GROUP COMMUNICATION RELATIONS IN SOCIAL MEDIA

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Abstract. Internet technology and mobile phone sophistication are growing rapidly, so the existence of social media is also growing rapidly. So sophisticated and fast everyone can connect with one another through social media. As a container that is used by humans to do an interaction, this interaction can be done freely without being limited by space and time. This interaction will produce groups that have different relations from the real world. This study aims to map the relationships of groups that are formed in cyberspace that is accommodated by social media. Respondents in this study were those who had groups in social media of more than five groups. While the theories used are social exchange theory, group communication theory and theory. The results of the study stated that the relationships that occur 1) associative social interaction relations, strong relationships are formed because the members have the same interests and are not related to each other so that social prejudice does not occur 2) business relations, unique business relationships that are different from conventional business relations goods or services become a central issue, business relationships in cyberspace goods/services become unimportant can be created later 3) association relations, relations within these relationships tend to be permanent but fragile and prone to conflict. 4) Family relations, relationships that come from family ties, relationships that are very strong and close to family members, know each other even live in the same cyber house and in the same cyber space and in the same informational space. (5) Friendship relationships, relationships formed from friendships. This group has offline ties. This group has psychological experience that produces individuals who will be in contact with virtuals.

Keywords: Group communication, group interaction, group relations, virtual groups

INTRODUCTION

Internet technology and the sophistication of mobile phones are growing rapidly, so the existence of social media is also growing rapidly. So sophisticated and fast each person can be connected to one another through social media. As a container used by humans to conduct an interaction, this interaction can be done freely without being limited by space and time. This interaction will produce groups that have different relations from the real world. The development of the internet in this era led to the birth of the era of cyber society (virtual society) and virtual community (virtual community).
A community must have the desire to distinguish itself from other communities. The community itself is defined as a social group of several organisms that share the environment generally have the same interests and habitats. Like other communities, virtual communities are groups of individuals in which they have intentions, beliefs, resources, preferences, needs, risks, and a number of other similar conditions (Wenger, 2002). Through this community each individual can try to find out the characteristics about each individual. The speed of information and the depth of application of the technology system is very high which is now making a virtual community as a culture favored by its enthusiasts. A virtual community will form a new social space. Based on the description above can be raised questions that underlie this research namely: What is the role of the group communication actors in the Virtual Community

LITERATURE REVIEW OR RESEARCH BACKGROUND

Social exchange theory

Social exchange theory assumes that a person's behavior is determined by the results of social interactions with other people who bring profit or loss or reward-punishment that will be obtained. This theory offers a model for interpreting social behavior based on exchange. One of the core ideas of this theory is the assumption that people tend to repeat their behavior if the previous behavior is rewarded as a result of the process of interaction with others. In other words, the behavior is approved.

Conversely, if the action or behavior produces a disapproved interaction (disapproval), someone is less likely to repeat it. Social exchange theory is in the line of theories that assume that individuals are rational beings who act and behave on the basis of rational calculation considerations.

1. Humans basically do not seek maximum profit, but they always want to benefit from the interaction they have with other humans.
2. Humans do not act completely rationally, but in every relationship with other humans they always think of profit and loss.
3. Humans do not have information that includes everything as a basis for developing alternatives, but they have at least limited information that can be used to develop alternatives to calculate the profit and loss.
4. Humans are always in the limitations, but they are still competing to get profits in transactions with other humans.
5. Although humans are always trying to benefit from the results of interactions with other humans, but they are limited by the available resources.
6. Humans try to get results in material form, but they will also involve and produce something that is non-material, for example emotions, likes, and sentiments.

This social exchange theory is based on the idea that one can reach an understanding of the complex nature of a group by examining the relationship between two people (dyadic relationship). A group is considered for the collection
of relationships between the two participants. The formulation assumes that human interactions involve the exchange of goods and services, and that costs and rewards are understood in situations that will be presented to get responses from individuals during social interactions.

If the rewards are felt to be insufficient or more than the costs, then the group interaction will be ended or the individuals involved will change their behavior to protect whatever rewards they seek. This social exchange approach is important because it seeks to explain group phenomena within the scope of economic and behavioral concepts regarding costs and rewards.

