

ABSTRACT

This research discusses self-identity and the quality of interaction in the Whatsapp group application, focusing on the “Keluarga seberang pandang Bersatu” group. Initial problems saw that the group tended to be used only to provide information on good or bad news, resulting in limited experiences for members. Some members feel limited in sharing personal or complex experiences, which may make them feel isolated or underappreciated. The researcher used a qualitative research method with a virtual ethnography approach that aims to understand how self-identity is formed and expressed in the context of Whatsapp groups and how the quality of interaction can be improved. The results of this study show how online identities built on Whatsapp can differ from group members' self-representation in offline daily interactions through the virtual identity theory of the Johari window. In addition, this research is expected to provide insights on how to increase the diversity of topics and the quality of interactions in the group, creating a more inclusive environment and strengthening social ties in the “Keluarga seberang pandang Bersatu” community.

Keywords: Self-Identity, Johari Window Virtual Identity Theory, Keluarga seberang pandang Bersatu, Whatsapp Application