

## ABSTRACT

### ***Analysis of Group Communication in the Selection University Discord Online Community Sensha Do***

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*Selection University Sensha Do's online discord community will be an interesting study in this research in relation to group communication in virtual communities on discord communication media. The description of group communication and the characteristics and functions of the virtual community that occurs in the group. In this case, this research will use the netnographic method with group communication as the analytical knife. The research data was obtained through in-depth interviews with members of the virtual community and observing through discord. The findings in this study are trying to explain the group communication that exists in a virtual community of gamers who use discord media. The activities or talks of these community members are playing games together or encouraging each other to complete game events or quests. However, apart from playing games, they also carry out other activities which are basically positive for the progress of the community members. This community is a place for its members to find friends who have the same hobby or interest.*

**Keywords** : Virtual Community, Discord, Netnography, Group Communication

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