



***DIGITAL INTERPERSONAL COMMUNICATION AND HELP-TALK PATTERNS IN
THE PETANI HAY DAY COMMUNITY ON X***

**KOMUNIKASI INTERPERSONAL DIGITAL DAN POLA *HELP-TALK* DALAM
KOMUNITAS PETANI HAY DAY DI X**

Khais Salman¹, Rizki Briandana^{2*}

^{1,2} Universitas Mercu Buana, Jakarta, Indonesia

*rizki.briandana@mercubuana.ac.id

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ABSTRACT

The increasing penetration of the internet and the use of social media in Indonesia have driven the formation of increasingly complex patterns of digital social interaction, including virtual communities based on shared interests as new spaces for individuals to communicate and build social relationships more flexibly. One notable phenomenon can be found in online gaming communities, such as Petani Hay Day on platform X, which demonstrate active communication dynamics through the practice of help talk as a form of digital interpersonal communication. This study employs an interpretive paradigm with a qualitative approach and netnographic method to understand the meaning of interactions within the community, while adopting Supportive Communication Theory and Computer-Mediated Communication (CMC) as theoretical frameworks to analyze emerging communication patterns. The findings indicate that digital interpersonal communication serves as the primary foundation of help talk practices, which are contextual, transactional, and responsive, forming a circular communication pattern consisting of help-seeking, help-giving, and help-sharing. This pattern not only represents the exchange of information but also strengthens digital solidarity, fosters supportive social relationships, and creates emotional connectedness among community members, thereby implying the reinforcement of social cohesion in virtual spaces and recommending the development of more supportive and participatory digital communication strategies.

Keywords: *Digital Interpersonal Communication, Help Talk, Virtual Community, Hay Day, Platform X*

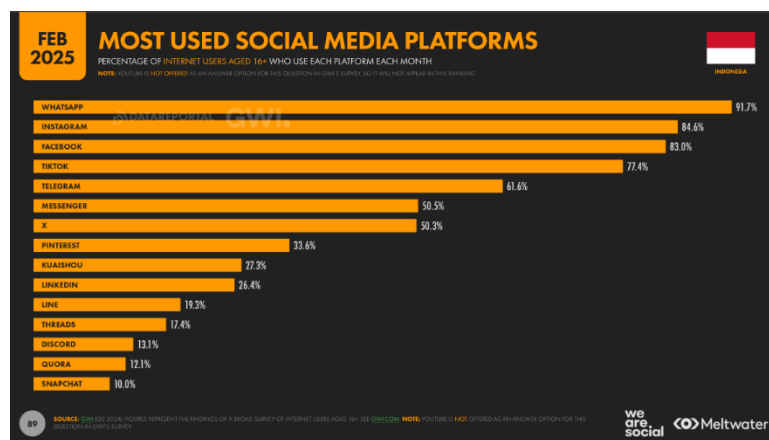
ABSTRAK

Meningkatnya penetrasi internet dan penggunaan media sosial di Indonesia telah mendorong terbentuknya pola interaksi sosial digital yang semakin kompleks, termasuk komunitas virtual berbasis minat tertentu sebagai ruang baru bagi individu untuk berkomunikasi dan membangun relasi sosial secara fleksibel. Salah satu fenomena yang menarik ditemukan pada komunitas game online, seperti Petani Hay Day di platform X, yang menunjukkan dinamika komunikasi aktif melalui praktik *help talk* sebagai bentuk komunikasi interpersonal digital. Penelitian ini menggunakan paradigma interpretif dengan pendekatan kualitatif dan metode netnografi untuk memahami makna interaksi dalam komunitas tersebut, serta mengadopsi Supportive Communication Theory dan Computer-Mediated Communication (CMC) sebagai kerangka teoretis dalam menganalisis pola komunikasi yang berkembang. Hasil penelitian menunjukkan bahwa komunikasi interpersonal digital menjadi fondasi utama dalam praktik *help talk* yang bersifat kontekstual, transaksional, dan responsif, dengan pola komunikasi sirkular yang terdiri dari *help-seeking*, *help-giving*, dan *help-sharing*. Pola ini tidak hanya merepresentasikan pertukaran informasi, tetapi juga memperkuat solidaritas digital, membangun hubungan sosial yang suportif, serta menciptakan keterikatan emosional antaranggota komunitas, sehingga berimplikasi pada penguatan kohesi sosial di ruang virtual dan merekomendasikan pengembangan strategi komunikasi digital yang lebih suportif dan partisipatif.

Kata kunci: Komunikasi Interpersonal Digital, Help Talk, Komunitas Virtual, Hay Day, Platform X

INTRODUCTION

The development of digital communication technology has significantly changed the way individuals interact and build social relationships. The internet is no longer simply a medium for information seeking, but has become the primary space for interpersonal communication. In Indonesia, internet penetration continues to increase, accompanied by high levels of social media use in daily activities. This situation indicates that the digital space has become a crucial arena for forming social relationships, including within interest-based communities such as online gaming communities.



Source: We Are Social, 2025

In February 2025, We Are Social reported that X ranked 5th as the favorite social media platform in Indonesia. Although it is below other social media platforms such as WhatsApp, TikTok, Instagram, and Facebook, X still shows its existence as one of the favorite social media platforms by reaching a user percentage of 5.1% in Indonesia. This is a worthy indicator considering that many new social media platforms are emerging, and X still has a special place among its users, especially for those who are accustomed to digital communication patterns that are open, fast, and often contain direct opinions. This is in line with the high internet penetration in Indonesia which opens up great opportunities for the formation of interest-based virtual communities, including the Hay Day Farmers community. According to data from We Are Social, with more than 200 million internet users in Indonesia as of February 2025, digital interactions on the X platform have become part of the daily communication dynamics of the Indonesian digital community. Therefore, the high use of X and its open and responsive communication characteristics make this platform relevant as a space to study digital

interpersonal communication patterns, especially in the practice of help talk that occurs within these communities.

From a communication perspective, interactions that occur through digital media are understood as computer-mediated communication (CMC), a communication process mediated by technology (Walther, 1992; Thurlow & Lengel, 2004). Although digital communication has limitations in nonverbal cues, Social Information Processing theory explains that individuals are still able to build closeness and interpersonal relationships through the ongoing exchange of text-based messages (Walther, 1992). In other words, interpersonal communication is not lost in the digital space, but rather undergoes a transformation in its form and mechanisms (Chayko, 2021).

