

ABSTRACT

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Utilization of the Discord Application as a Media for Interaction Communication in the “Keluh Basah Drama Le” Community

Keyword : Media Utilization, Discord, Community
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The purpose of this research is to find out how the communication and interaction carried out by community members to establish relationships between members on the Discord application. The research method used is descriptive analysis research method through a qualitative approach. In this study conducted interviews with 3 informants. The theory used in this study is the FIRO theory. Data collection techniques used in this study were interviews, observation, and various sources of literature. The results of the study show that Discord is an application for its users to build communities in an easy and practical way. The development of social media technology and information helps the use of applications as a medium for interaction to become widespread. Currently, Discord is a space for its users to build a community. The conclusion of the study shows that communication that takes place in community groups is a central position, in which this position will send and reply to messages to other members who are interacting in a community group.

Bibliography (2016-2022)