

ABSTRACT

Depiction Of Whatsapp Use Among Long Distance Marriage Couples (Descriptive Study of Media Richness Theory Application)

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Currently, many interactions are mediated by the internet which makes it easier for long distance marriage couples to communicate. The presence of Whatsapp as a medium of communication can be utilized by long distance marriage couples to stay connected with each other by utilizing the features provided by Whatsapp. This study aims to determine the description of the use of Whatsapp among long distance marriage couples as seen from Tehory's media richness. This study uses a qualitative approach with an interview method and uses media richness theory to see how rich the Whatsapp application is as a medium for communication between long distance married couples. The results showed that the Whatsapp application can help long distance marriage couples maintain commitment and intimacy by utilizing the chat feature, telephone, video call, sending pictures and videos, sharing locations, and using the sticker or emoticon feature. Whatsapp is also a rich application because there is fast feedback, a diversity of gestures, language variations, and allows for emotional closeness. The feedback provided by Whatsapp can be seen from the video call feature which provides quick feedback, reducing uncertainty and vagueness during communication because you can see your partner's facial expressions, voice intonation, and gestures. The use of language variations such as sending emoticons to partners to show the feelings being experienced, the use of gesture diversity such as sending photos or videos to provide news so that there is no misunderstanding or suspicion of the partner, and can help be emotionally close.

Keywords: Whatsapp, Media Richness Theory, Long Distance Marriage.

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