This transformation is evident in virtual communities. Virtual communities are social groups formed through ongoing interactions in online spaces and sharing specific interests (Rheingold, 1993). In online game-based communities, interactions extend beyond gameplay to coordination, information exchange, and support among members (Wohn et al., 2018). Research shows that participation in gaming communities can foster a sense of community and enhance social cohesion (Kowert & Oldmeadow, 2015).

One form of interaction that has developed in virtual communities is supportive communication. Burleson (2003) explains that supportive communication aims to provide emotional and informational assistance to other individuals. In a digital context, this practice often occurs in the form of help talk, which includes help-seeking (requesting assistance), help-giving (providing assistance), and help-sharing (sharing information or experiences). Social support provided through digital media has been shown to contribute to the formation of group cohesion and the psychological well-being of community members (Oh et al., 2014; Lizzo & Liechty, 2022).

However, most previous research on digital communication in gaming communities has focused more on aspects of identity, language, motivation for participation, or even conflict such as trash talking (Anhar et al., 2024; Sarifudin & Zuhri, 2025). Studies on the patterns of support communication that occur routinely in everyday interactions are still relatively limited. Yet, in cooperative game-based communities like Hay Day, the practice of mutual support is a crucial part of the community's sustainability.

The Hay Day Farmers Community on platform X demonstrates intense interaction dynamics through mutual support activities among members. These interactions are not only functional to meet in-game needs but also reflect digital interpersonal communication practices that build solidarity and a sense of togetherness. This community was chosen because the cooperative nature of Hay Day makes mutual support an integral part of the game's mechanics, allowing for repetitive and structured interactions between members. Furthermore, the use of platform X as a text-based communication medium allows for open and documented message exchange, making it relevant for analysis from the perspectives of computer-mediated communication (CMC) and supportive communication. However, there has been little research specifically integrating the perspectives of digital interpersonal communication, CMC, and supportive communication to analyze help talk patterns in social media-based gaming communities.

Based on these gaps, this study is important to understand how the help talk communication pattern is formed and interpreted in the Hay Day Farmer community on platform X. This study offers novelty by focusing the analysis on help talk as a supportive communication practice that occurs routinely and structured in social media-based gaming community interactions, which has tended to receive less attention in digital communication studies. In addition, this study also examines help talk not only as a form of message exchange, but as a mechanism for forming solidarity and social cohesion in virtual communities. Theoretically, this study contributes to the development of digital interpersonal communication studies by integrating the concepts of CMC and supportive communication in the context of online gaming communities. Practically, this study provides an overview of how digital spaces can become arenas for constructive collaboration and social support amidst the increasing intensity of online interactions.

CONCEPTUAL FRAMEWORK

Digital Interpersonal Communication

According to DeVito in "The Interpersonal Communication Book," interpersonal communication is the process of conveying a message from one person to another or a group of people, enabling the exchange of meaning through responses or feedback from the

recipient (DeVito, 2014: 56). Although interpersonal communication initially occurred mostly in face-to-face meetings, advances in digital technology have enabled such interactions to take place online. In this context, digital communication has become a new platform and medium for interpersonal communication practices in the modern era.

Interpersonal and digital communication, although originating from different domains, now overlap with the advancement of information technology. Interpersonal communication, which previously took place face-to-face, is now often conducted through digital media such as instant messaging, social media, and online forums. This phenomenon has given rise to a new form of communication known as digital interpersonal communication.

In this context, it is important to understand the dynamics of interpersonal communication in the digital era, including the various challenges and opportunities that arise along with advances in information and communication technology (Ardan & Wijayani, 2024). According to Chayko (2021) in (Ardan & Wijayani, 2024), amidst the rapid digital revolution, major challenges have emerged that affect the quality of interpersonal communication. One major issue is the reduction in emotional involvement in digital interactions. The dominance of instant messaging and the use of visual symbols such as emojis often limit full emotional expression. As a result, communication becomes shallower and has the potential to reduce the depth of relationships between individuals, thus weakening the foundation of human connections that are inherently personal and empathetic (Ardan & Wijayani, 2024). Based on several studies, the following are some characteristics of digital interpersonal communication (Ardan & Wijayani, 2024; Farisma et al., 2024; Kurniati et al., 2025):

1. Global connectivity and efficiency

Technology enables individuals to communicate without geographical and time constraints, thus expanding the scope of interpersonal relationships and facilitating the efficient exchange of information.

2. Lack of emotional engagement

Digital interpersonal communication often lacks nonverbal expressions such as gestures, facial expressions, and vocal intonation, which can reduce the depth of relationships and emotional engagement between individuals.

3. Dominance of written media

Much digital interpersonal communication is conducted in writing (text), which can lead to a decline in speaking and listening skills, as well as increase the risk of miscommunication and conflict.

4. Indirect feedback

Although digital interpersonal communication can occur in real time (video calls), feedback is often not as fast or clear as face-to-face communication due to limitations of the technology or media used.

5. Dependence on Technology

Interpersonal communication in the digital age relies heavily on digital devices and platforms, which brings new challenges such as digital distraction, privacy, and data security.

6. Transformation of Interaction Patterns

According to Arni M. (2022), changes in interaction patterns due to digitalization involve adapting communication skills, particularly in maintaining the quality of interpersonal relationships amidst the challenges of the digital era.

Communication Patterns

A communication pattern is a form of relationship between two or more people in the process of sending and receiving messages (Radjagukguk, 2019). In other words, a communication pattern shows how the flow of message exchange occurs between the parties involved (Puspitosari & Lokananta, 2021).

According to Djamarah (2004: 1) in (Rumengan et al., 2019), a communication pattern is a form of relationship established between two or more people in the process of sending and receiving messages, in an appropriate manner so that the message can be properly understood by the recipient. According to Sunarto (2006: 1) in (Rumengan et al., 2019), the dimensions of communication patterns consist of two types of patterns with different relationship directions: concept-oriented patterns and social-oriented patterns.

In general, there are four communication pattern models that are often used to describe

these dynamics, namely:

1) Linear Communication Pattern

The linear communication process comes from the word "linear," meaning a straight line. This means that the communication flow is one-way, directly from one point to another. In the context of communication, the linear model describes the process of conveying a message from the communicator to the recipient as an endpoint or terminal, without any direct feedback from the recipient.

