

ABSTRACT

This study aims to determine how much influence the intensity of using *WhatsApp Messenger* by teenager on the effectiveness of communications with parents. The population used in this study were teenagers in Bandung which about 15 to 18 years old or Senior High School students. This study using Non-probability sampling technique with purposive sampling approach. This study used a questionnaire given to 400 teenagers which about 15 to 18 years old in Bandung in 5th December 2018. Furthermore, the data were analyzed using descriptive quantitative.

The results showed that the intensity of using *WhatsApp Messenger* by teenager has a positive and significant impact on the effectiveness of communication with parents. Equation $Y = 0,579 + 1,026 X$. The variable X refers to intensity of using *WhatsApp Messenger* by teenager and variable Y refers to effectiveness of communication with parents. Once the data is processed, the resulting value (r) of 0,896 indicates a positive relationship was very strong. The determination coefficient from the above calculation is 80,28%. It means, the intensity of using WhatsApp Messenger by adolescents has an effect of 80.28% on the effectiveness of communication with parents. This shows that there is a significant effect of the intensity of using WhatsApp Messenger by teenagers on the effectiveness of communication with parents. While the remaining 19.72% is influenced by other variables not examined in this study. Hypothesis testing shows there is an influence on the intensity of using WhatsApp Messenger by teenagers on the effectiveness of communication with parents.

Keywords: intensity, *WhatsApp Messenger*, effectiveness of communication