:*** *Interpersonal Communication, Lutfi Afansyah, Maura Emillia Kirana, TikTok, Social Penetration Theory*

***(xi+67+Appendices)***

***Research Objectives:*** *to analyze how interpersonal communication between Lutfi Afansyah and Maura Emillia Kirana manages the @emilutfi TikTok account based on 5 stages of communication according to John Powell (CLC Staff, 1985). The theory used is social penetration proposed by Irwin Altman and Dalmas Taylor. This research uses a qualitative paradigm (humanistic model) with a descriptive qualitative approach. Data collection was carried out using in-depth interview techniques, observation and documentation studies. The results of this study indicate that interpersonal communication between Lutfi Afansyah and Maura Emillia Kirana can be carried out effectively with openness, empathy, support and equality with each other according to the stages of communication according to John Powell. With effective interpersonal communication, communication barriers do not occur.*

*References (1997-2022)*