2) Circular Communication Pattern

The circular communication process comes from the word "circular" which literally means round, circular, or rotating (the opposite of the word linear which means straight. In the context of communication, the circular model shows the existence of feedback from the communicant to the communicator. This means that the message does not only flow in one direction, but a reciprocal process occurs, where the communicant responds to the message he receives from the communicator.

3) Primary Communication Patterns

The primary communication pattern is the process of conveying a message from a communicator to a recipient using symbols as a medium or channel. In this pattern, two types of symbols are used: verbal and nonverbal. Verbal symbols, in the form of language, are the most frequently used because they are considered effective in conveying the communicator's thoughts. Meanwhile, nonverbal symbols include body signals, such as eye movements, head movements, lips, hands, and other body parts, which are used to reinforce or clarify the message.

4) Secondary Communication Patterns

Secondary communication patterns are the process of conveying a message from a communicator to a recipient using a tool or medium as a second medium, after first using a symbol in the first medium. The use of this medium is usually based on the distance between the communicator and recipient, or because of the large number of audiences they wish to reach.

Social Media X

X, formerly known as Twitter, is one of the most popular social media platforms in the world with a total of 586 million monthly users worldwide. In Indonesia, X has 25.2 million active monthly users, making it the fourth-highest social media platform with the most monthly active users in Indonesia after Instagram, Facebook, and TikTok. This data demonstrates that the X platform is capable of attracting the attention and engagement of users from various walks of life. X's popularity is driven not only by its ease of disseminating information and keeping up with current issues, but also by its function as an active and responsive social interaction space. Various updates and feature innovations made by this platform have strengthened its position in the global social media landscape, making it one of the most relevant and adaptive digital platforms to meet today's communication needs. With 586 million global monthly visits, it is one of the digital platforms with the most users in the world. This also emphasizes its existence as a social media platform in forming a real-time digital conversation network.

With the rise in smartphone use and widespread internet access in Indonesia, the popularity of platform X has also experienced significant growth. This platform is not only used as a medium for sharing information, but has also evolved into a digital space that allows its users to build social relationships and broaden their perspectives. The active and diverse communities formed within it demonstrate X's important role in shaping digital culture in Indonesia, while also reflecting its potential as an influential communication medium in modern society.

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Computer Mediated Communication (CMC)

Computer-Mediated Communication (CMC) is a form of communication that occurs through digital media, specifically the internet. Although conducted online, Thurlow & Lengel (2004) in (Juditha, 2020) stated that computer-mediated communication (CMC) has transformed the way individuals build social interactions, including identity formation, interpersonal relationships, and community formation. This change is influenced by the rapid spread and acceptance of the internet compared to other communication media (Thurlow & Lengel, 2004). According to Papsdorf (2015) in (Juditha, 2020), the internet not only acts as an intermediary in social communication that previously took place face-to-face, but also helps digitize and retransmit forms of communication that previously occurred through other media (Papsdorf, 2015).

The scope of Computer-Mediated Communication (CMC) encompasses various forms of digital media, such as chat services, websites (the World Wide Web), and communication systems based on text, images, photos, audio, and video. Furthermore, CMC also involves hyperlink features, video sharing platforms like YouTube, social networks, and social search and interaction services like Twitter and similar platforms (Larasati, 2022). Joseph Walther in (Larasati, 2022) also explains that communication patterns in CMC as a process of social information formation are supported by Social Information Processing (SIP) Theory. In this context, message senders tend to strategically construct their self-image to appear socially attractive, with the aim of attracting the recipient's attention and building the possibility of further interaction in the future. Meanwhile, message recipients often interpret this image in an exaggerated or idealistic manner, even in minimal text messages, thus creating a more positive image of the sender (Larasati, 2022). Furthermore, the asynchronous nature of CMC allows both senders and recipients more time to think and formulate their responses. This makes interactions in CMC more directed and controlled, and reduces the pressure to provide immediate responses as occurs in face-to-face communication (Larasati, 2022).

Based on this description, the theory of Computer Mediated Communication (CMC) is an important foundation in this study to understand how text-based interactions within the Hay Day Farmers community on platform X take place and shape relationships between members. The characteristics of CMC that allow communication to occur indirectly, documented, and

based on digital media provide space for the emergence of help talk practices as a form of supportive communication. Thus, this theory is used to analyze how support messages are produced, delivered, and interpreted by community members in the context of digital interactions.

Virtual Community

A virtual community is a group of individuals who are connected and interact with each other through digital media and network technologies, such as the internet and various social media platforms (Yurianto & Febriana, 2023). The concept of virtual communities has been the object of study in various theories and research. One theory considered relevant in understanding this phenomenon is "Virtual Community" by Howard Rheingold (1993) in (Amelia et al., 2024). Rheingold describes a virtual community as a group that is actively involved in ongoing public discussions, characterized by strong emotional bonds and a sense of humanity, thus creating a network of personal relationships in the digital space. Therefore, a virtual community can be understood as a form of community that is formed by existence (Hidayanti & Yahya, 2017):

- 1) Shared hobbies or interests
- 2) Regular interaction
- 3) Identification or identity
- 4) Specific focus on one thing
- 5) Integration or similarity between discussion content and ongoing communication
- 6) Open access to information and commercial orientation.

Help Talk

In the context of interpersonal communication, the practice of asking for, giving, and sharing assistance is one form of interaction that demonstrates social concern between individuals. This communication pattern often occurs naturally both in real life and in digital spaces, and is frequently discussed in various studies such as communication psychology, sociology, and media studies. This phenomenon is known as help talk, namely communication that emphasizes emotional support, information exchange, and practical assistance provided in certain situations. According to Burleson (2003) in "The Experience and Effects of Emotional

Support: What the Study of Cultural and Gender Differences Can Tell Us About Close Relationships, Emotion, and Interpersonal Communication", help talk is a verbal interaction aimed at fulfilling someone's need for assistance, either directly or indirectly, and can occur in various social contexts (Burleson, 2003). Help talk is characterized by an orientation toward providing support, which can take the form of emotional responses, practical information, or concrete actions to alleviate problems faced by others.

Burleson (2003) states that help talk is a form of supportive communication aimed at helping individuals overcome stress or specific difficulties, taking into account the social context, relationships, and delivery method. In this context, supportive messages are judged not only by their content but also by the communicator's sensitivity to the emotional needs of those receiving them. Therefore, help talk plays a crucial role in strengthening social relationships and fostering a sense of mutual care among members of a community, including virtual communities.

