

ABSTRACT

Technological developments are increasing and even technology has become a necessity for humans. The purpose of this study is to find out how communication competencies are carried out by Lecturer in digital era. Focus of this research is the perspective of new 2019 students as a digital natives group about lecturers' communication competencies at Telkom University. This research was carried out because current technology has changed the system of human life and the way humans work, including the field of education. In the world of education there are lecturers and students.

Digital Natives is a term for those born from cultures where technological development is growing very rapidly, and Digital Immigrants is a term for those born with a culture that is different from Digital Natives. Students at this age can no longer carry out the learning process that always refers to books and lecturers like they used to. Lecturers have many roles and tasks in educating, protecting, guiding, directing and motivating students who are their responsibility. Because of that responsibility, the thirsty lecturer has the competence, credibility and quality to build personal branding in the student perspective, which is increasingly very important in order to have a positive impact on students as well as the institution. This study uses qualitative research through interviews, observation and focus group discussions with new students in 2019 at Telkom University.

Keywords : *Communication Competence, Digital Natives*