

Abstract

Communication hyperpersonal used to describe the relationship in interpersonal communication through computer mediated communication is more intimate than a romance or friendship if couple are physically together. Hyperpersonal communication is a communication with the internet media that the society is more attractive when compared with face-to-face. The study with the title “ Communication Between Setipe.com Member (a Qualitative Deskriptive studies Hyperpersonal Communication Between Setipe.com Member on Relationship Building). The study aims to determine how the communication that took place between the setipe.com member in relationship building. This studies uses a qualitative methodology with descriptive approach to data collection through in-depth interviews to three couples informan who has successfully relationship building on setipe.com. From this study we can conclude that in building relationship that the sender is free to make a presentation about their image, receiver give the ideal image from the sender, channel free the users to communication in time that they want to communication and organize planned messages to create ideal image, and feedback with a positive reponse given to make the relationship of the couple as expected.

Key words : communication, hyperpersonal, Online dating.