In the context of interpersonal communication, help talk can be classified into three main types:

- 1) Help-Seeking

According to Rickwood (2012) in Nuzuluuni'mah et al., 2022, help-seeking behavior refers to an individual's active actions in seeking assistance from others. Help-seeking behavior is an adaptation of the problem-solving process as an effort to obtain external assistance or support. This behavior involves a communication process aimed at gaining understanding, advice, information, treatment, or general support in dealing with problems or emotionally stressful situations. Help-seeking is understood as a deliberate act, in which individuals consciously select and seek out sources of assistance (Rickwood, 2012).

Help-seeking behavior in virtual communities is an important form of self-regulation strategy, particularly in managing challenges or obstacles faced by community members. When individuals experience difficulties in certain activities such as understanding information, completing digital tasks, or encountering technical difficulties, they tend to seek assistance from fellow community members. This process begins with an individual's

awareness of their limitations, which then encourages them to express confusion or uncertainty through digital communication. In the context of virtual communities, difficulty refers to a state of confusion or uncertainty that arises when there is a discrepancy between personal knowledge and information or expectations (Ryan AM et al, 2001).

2) Help-Giving

Help-giving is a form of supportive communication oriented toward providing assistance tailored to another individual's needs. According to Cutrona and Suhr (1992), support can take the form of emotional assistance, information, direct instrumental assistance, or social connections. Meanwhile, Burleson (2003) emphasizes that the effectiveness of providing assistance lies not only in the content of the message but also in the delivery method, which must be tailored to the context and emotional state of the recipient. In virtual communities, help-giving often takes the form of replies to comments, practical suggestions, or participation in conversations aimed at collectively and supportively alleviating the difficulties of other members.

While help-seeking stems from an individual's need for assistance, help-giving is an active response by another individual to address that need. According to Gibson & Mitchell (2011) in Prabowo (2021), help-giving is a professional relationship aimed at assisting another individual in resolving their problems. Unlike help-seeking, which is more oriented toward individual initiative and recognizing limitations, help-giving emphasizes empathy, availability, and social awareness in providing appropriate responses. Burleson (2003) emphasized that the effectiveness of assistance depends heavily on the match between the recipient's needs and the way the assistance is delivered by the giver, so that in the context of a virtual community, providing support must take into account language, tone of communication, and sensitivity of the situation (Burleson, 2003). Thus, help-giving is not just an act of giving, but also part of the social dynamics that form digital solidarity within the community.

3) Help-Sharing

According to Kessel, Kratzer, and Schultz (2012) in (Muizu et al., 2018), help-sharing is an

interactive communication process between individuals within a group that creates interdependence to achieve common goals. Furthermore, Hoof and Weemen (2004) in (Mazidah & Laily, 2020) state that help-sharing is the activity of exchanging personal intellectual capital between individuals. Meanwhile, Ahmad and Karim (2019) in (Sandra et al., 2022) state that help-sharing is the activity of sharing task-related information, advice, and expertise to assist and collaborate with others to solve problems and develop new ideas (Ahmad & Karim, 2019).

Thus, help-sharing not only reflects a form of collaboration between individuals but also serves as an important mechanism for building collective knowledge within a community. This process can take various forms, such as exchanging ideas, providing advice, and collaborating to complete specific tasks. Factors such as trust, a sense of belonging to the community, and social norms that support positive interactions are crucial elements in encouraging effective help-sharing (Zhou & Nunes, 2016).

Supportive Communication Theory

Supportive Communication Theory was first developed by Burleson (1994) in his book "Communication of Social Support: Messages, Interactions, Relationships, and Community." Burleson developed supportive communication theory in an interpersonal context, particularly regarding social support. Burleson emphasized that supportive communication is verbal and nonverbal behavior aimed at improving the psychological well-being of the interlocutor and helping them overcome problems. Burleson emphasized the content of the message and the skills needed to provide effective emotional support (Shanti et al., 2020).

In virtual community environments, forms of supportive communication have adapted to the characteristics of the digital media used. Messages of support that were once delivered face-to-face are now expressed in comments, replies, emojis, or short messages that still represent attention and care between members. This transformation demonstrates that even though interactions occur indirectly and without physical presence, the values of empathy, solidarity, and social support can still be conveyed effectively. In this context, supportive communication adapts through the use of concise yet meaningful language and digital symbols that can convey emotional responses quickly and easily understood by community

members. This demonstrates that digital technology does not eliminate the social dimension of communication, but rather facilitates new forms of interaction that continue to strengthen interpersonal relationships in virtual spaces.

According to Cutrona & Suhr (1992), there are five main categories in supportive communication theory that explain the types of support that can be provided in interpersonal and digital communication. These five categories are:

1) Emotional Support

Emotional support is one of the main categories in the supportive communication theory proposed by Cutrona and Suhr (1992). This form of support involves conveying empathy, sympathy, attention, and concern for the emotional state of individuals facing stress or difficulties. The goal is to help the recipient feel understood, valued, and less alone in facing difficult situations (Ibda, 2023).

2) Instrumental Support

Instrumental support is a form of support within supportive communication theory that focuses on concrete assistance or direct action to alleviate a person's burden or resolve a problem. According to House & Kahn (1985) in (Ibda, 2023), instrumental support is a form of assistance realized through the provision of facilities or resources that can be in the form of materials or practical services (Ibda, 2023).

3) Informational Support

Informational support is a key form of supportive communication theory, focusing on providing advice, direction, suggestions, or information that helps individuals understand and resolve their problems. According to Cutrona & Suhr (1992), this support plays a crucial role when someone needs guidance or references to make decisions or resolve specific issues.

4) Appraisal Support

Appraisal support in supportive communication theory is a form of social support that involves helping to assess and develop an individual's awareness of the problems they face, including efforts to clarify the nature of the problem and providing feedback that helps the recipient understand and interpret the situation more positively. According to

House (1981) in (Smet, 1994), appraisal support includes expressions of positive appreciation for the individual, encouragement to progress, and approval or validation of the individual's ideas and feelings. In other words, appraisal support helps improve an individual's ability to assess and resolve problems through constructive feedback and strengthening self-esteem (Smet, 1994).