**Group communication**

A group is a group of people who have a common goal that interacts with each other to achieve a common goal, get to know each other, and view them as part of the group (Deddy Mulyana, 2005). This group, for example, is a family, a discussion group, a problem-solving group, or a committee that is meeting to make a decision. In group communication, it also involves interpersonal communication. Therefore, most interpersonal communication theories apply to group communication as well.

Group communication is communication that takes place between several people in a "small" group such as in meetings, meetings, conferences and so on (Anwar Arifin, 1984). Michael Burgoon (in Wiryanto, 2005) defines group communication as face-to-face interaction between three or more people, with known goals, such as sharing information, protecting themselves, solving problems, where members can remember the personal characteristics of members the other precisely. The two definitions of group communication above have in common, namely the presence of face-to-face communication, communication participants are more than two people, and have a specific work plan arrangement to achieve group goals.

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Social Learning Theory (Social Learning Theory)

Bandura is based on the following three concepts.

1. Reciprocal determinism
   An approach that explains human behavior in the form of continuous mutual interaction, between cognitive, behavior, and the environment. Someone will determine or influence his behavior by controlling the environment, but that person is also controlled by the power of that environment.

2. Beyond reinforcement
   Bandura considers that if each complex unit of social response must be sorted out to be rebuilt one by one, then that person might not even learn anything. According to him, reinforcement is important in determining whether a behavior will continue or not, but this is not the only forming of behavior. People can learn to do things only by observing and then repeating what they see. Learning through observation without the reinforcement involved means that their behavior is determined by the anticipated consequences.

3. Self regulation
   Traditional learning theory is often hindered by one's displeasure or inability to explain cognitive processes. The Bandura concept places humans as self-regulating individuals, influencing behavior by regulating the environment, creating cognitive support, and holding consequences for their own behavior.

METHODOLOGY

This research uses qualitative research that uses descriptive qualitative data. Descriptive research is research to describe the characteristics of individuals, situations, or specific groups. This research is relatively simple which does not require complicated theoretical foundation or submission of certain hypotheses and can examine only one variable (Ruslan, 2003: 12). According to Jalaludin Rakhmat, descriptive research only describing the situation of an event, this research does not seek or explain relationships, do not test hypotheses or make predictions (Rahmat, 1999: 24). Descriptive research has two objectives namely to find out certain physical developments or the frequency of certain social phenomena and to describe in detail specific social phenomena and to describe in detail specific social phenomena such as lifestyle and socioeconomic backgrounds. Descriptive methods are methods used to find knowledge the broadest of the object of research at a particular time (Widodo and Mukhtar, 2000: 15).

Moleong (2002: 7) states that qualitative descriptive research is used based on consideration; 1) Adjusting qualitative methods is easier when dealing with reality. 2) This method presents directly the nature of the relationship between researchers and informants. 3) This method is more sensitive and more
adaptable to many sharpening influences together and to the patterns of values encountered.

**Determination of Informants**

Related to informants who are the subject of this study is departing from understanding that the informants have a contribution in finding research data. However, to determine the informants in this study must meet the criteria mentioned by John W. Creswell (1998: 61-62), including the following:

1. The informant must experience firsthand the situation or incident related to the research topic. The goal is to get a description from the first-person perspective. This is the main criteria and must be in phenomenology research. Even though demographically the informant is suitable, if he does not experience it directly, he cannot be made an informant. These conditions will support the nature of the authenticity of phenomenological research.

2. The informant is able to re-describe the phenomena he has experienced, especially in their nature and meaning.

3. The results will be obtained experienced data and reflectively reflect the real situation.

4. Willing to be involved in research activities that may require a long time.

5. Willing to be interviewed and recorded their activities during the interview or during the study.

6. Give approval to publish research results.

The informants in the researchers are those who have at least 5 (five) groups in cyberspace, the selection of informants is subjective because it is considered capable of capturing the completeness and depth of data in understanding the reality that is not single. Determine the informants in this research using purposive sampling (non-probability sampling). Purposive sampling is the withdrawal of informants based on criteria and conditions determined by researchers. In this study, researchers used a purposive sampling technique. In purposeful sampling, researchers choose research subjects and research sites with the aim to study or understand the main problems to be studied (Herdiarsyah, 2010: 106). Purposive sampling includes one of several types of nonprobability sampling that is usually used in qualitative research.

