

ABSTRAK

Irawati Lativa, WhatsApp sebagai Media Komunikasi Interpersonal Orang Tua dengan Anak (Studi Kasus pada Mahasiswa Perantau Prodi Ilmu Komunikasi Universitas Muhammadiyah Makassar).

Perkembangan teknologi komunikasi digital telah mengubah pola komunikasi interpersonal., khususnya dalam hubungan antara orang tua dan anak yang terpisah oleh jarak. Mahasiswa perantau dituntut untuk tetap menjaga kedekatan emosional dengan orang tua meskipun tidak berinteraksi secara langsung. Penelitian ini bertujuan untuk mengkaji bagaimana WhatsApp dimanfaatkan sebagai media komunikasi interpersonal antara mahasiswa perantau Program Studi Ilmu Komunikasi Universitas Muhammadiyah Makassar dengan orang tua, serta mengidentifikasi makna dan tantangan yang dirasakan dalam proses komunikasi tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap mahasiswa perantau Angkatan 2021. Analisis data dilakukan dengan menginterpretasikan temuan lapangan berdasarkan konsep komunikasi interpersonal, khususnya aspek keterbukaan, empati sikap mendukung, sikap positif, dan kesetaraan.

Hasil penelitian menunjukkan bahwa WhatsApp berperan penting dalam memfasilitasi komunikasi jarak jauh antara mahasiswa dan orang tua melalui fitur pesan teks, panggilan suara, dan video call. Peanggunaan WhatsApp membantu menjaga kedekatan emosional, memperkuat rasa saling percaya, serta memberikan dukungan moral bagi mahasiswa perantau. Namun, komunikasi melalui WhatsApp juga menghadapi sejumlah tantangan, seperti gangguan jaringan, keterbatasan teknologi, serta potensi kesalahpahaman dalam menafsirkan pesan.

Kata Kunci : WhatsApp, Komunikasi Interpersonal, Orang tua, Mahasiswa Perantauan, Universitas Muhammadiyah Makassar

ABSTRACT

Irawati Lativa, WhatsApp as a medium of interpersonal communication between parents and children (A case study on remote students of the Communication Science program at Muhammadiyah University of Makassar).

The development of digital communication technology has changed the patterns of interpersonal communication, especially in relationships between parents and children who are separated by distance. Migrant students are required to maintain emotional closeness with their parents even without direct interaction. This study aims to examine how WhatsApp is used as a medium of interpersonal communication between migrant students of the Communication Science Study Program at Universitas Muhammadiyah Makassar and their parents, as well as to identify the meanings and challenges experienced in the communication process.

This study uses a qualitative approach with a descriptive method. Data were obtained through observation, in-depth interviews, and documentation of migrant students from the 2021 cohort. Data analysis was conducted by interpreting field findings based on the concept of interpersonal communication, particularly aspects of openness, empathy, supportive attitude, positive attitude, and equality.

Research results show that WhatsApp plays an important role in facilitating long-distance communication between students and their parents through text messaging, voice calls, and video calls. The use of WhatsApp helps maintain emotional closeness, strengthen mutual trust, and provide moral support for students living away from home. However, communication via WhatsApp also faces several challenges, such as network disruptions, technological limitations, and potential misunderstandings in interpreting messages.

Keywords : WhatsApp, Interpersonal Communication, Parents, Out-of-Town Students, Muhammadiyah University of Makassar