5) Network Support

According to Cutrona and Suhr (1994), network support in supportive communication theory is a form of social support that aims to increase a person's sense of togetherness or sense of belonging to a group that shares similar interests or situations. Network support encompasses messages that strengthen social relationships, offer friendship, or connect individuals with relevant communities or social networks, so that individuals feel less alone in facing their problems.

METHODOLOGY

This study employs an interpretive paradigm with a qualitative approach. The interpretive paradigm, also referred to as the phenomenological or naturalistic paradigm, views social reality as dynamic, contextual, and constructed through interactions filled with subjective meanings (Patton, 1990). From this perspective, meaning is not regarded as fixed or objective; rather, it is constructed through individuals' experiences and communication practices within specific social contexts. Therefore, the interpretive paradigm was chosen because this study seeks to understand the meaning of help talk communication as it is naturally practiced by members of a virtual community.

The method used in this study is netnography. Netnography is an adaptation of ethnographic methods applied to online communities in order to understand culture, communication practices, and patterns of interaction within virtual environments (Kozinets, 2015). This method was selected because the object of the research exists within a digital space, namely the Petani Hay Day community on the X platform. Through netnography, the researcher is able to observe interactions occurring naturally without direct intervention, allowing the analyzed help talk practices to reflect authentic and contextual forms of communication.

The research process in this study follows the stages of netnography as explained by

Robert V. Kozinets (2015), which emphasizes four main research designs. The first stage is research planning, which involves determining the research questions, study boundaries, research medium, and duration of observation. In this study, the focus is directed toward digital interpersonal communication practices in the form of help talk within the Petani Hay Day community on the X platform during a specific period.

The second stage is *entrée*, namely the process of the researcher entering and understanding the context of the online community being studied. At this stage, the researcher identifies the characteristics of the community, understands the prevailing interaction norms, and determines the researcher's position within the context of digital observation. This process is important to ensure that the observation is conducted with sensitivity toward the culture and internal dynamics of the community.

The third stage is data collection, which is conducted through participatory observation of posts, replies, threads, and other forms of interaction related to help talk practices. In addition, interviews with administrators and active members were conducted to deepen and validate the observational findings. The collected data were then categorized based on interaction patterns, forms of support, and characteristics of emerging digital interpersonal communication.

The fourth stage is interpretation, namely the process of analyzing and contextualizing online data using the theoretical framework applied in this study. The analysis was conducted qualitatively to identify patterns of digital interpersonal communication within help talk practices and to classify them into subthemes aligned with the supportive communication theory framework. This process not only describes the findings but also interprets the meaning of interactions within the context of digital communication dynamics.

Based on the netnographic stages that have been carried out, the data obtained subsequently became the basis for identifying and categorizing patterns of digital interpersonal communication emerging within help talk practices. This analytical process produced a number of findings representing the interaction dynamics among members of the Petani Hay Day community on the X platform. These findings are systematically presented in the following subsection as the results of the study.

FINDINGS & DISCUSSION

Help Talk as the Dominant Interaction within the Community

The dominance of help talk within the Petani Hay Day community on the X platform demonstrates that it functions as the most consistent form of interaction among members, as reflected in the prevalence of item requests, assistance exchanges, and responses to in-game difficulties. This pattern indicates that communication within the community does not develop randomly, but rather revolves around collaborative and supportive activities. Help talk within the Petani Hay Day community is commonly expressed through casual yet meaningfully supportive language styles. From a linguistic perspective, this practice represents directive speech acts when members communicate their needs (help-seeking), as well as expressive and representative speech acts when other members provide assistance (help-giving). The use of simple vocabulary, informal greetings, and supportive emoticons further strengthens the communicative atmosphere, creating interactions that feel more fluid, approachable, and easily responded to by other members.

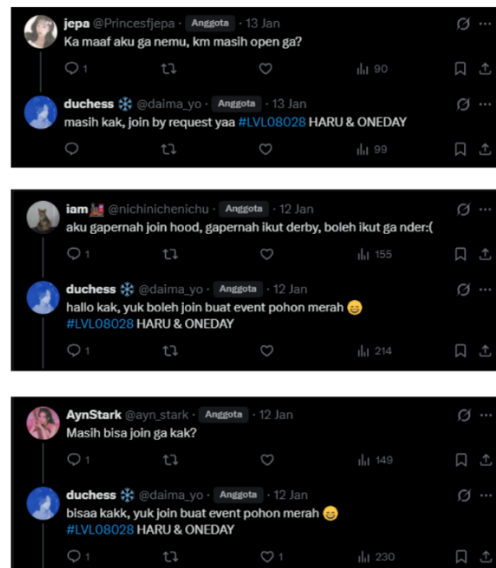


Picture 1. Help Talk in the context of Help-Seeking

Source: https://x.com/daima_yo/status/2010673245599777015?s=20

The post represents the practice of help talk within the context of help-seeking, reflecting collaborative needs in completing in-game tasks. Requests for assistance are communicated openly to the community, thereby creating opportunities for participation from other members. The use of specific terms such as "hood" (neighborhood) and "derby" (inter-neighborhood competition) indicates the existence of internal vocabulary that reinforces the symbolic boundaries and collective identity of the community. In addition, the use of the "🤔🔍"

emoticons functions as an affective marker that substitutes for nonverbal expression in text-based communication, while simultaneously serving as a dramatic strategy to frame the request in a lighter and less demanding manner. Pragmatically, these emotional elements increase engagement and encourage community responses, demonstrating that emoticons function not merely as visual complements, but also as persuasive devices that foster psychological closeness and stimulate further interaction within virtual communication spaces.



Picture 2. Replies to Help Talk Posts in the Context of Help-Seeking

Source: https://x.com/daima_yo/status/2010673245599777015?s=20

Based on the analysis of the three replies presented, it can be observed that each reply in the posts represents a direct response to the practice of help talk within the context of help-seeking initiated by the uploader. The replies are dominated by confirmations of availability, invitations to join, and the inclusion of technical information such as codes or community tags, indicating that the interactions operate in a fast and functional manner. This pattern demonstrates the characteristics of help talk that are direct and to the point, with the primary focus placed on solving in-game needs. Although brief, the question-and-answer structure that is formed confirms the continuity of two-way communication, in which requests for assistance are immediately responded to with concrete solutions, thereby reinforcing the dominance of help-seeking practices within the dynamics of the community.