The number of informants used is highly dependent on the validity, depth of meaning, awareness obtained from qualitative research is determined by the wealth of information from the research subjects used as informants.

**Data collection technique**

According to Moloeng (2002: 135), an interview is a conversation with a specific intention conducted by both parties, namely the interviewer (interviewer) who asks questions and is interviewed (interview) who provides answers to these questions. In depth interview Interview is the process of obtaining information for
research purposes by means of question and answer by face to face between the interviewer and the informant or the person being interviewed, with or without using guidelines (guide) interviews where the interviewer and the informant are involved in a relatively long social life. (Hariwijaya 2007: 73-74). In-depth interviews are used by researchers in gathering data using the general guidance approach. The researcher is required to make a framework and outlines or points that are asked in the interview process. The use and selection of words in certain cases certainly do not need to be done before.

This interview was conducted in order to obtain a complete and complete picture of the description of women politicians, how their competence and communication skills in building communication networks. Also the perception of women politicians about themselves, and the motives of women politicians to become politicians. Interview is a form of communication between two people, involving someone who wants to obtain information from someone else by asking questions (Mulyana, 2010,180) further according to him the interview is divided into two structured interviews and unstructured interviews: Unstructured interviews are often also called in-depth interviews, intensive interviews, qualitative interviews, open interviews, and ethnographic interviews. Unstructured interviews are flexible, the questions and wording in each question can be changed during the interview, including socio-cultural characteristics (religion, ethnicity, gender, age, education level, occupation etc.) the respondents faced (Mulyana, 2010, 181)

In-depth interviews in general are the process of obtaining information for research purposes by means of question and answer while face to face between the interviewer and the informant or the person being interviewed with or without using interview guides, where the interviewer and the informant are involved in social life for a relatively long time. Thus, the uniqueness of an in-depth interview is the involvement in the life of the informant. (Bungin, 2010,108) Regarding qualitative research, especially those using in-depth interviews, it should be noted what Creswell suggests: "For a phenomenological study, the process of collecting information involves primarily in-depth interviewers." The free meaning here is to adjust to the atmosphere of the interviewee, but still pay attention to ethics / aesthetics. In order for the interview to get the expected results (data), what needs to be considered in addition to the questions, is also related he place. Where a good and representative place is needed so that the atmosphere of the interview is more conducive.

RESULT AND DISCUSSION

The results of the study stated that the relationship occurred
1) Associative social interaction relations,

A strong relationship is formed because its members have the same interests and do not know each other so social presumptions do not occur. This virtual group is formed because each of its members has the same interests, for example a group of planters or bonsai lovers, parenting groups, culinary lovers and so on. Members of this group can come from different regions with different
social statuses and they don't know each other. By not knowing each other, this makes a strong relationship. In this connection Granovetter explains the strength of the weak ties (the strength of weak ties) which suggests the importance of heterophilic relations in the exchange of information. In human communication it is necessary to have a balance between similarity and inequality, between those who are considered accustomed to something new. The power of exchanging information between two or more people has to do with the degree of heterophilicity between those involved in a group. In other words people will accept new and informational things through weak ties (Rogers and Kincaid; 1981: 128).

In relation Associative social interaction group members benefit by exchanging information about their hobbies to get a reward in the form of attention in the form of learning from fellow members as explained in social exchange theory which says that a person's behavior is determined by the results of social interaction with others who bring profit-loss or reward-punishment that will be obtained. In this theory, interpreting social behavior based on exchange, where one of the core ideas of this theory is the assumption that people tend to repeat their behavior if the behavior previously received an award (reward) as a result of the process of interaction with others. In other words, the behavior is approved.

Because not knowing each other before makes social prejudice towards other group members there is nothing they will know each other and learn to understand each other that in social learning can be explained that human behavior in the form of continuous interaction between cognitive, behavior, and the environment. Someone will determine or influence his behavior by controlling the environment, but that person is also controlled by the power of that environment.

