

## ***ABSTRACT***

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***The Use of Emojis in Online Communication - A Study of the Meaning, Preferences, and Perceptions of Generation Z on the WhatsApp Chat Application***

*Keywords: Emoji, Online Communication, Generation Z, WhatsApp*

*(xi + 58 + Attachment)*

*The purpose of this study is to find out how Generation Z interprets, chooses, and perceives the emojis they use in the WhatsApp chat application. This study uses a descriptive qualitative method. The data collection technique uses observation and interviews. Emojis are visual elements that can replace words and as a means of conveying emotions. Emojis also emphasize the meaning of a message, and help in the online communication process. Generation Z is the subject of this study because this generation is a digital native generation. The result of this study is that emojis used to close friends tend to be more expressive and open. This happens because of emotional closeness and close relationships. In addition, emojis used to communicate with lecturers or work bosses tend to be emojis that prioritize politeness and friendliness. They chose emojis that reflect respect and professionalism. Emojis used to couples tend to express more intimate and personal feelings, it happens because of the special and special relationship between the two people. Generation Z interprets and perceives emojis based on the context of the conversation and the relationship with the interlocutor. The same emoji can have different meanings depending on the situation and who sent it. And Generation Z chooses emojis that fit the context of the conversation, mood, and who they are exchanging messages with.*

*Bibliography (2005-2024)*