The speed of responses in help talk interactions can be seen from the pattern of replies that appear within a relatively short period after the posts are published, whether in the context

of help-seeking, help-giving, or help-sharing. Fast, concise, and need-oriented responses indicate that community members possess participatory readiness as well as an established understanding of the communication flow. Lengthy introductions or repeated clarifications are unnecessary because the interaction format has become a collective habit. This responsive rhythm of communication strengthens the effectiveness of assistance exchange and maintains the continuity of member engagement within the community.

This dominance is reflected not only in the frequency of its occurrence, but also in the way help talk becomes the primary framework that regulates the communication flow within the community, language choices, and coordination mechanisms among members. Technical language such as WTT (Want to Trade), exchange ratios, account codes, and affective expressions within help-seeking practices demonstrate that these patterns have become institutionalized within the culture of the community. In other words, help talk is not merely one form of interaction, but rather the foundation that sustains social relationships and preserves the ongoing activity of the community.

Help Talk as a Supportive Communication Practice within the Community

This second finding indicates that help talk can be categorized as a form of supportive communication practice. This is aligned with the concept of supportive communication proposed by Brant R. Burleson (2003), which states that help talk is part of supportive communication aimed at helping individuals cope with difficulties by considering social contexts, relationships, and message delivery strategies. Within the Petani Hay Day community, the practices of help-seeking, help-giving, and help-sharing demonstrate that the interactions occurring are not merely exchanges of information, but responses to problematic situations faced by members, such as item limitations or obstacles in game progression. This condition positions help talk as a communication mechanism that functions to reduce uncertainty and collectively resolve challenges.

Furthermore, the support provided within these practices tends to be solution-oriented and relevant to the needs being expressed. Responses that directly lead to the provision of items, information, or technical guidance indicate that supportive communication within this community is contextual in nature. Thus, help talk not only becomes a dominant interaction

pattern, but also represents a supportive communication practice operating through various forms of support.

Help Talk as Emotional Support

In practice, help talk within the Petani Hay Day community does not merely function to resolve in-game needs, but also provides forms of emotional support among members. Within the context of supportive communication, emotional support can be understood as the expression of empathy, sympathy, and concern toward the emotional condition of individuals experiencing pressure or difficulties.

At the empirical level, this emotional support does not always appear in the form of lengthy or explicit statements, but is instead embedded within simple expressions such as encouragement, validation of feelings, and responses that demonstrate solidarity. Although the context originates from technical issues within the game, the interactions that emerge often contain affective dimensions that soften interpersonal relationships among members. This indicates that the need for assistance is not solely instrumental in nature, but also reflects the need for recognition and a sense of being understood.



Picture 3. Implicit Help-Seeking as a trigger for Emotional Support

Source: <https://x.com/anshkmwt/status/2019479305387143543?s=20>

The post represents a form of implicit help-seeking, in which the need being

expressed is not a direct request for assistance, but rather a search for validation and emotional support. The narrative regarding the effort and sacrifice involved in completing the farm design creates space for community members to respond effectively. The use of the “🥹” emoticon reinforces the construction of meaning as an expression of pride wrapped in vulnerability, while also conveying a sense of emotional tenderness without appearing demanding. Pragmatically, the combination of a sacrifice-oriented narrative and emotional symbolism effectively triggers engagement, as reflected in the high level of interactions in the form of views, likes, replies, and saves. This demonstrates that emotional expressions possess a strong resonance within the community because they relate to the collective experiences of its members. Within the context of help talk as a form of emotional support, the post functions as a trigger for social validation, in which digital interaction becomes a medium for affirming the effort, exhaustion, and commitment that are openly shared.



Picture 4. Appreciative Responses as a Form of Emotional Support in Help Talk

Source: <https://x.com/anshkmwt/status/2019479305387143543?s=20>

The replies demonstrate that community members actively provide validation and reinforcement for the effort displayed by the uploader. The compliments expressed not only evaluate the visual outcome of the farm design, but also affirm the time and sacrifice previously conveyed, particularly in responses that explicitly associate the result with the act of “begadang.” This form of support emphasizes the presence of empathy and recognition toward the process. Socially, these appreciative responses function as a

mechanism of collective legitimacy, in which individual efforts are acknowledged and valued by the community. Within the framework of help talk as emotional support, these replies illustrate that the need for emotional reinforcement can be fulfilled through simple expressions that nevertheless have a meaningful impact in fostering a sense of appreciation and interpersonal connectedness among members.

Appreciative responses toward expressions of effort, the provision of assistance accompanied by care, and support given when members experience pressure within the game demonstrate that the needs being fulfilled are not only instrumental, but also affective in nature. Validation, recognition, and empathy emerge in simple yet consistent forms, creating a sense of being valued and not alone within the digital space. The intensity of such interactions confirms that help talk functions as the emotional infrastructure of the community, serving as a foundation that sustains social relationships, strengthens solidarity, and builds interpersonal attachment among members within a virtual community based on shared interests.

Help Talk as Instrumental Support

Besides emotional support, help talk within the Petani Hay Day community does not merely function as a medium of social interaction, but also provides forms of instrumental support among members, in which concrete assistance is given to reduce difficulties or fulfill in-game needs. Within supportive communication theory, instrumental support refers to a form of support that focuses on direct actions aimed at helping individuals resolve the problems they encounter.

Within the context of the Petani Hay Day community on the X platform, instrumental support is manifested through the provision of rare items, the exchange of resources, and direct participation in the completion of collective tasks. The assistance provided does not stop at advice or empathy, but extends to the distribution of assets that possess strategic value within the game. This practice demonstrates the willingness of members to sacrifice time, item stock, and even personal opportunities in order to help other members. Such interactions illustrate that help talk operates as a mechanism for resource redistribution within the community, in which access to game progression is not entirely determined by

individual ability, but also by the social networks possessed by members. Instrumental support in this context strengthens solidarity because it involves tangible actions that directly impact game progression, while simultaneously affirming that the community functions as a collaborative space rather than merely a forum for conversation.