2) business relations,

Unique business relationships that are different from conventional business relationships in general where goods or services are the central issue, business relationships in cyberspace goods or services become unimportant because the goods or services can be created later after an interaction occurs. Like the informants who became the admin group this group was formed in the beginning is a collection of people who love bonsai plants, they only share photos of their bonsai plants, exchange information on how to make beautiful bonsai until finally this group has a business of buying and selling bonsai plants, holding seminars - seminars and training to plant bonsai, organizing this one is of course different from the business of buying and selling bonsai plants, buying and selling business and event organizer business are two different business skills, hydroponic planting workshops that are different from their bonsai planting techniques. Thus from this relationship new business forms are formed which can be created from different backgrounds and the initial expertise of group formation.

Bandura's social learning theory is based on reciprocal determinism (reciprocal determinism or mutually determinative concepts), Beyond Reinforcement (without reinforcement), and self-regulation and cognition. This
theory explains the relationship between behavior, personality, and the environment in which a person is located. According to social learning theory, these three aspects influence each other in forming attitudes someone. Social learning theory states that social / environmental, cognitive and behavioral factors play an important role in learning.

Bandura's theory explains human behavior in the context of continuous reciprocal interaction between cognitive, behavioral and environmental influences. Environmental conditions around individuals are very influential on social learning patterns. For example, someone who lives and grew up in a democratic family environment, the child will tend to have good behavior, achievement oriented, friendly, helpful, diligent in worship, polite and of course will avoid bad behaviors in their relationships. Social learning that occurs includes learning to behave that is accepted and expected by the public to be controlled by individuals. Children's behavior will depend on their environment according to the stimulus received.

3) Relationship of associations

Relationships within groups in the world of work, groups that are bound by work. This relationship tends to be permanent but fragile and prone to conflict. Permanent is meant because members of this virtual group have ties or groups offline. They are formally bound in the work structure of offline organizations. Question Jones (1997) in Nasrullah provides criteria that in a varied virtual group of communicators consisting of diverse participants so that the interactions that occur between them will be formed and develop widely, communicators that do not vary so that the interactions that occur between them do not develop. In addition to the undeveloped relations this group is fragile because each member has a psychological record between them before it is formed in a virtual group. Communicators will be dominated by leaders or superiors who provide informational messages where transactional or sometimes interactional feedback can occur. This relationship will also give birth to new virtual groups that are "click groups" of virtual large group organizations.

4) Family relations

Relationships that originate from family ties, relationships that are very strong and close where members of this group know each other even some who live in one house but they are present in the same cyber space and in the same informational space. According to Jordan (1999) virtual communities / groups are communities that are in the cyber space and each member returns and is present there in the same informational space. It may be that the offline ties of members of this family group are strong but when they become virtual group members the opposite is true. The weakness of a strong iktan makes its members tend to be ignorant and lack interaction.

5) Friendship relations

Relationships are formed from friendship relationships. This group has offline ties as well as family relations groups that distinguish them not intensely
interacting offline. This group has psychological experience that makes individual presumptions that will affect relations in virtual space. Negative behavior that is shown in relationships in cyberspace is influenced by behavior in the offline world. For example they once fought over a girlfriend in the offline world so when behaving in a virtual community it would be carried over to drop arguments or unnecessary arguments. This situation, according to Bandura, is called Reciprocal determinism which explains human behavior in the form of continuous mutual interaction, between cognitive, behavior, and the environment. Someone will determine or influence his behavior by controlling the environment, but that person is also controlled by the power of that environment.

CONCLUSION

The groups formed in cyberspace have a form of relation with the peculiarities they have. By knowing the types, characteristics and characteristics of relationships in cyberspace, internet users can understand how they can adapt to virtual groups so as to minimize conflicts in virtual groups. In cyberspace there are already people who understand what they should share and do together, joint rituals or follow social rules that exist in cyberspace.

BIODATA

Dr. Yudiana Indriastuti, M.Si. is a lecturer of communication department. She has an interest in intercultural communication, entrepreneurship and political communications.

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