

ABSTRACT

Video makers or commonly referred to as content creators, especially videos on YouTube, are currently countless. Content creators or often called youtubers come from various regions in Indonesia with a variety of content created. From many channel categories made by YouTube, there are also many derivative types of videos created by the content creators, one of them is a music parody video. One of the youtubers who achieved popularity from the work of his parody video was Kery Astina. This Youtuber from Bandung has a unique way in the video production process. Kery involved his YouTube subscribers as his talents. The purpose of this research is to find out the pattern of communication, the approach of interpersonal relation, and how the youtuber and subscribers interpret the process of interpersonal communication that occurs during the process of producing parody videos. The approach used is qualitative with case studies research method. The data collection is done through observation, in-depth interviews, documentation studies, and secondary data sources. The result of this research shows that the communication patterns that occurs are one-way, two-way or reciprocal, and multi-directional. In addition, the approach to interpersonal relation that occurs is already effective. Then the youtuber and his subscribers interpret the interpersonal communication process that occurs through five steps to determine the meaning of life.

Keywords: Interpersonal Communication, Communication Pattern, Interpersonal Relation Approach, Meaning of Life