ABSTRACT

THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION SATISFACTION ON FACEBOOK AS AN STUDENTS COMMUNICATION MEDIA OF SOCIAL AN POLITICAL FACULTY IN INDONESIAN COMPUTER UNIVERSITY

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This study aimed to identify the effectiveness of interpersonal communication through the medium of facebook to students satisfaction of social science faculty of communication and political sciences UNIKOM Bandung. So to answer the above problem the researchers analyzed the level of transparency (openness), empathy (empathy), attitude of support (supportiveness), a positive attitude (positiveness), equality (equality), product quality and facebook, facebook service quality, and ease of use facebook.

This study uses a quantitative approach. The method used was survey research using descriptive analysis techniques. Sampling unit is an active student of communication science courses totaling 89 people UNIKOM. Data were collected through questionnaires, and literature. Data analysis techniques used to examine the relationship between the variables used kendall correlation coefficients.

The results show that openness (openness) interpersonal communication through the media to gratify interaction facebook student, has a very low level of correlation. Empathy attitude (empathy), interpersonal communication to the satisfaction of students considered very low level of correlation. Supportive attitudes (supportiveness) interpersonal communication satisfaction student interaction, has a very low level of correlation. Positive attitude (positiveness) to the satisfaction of interpersonal communication interaction students, have very low levels of correlation. Equality (equality) of interpersonal communication on student satisfaction, has a very low level of correlation. Student interpersonal communication effectiveness on the quality of products on facebook, have a very low level of correlation. Student interpersonal communication effectiveness of the quality of service facebook has a very low level of correlation. Effectiveness of interpersonal communication to facilitate students to use facebook, have a very low level of correlation.

Conclusion The study shows that the effectiveness of interpersonal communication on student interaction satisfaction of Communication Sciences Faculty of Social and Political Sciences University Computer Indonesia of Bandung as a whole is considered very low.

Advice for students expected to use the various features and applications in communication facebook maximally and can use the help of third party applications to add additional facility that helps, and it is hoped the students can use it wisely as well as facebook polite language, the polite use of images, and have no racial content.