Picture 5. Help-Giving as a Form of Instrumental Support

Source: <https://x.com/owlliarr/status/2022507454098219431?s=20>

The post represents a form of help-giving that focuses on providing concrete assistance through the distribution of in-game resources. Information regarding item stock, quantity, and pricing indicates that the assistance offered is operational in nature and can be directly utilized by other members. The use of hashtags containing unique codes such as “#YQCJ82JRR” functions as a technical access point that connects users within the transaction process, thereby reinforcing the executive and functional nature of the assistance. Within the framework of help talk, this practice reflects instrumental support, in which the uploader acts as a resource provider while other members serve as beneficiaries. The systematic and transparent visual presentation regarding item availability reduces ambiguity and accelerates decision-making without requiring persuasive or dramatic narratives, thus emphasizing efficiency within the community’s interaction patterns.

Based on the results of digital observation, help talk within the Petani Hay Day community functions as a concrete and organized system of resource distribution. Posts

displaying item stock alongside technical access information demonstrate readiness for action, while member responses tend to be direct, solution-oriented, and based on in-game needs. Assistance is manifested through the provision of items, the exchange of resources, and the delivery of tactical information that impacts members' progress. This pattern confirms that instrumental support serves as the functional infrastructure of the community, minimizing obstacles through collaboration while simultaneously forming an ecosystem of cooperation that is effective and result-oriented.

Help Talk as Informational Support

Help talk is understood as a form of informational support, namely support delivered through the provision of information, advice, or guidance relevant to the problems faced by members. Within the Petani Hay Day community, this form of support can be observed through tips for completing tasks, reminders about event schedules, explanations of game mechanics, and strategies for obtaining items more effectively. The information shared is practical and contextual in nature, allowing it to be directly applied even though it does not involve the direct provision of items. This support operates at a cognitive level by helping members understand game situations before making decisions. In practice, informational support may emerge either as a response to help-seeking or as an independent form of help-giving, which later develops into a shared reference for other members. The public nature of the X platform further expands its range of benefits, making the shared information an efficient, accessible, and sustainable form of assistance.



Picture 6. Help Talk Practices Based on Informational Support

Source: https://x.com/Oreoflavor_/status/2022341971633909937?s=20

The post represents help talk within the context of help-giving in the form of informational support packaged in a persuasive and light manner. Information regarding free item claims is delivered in a practical and applicable way, thereby directly encouraging actions relevant to members' needs, particularly in design competitions. The high number of views and interactions such as likes and bookmarks indicates that the information is considered valuable as a reference. The use of the "😍" and "🤔" emoticons strengthens the positive and expressive framing, making the information feel more engaging without losing its primary function. In practice, this informational support is dialogic in nature because it does not stop at the initial post, but is further developed through replies that provide technical guidance, allowing the information to be directly understood and applied by community members.



Picture 7. Providing Technical Guidance as a Form of Informational Support

Source: <https://x.com/rintoshit/status/2022344781922513305?s=20>

This interaction demonstrates that informational support occurs in a gradual and corrective manner. The questions raised reflect the need for technical clarity, while the responses provided are not merely general, but also include concrete steps that can be directly implemented. Further clarification indicates an effort to maintain informational accuracy and minimize errors in application. This pattern shows that help talk does not stop at the delivery of initial information, but rather develops through processes of verification and refinement carried out dialogically. Thus, the support provided is not limited to information sharing alone, but also contributes to the formation of a more precise and applicable collective understanding within the community.

Based on digital observation, help talk within the Petani Hay Day community

functions as a systematic and contextual mechanism of informational support. Information related to events, item claims, and technical aspects is distributed openly and further developed through dialogic interactions in the reply sections, resulting in a more precise and applicable understanding. Interview findings also indicate that the practice of sharing tips, strategies, and experiences has become a community norm. Therefore, informational support not only provides advice, but also builds the collective capacity of members in making decisions and optimizing game progression effectively.

Help Talk as Appraisal Support

The following finding indicates that help talk can be understood as a form of appraisal support, namely support delivered through feedback and evaluation that helps individuals assess situations and make decisions. Within the Petani Hay Day community, this form of support can be observed through members' responses toward task selections, gameplay strategies, or particular decisions, which contain evaluations regarding whether such actions are effective, risky, or already optimal. Through this process, help talk functions as a reflective mechanism that enables members to reconsider their actions before continuing the game.



Picture 8. Help-Seeking as a Form of Appraisal Support

Source: <https://x.com/bucinGeto/status/1930211875662508176?s=20>

The post represents help talk within a help-seeking situation in the context of appraisal support, in which the uploader is not requesting technical assistance, but rather

collective consideration in determining a strategic choice. The question raised reflects the need for evaluation before making a decision, positioning the community as a source of assessment. The high number of views and replies reflects the relevance of the issue and encourages discursive participation, while the relatively low number of likes emphasizes that the interaction is focused on discussion rather than simple engagement. This pattern demonstrates that appraisal support functions as a reflective mechanism in the formation of decisions through collective consideration within the virtual community space.



Picture 9. Help-Giving in Appraisal Support

Source: <https://x.com/bucinGeto/status/1930211875662508176?s=20>

The collection of replies within the help talk post based on appraisal support demonstrates a dominant collective preference toward the dairy machine as the most strategic option. The recurring arguments emphasize the efficiency of producing dairy products as foundational resources for subsequent in-game processes, positioning this choice as a long-term investment rather than an impulsive decision. The consistency of the responses forms a kind of evaluative consensus, in which individual opinions reinforce one another and ultimately generate social legitimacy for a particular option. The use of the “😍😍😍😍😍” emoticons in one of the replies further strengthens the confident tone and presents claims of personal success as evidence of experience, making the recommendation not only rational, but also performative.

Within the context of appraisal support, help talk practices demonstrate that the

community functions as a space for collective consideration in evaluating choices before decisions are made. Discussions involving differences in preferences and members' arguments reflect an evaluation process that is openly negotiated, even though a dominant tendency eventually emerges. The presence of alternative viewpoints provides room for more contextual reflection, while appreciation expressed throughout the interaction strengthens legitimacy without creating a judgmental atmosphere. Thus, help talk operates as a reflective mechanism that supports decision-making while maintaining supportive communication dynamics within the digital community.

Help Talk as Network Support

The final finding indicates that help talk can also be understood as a form of network support, namely support that strengthens the sense of togetherness and connectedness among community members. Within the Petani Hay Day community, this can be observed through invitations to join hoods, collaborative responses, and interactions that emphasize the continuity of relationships beyond a single conversation. This form of support is not focused on technical solutions, but rather on the formation and maintenance of social networks that create a sense of belonging. Thus, help talk functions as a relational medium that strengthens social cohesion, sustains participation continuity, and builds a more solid community structure within the digital space.



