

The Effect of the Use of Virtual Communication on Satisfaction of Interpersonal Interaction during Pandemic among Communications Students UNIKOM Bandung

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Abstract. The purpose of this research is to analyze in depth the effect of using virtual communication on the satisfaction of interpersonal interactions during a pandemic among communication science students at UNIKOM Bandung. The research method used in this research is quantitative with survey method data collection techniques. The researcher distributed a questionnaire in the form of a questionnaire using google form as a medium aimed at a collection of research statements to 92 respondents from 1,150 population. The sampling technique used is Simple Random Sampling. Results of Research using ibm spss software for windows version 20 as a test tool for data analysis Researchers have obtained a value of $df = 90$ and 0.05 then the ttable value is 1.986 which in the next step will be used to test the hypothesis where the results of the t test curve show The tcount is 9,043 which shows a value greater than the ttable so that H_0 is rejected and H_1 is accepted, so the influence of virtual communication on interpersonal interaction satisfaction was found. The linear regression test between variables virtual communication on interpersonal interaction satisfaction has shown a correlation coefficient value of 0.690 which is included in the category of strong correlation. In addition, virtual communication has an impact on the satisfaction of interpersonal interactions which can be seen in the percentage value which shows 47.6% of the results of the calculation of the coefficient of determination. The conclusion of this study is that the use of virtual communication has a strong influence on the satisfaction of interpersonal interactions during a pandemic among communication science students at UNIKOM Bandung. Advice for Communication Science Students at Unikom Bandung to increase awareness again to understand the impact resulting from the use of virtual communication tool as a intermediary media for interpersonal interaction.

1. Introduction

The covid-19 pandemic has brought changes to various things, including in the world of education such as universities and colleges in Indonesia changing all their learning systems into online learning due to restrictions on community activities so that student interactions rely on virtual communication,

this is also done without only in Indonesia but also in almost all countries in the world, such as a study that looked at the effectiveness of virtual communication in Nigeria [1]

Many studies have been carried out related to interactions carried out with virtual communication, such as Torres Martin in his research which looked at the impact of virtual learning during the covid-19 pandemic [2]. Another study shows the importance of virtual learning, Almarzooq describes his research on virtual learning in medical education [3]

Davidson conducted research on virtual communication given to autistic students to help them understand the learning process given [4]. Meanwhile, Shadiqien researched the effectiveness of virtual communication carried out to students when the restrictions were imposed on community activities in Banjarmasin [5]. Potter in his research reveals the importance of human interaction in virtual groups as a way to solve problems that occur in organizations [6]

Sarbaugh and Feldman also explained the same thing about the impact of using virtual communication, he explained that: Barriers in interacting with texts have been seen long ago as Sarbaugh and Feldman said that a communication with text will provide difficulties when sending messages in expressing a message. emotion, because a text message does not have the ability to show nonverbal messages, such as Body Language (Sarbaugh & Feldman, in Walther & D'addario, 2001; 324). In this study, researchers used UNIKOM Communication Science Students as subjects in this study, the main reason for making UNIKOM Communication Science Students as subjects in this study was that there was a level of compatibility between the research themes used by researchers and the subject viewed from the background of the subject, namely Technology and also Communication. Tujuan dari penelitian ini untuk mengetahui efektivitas komunikasi virtual mahasiswa dalam berinteraksi selama masa pandemi covid-19.

2. Method

The research method used in this study is a quantitative approach with quantitative descriptive methods and survey techniques. Data collected through questionnaires and supported by literature study. The research subjects were Communication Science students at Unikom who were used by researchers as the population and sample in searching for field data. Of the 1,150 population, 92 were taken as samples to obtain research data. The sampling technique used is random sampling. Before looking for deployment. Researchers conducted tests to find the validity and reliability of each questionnaire to be distributed, data processing was carried out using IBM Spss v20. Literature studies that support this research are literature studies, internet searches and simultaneous journals which are felt by researchers to have themes and problems that are almost close to what researchers use.

3. Results and Discussion

3.1. The influence of Accessibility on Interpersonal Interaction Satisfaction

The influence of the Accessibility indicator on Virtual Communication on the Interpersonal Interaction Satisfaction of Communication Science Students at Unikom Bandung has shown a strong and significant correlation. So it can be concluded that there is an effect and statistical tests show similar results.

3.2. The influence of Speed on Interpersonal Interaction Satisfaction

Pengaruh indikator *Speed* pada *Whatsapp* Messenger terhadap Kepuasan Interaksi Interpersonal Mahasiswa Ilmu Komunikasi Unikom Bandung menunjukkan hasil korelasi yang rendah, dan signifikan. Kesimpulannya telah terlihat bahwa adanya pengaruh dan uji statistik menunjukkan hasil yang serupa.

3.3. The effect of Amount on Interpersonal Interaction Satisfaction

The influence of the Amount indicator on Virtual Communication on the Interpersonal Interaction Satisfaction of Communication Studies Students at Unikom Bandung which shows that the correlation

is moderate and significant. It can be seen that there is a conclusion that there is an effect and statistical tests show similar results.

3.4. The effect of Cognitive Effectiveness on Interpersonal Interaction Satisfaction

The influence of the Cognitive Effectiveness indicator on Virtual Communication on Interpersonal Interaction Satisfaction of Communication Studies Students at Unikom Bandung shows a moderate and significant correlation. Then the final results will be seen which will be the conclusion that there is an influence and also statistical tests show similar results. Influence of Relevance on Interpersonal Interaction Satisfaction The influence of the Relevance indicator on Virtual Communication on the Interpersonal Interaction Satisfaction of Communication Studies Students at Unikom Bandung which shows a moderate and significant correlation. So the researcher concludes that there is an effect and the statistical test shows similar results.

3.5. The effect of Motivating on Interpersonal Interaction Satisfaction

The effect of the Motivating indicator on Virtual Communication on the Interpersonal Interaction Satisfaction of Communication Studies Students, Unikom Bandung, resulted in a moderate and significant correlation.

4. Conclusion

The Effect of Virtual Communication Use on Interpersonal Interaction Satisfaction During a Pandemic Among Communication Studies Students, Unikom Bandung, has produced a strong, and significant, correlation. The Effect of Using Virtual Communication on Interpersonal Interaction Satisfaction During a Pandemic Among Communication Studies Students, Unikom Bandung has an influence and the statistical test shows similar results.

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