

ABSTRACT

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Utilization of WhatsApp Groups as Gunadarma Student Group Discussions

Keywords: Group Discussions, Gunadarma University Students, WhatsApp Group
(xii + 69 + Appendices)

This research aims to investigate group discussions among Gunadarma university students on the WhatsApp application, particularly its Group feature. The theory employed is Social Exchange Theory. The methodology utilized in this research is qualitative method, involving observation, documentation, and interviews with several informants involved in the study. Data analysis methods include data reduction, data presentation, and drawing conclusions. The research results found that using WhatsApp Groups as a group discussion is an instant messaging application that is suitable for use as a place for group discussions between students. Group discussions in WhatsApp Groups provide a lot of convenience in carrying out the discussion process. WhatsApp groups also provide flexibility in their use to their users, they can be used anytime and anywhere. Based on Social Exchange Theory, among the five informants, four different concepts are observed: the concept of Reward or appreciation, the concept of cost or negative consequences, the concept of outcome or subsequent actions to be taken regarding group discussions on WhatsApp groups.

Bibliography (2013-2023)