ABSTRACT

The development of information and communication technology, especially the internet, has had a significant impact on the way humans interact and form communities. The emergence of virtual communities has become an interesting phenomenon in the current digital era. To communicate with each other in a virtual community, the Virtual Community uses various media, one of which is Discord, which is an application that can be used to communicate together and can also be used to create a community, one of which is the Orca community. In the Orca community, communication is carried out online and there are members from various regions and various ages. This research was conducted to analyze interpersonal communication between members of the Orca community on Discord social media. This research uses qualitative research methods, then interviews and data collection. Researchers obtained research results from the existence of openness, empathy, feeling, positivity, support, and equality so that communication can be carried out effectively to increase the sense of kinship within the Orca community.

Keywords: Interpersonal Communication, Virtual Community, Discord Social Media.