Picture 10. Help Talk as a Form of Network Support

Source: <https://x.com/ciaobella0/status/1974700698953711881?s=20>

The post represents help talk in the form of help-giving oriented toward network support, as reflected in the invitation to join a hood as access to the game's social structure. The use of the hashtag "#infohood" functions as a categorization tool that supports the structured distribution of recruitment information, while the reach of the views indicates the potential expansion of the community network. The focus of communication lies in strengthening social connectivity rather than solving technical problems. The emphasis on the aspect of "communication," as well as the use of internal terms such as "derby," reinforces collective identity and filters members based on community literacy, thereby emphasizing the role of network support in building connectedness and social cohesion.



Picture 11. Replies to Posts Oriented Toward the Context of Network Support

Source: <https://x.com/ciaobella0/status/1974700698953711881?s=20>

The replies demonstrate that help talk within the context of network support is capable of encouraging members to establish more intensive connectedness. Expressions of interest in joining and invitations to continue the interaction through private messages indicate a shift from public interaction to more personal communication. This suggests that the post is not one-directional, but rather functions as an entry point toward more sustainable relationships. Thus, social networks are formed through active participation and members' willingness to engage in closer forms of connectedness.

The practice of help talk within the context of network support demonstrates that interactions initially driven by in-game needs can develop into more permanent forms of social connectedness. Invitations to join hoods, the use of thematic hashtags such as

#infohood, and the emphasis placed on communication values indicate that the community not only facilitates technical assistance, but also builds an open and organized space of affiliation. Repeated interactions, the recurring appearance of the same names, and the expansion of relationships beyond the game strengthen the sense of familiarity and attachment among members. This connectedness is not created through intensely personal closeness, but rather through consistency of participation and the willingness to respond to one another. This pattern confirms that help talk functions as a mechanism for the formation of social networks that sustain the continuity of the community, expand relationships, and create a sense of belonging that goes beyond mere gaming activities.

Digital Interpersonal Communication Practices within the Petani Hay Day Community on the X Platform

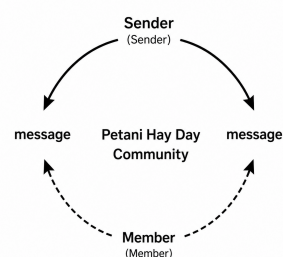
Digital interpersonal communication practices within the community serve as the foundation for the formation of the entire dynamics of interaction among members. These practices can be observed through the way posts and replies are interconnected within a two-way communication pattern that enables the active exchange of meaning. The interactions that occur are not merely one-directional or informative in nature, but involve responses, clarifications, and message reinforcement that demonstrate reciprocal engagement among participants. Within the framework of interpersonal communication, this process reflects the exchange of messages accompanied by feedback, allowing meaning to be collectively constructed, as explained by Joseph A. DeVito (2014). The presence of relatively rapid responses, conversational continuity, and repeated participation from the same accounts indicates that the communication taking place extends beyond the mere exchange of technical game-related information. The relationships formed are interactive and sustainable, despite occurring within a digital environment without face-to-face interaction.

The dominance of short messages that directly address the core issue, accompanied by the use of visual symbols such as emoticons and visualizations in the form of gameplay screenshots, further strengthens the characteristics of interpersonal communication within the digital sphere. The concise yet contextual form of messaging demonstrates adaptation to the communication rhythm of the platform, allowing meanings to be understood quickly without

losing the depth of the context being discussed. Emoticons function as substitutes for nonverbal cues that are usually present in face-to-face interaction, while screenshots serve as visual evidence that clarifies the situation being discussed. This phenomenon is consistent with the perspective proposed in (2024), which emphasizes that digital interpersonal communication develops through the integration of brief text and visual elements as a strategy to enrich meaning and maintain the effectiveness of message exchange within digital spaces.

Digital interpersonal communication practices within the Petani Hay Day community function as the basic structure that enables the development of various forms of help talk, while simultaneously building a sense of connectedness and maintaining the continuity of member participation. The consistency of responses and recurring interaction patterns indicate that communication does not merely function as a tool for game coordination, but becomes the primary mechanism for forming and maintaining social relationships within the community's digital ecosystem.

The practice of help talk as the dominant interaction within the community naturally possesses its own patterns that serve as references for interaction, whether in the form of requests for assistance, responses, or the exchange of resources among members. These patterns do not emerge randomly; rather, they develop as structured and recurring communication habits within the dynamics of the community, enabling members to understand their respective roles whenever situations requiring assistance arise. Its primary characteristic is support-oriented interaction, in which communication is directed toward helping other members address specific needs or difficulties. This is aligned with the perspective of Brant R. Burleson (2003), who emphasizes that help talk is characterized by a focus on providing support, whether in the form of emotional responses, relevant information, or concrete actions aimed at alleviating the problems faced by others.



Picture 12. The Patterns of Help Talk within the Petani Hay Day Community

In line with the two-way nature of digital interpersonal communication, the pattern of help talk within interactions among community members also demonstrates a clear reciprocal mechanism between message senders and receivers. The figure illustrates that messages do not stop at a single point, but instead move within a recurring cycle: the sender delivers a message into the community space, then other members respond and return the message in the form of replies, thereby creating a circular flow of communication.

The X platform, as the space in which the Petani Hay Day community is formed, does not merely function as a medium for sharing information, but also as a space that facilitates the formation of help talk interactions. Through the features available on the platform, such as usernames (@), hashtags (#), mentions, and retweets (RT), responsive and sustainable exchanges of messages are enabled, allowing help talk practices to develop dynamically. The text-based communication structure, supported by public visibility and ease of access, forms participatory interaction patterns and encourages members to actively engage in mutual assistance processes.

This study demonstrates that help talk practices within the Petani Hay Day community do not merely function as information exchange, but develop into support mechanisms encompassing informational, appraisal, and network support simultaneously. These findings expand upon previous studies, which generally positioned communication within digital communities solely as information sharing or partial forms of social support. Unlike earlier studies, this research emphasizes that help talk possesses a more complex role as a communication system that builds collective capacity, facilitates shared reflection, and strengthens social connectedness among members. Thus, help talk functions not only as a form of functional communication, but also as a foundation for maintaining the dynamics, cohesion, and sustainability of digital communities.

CONCLUSION

Based on the findings of this study, the pattern of help talk within the Petani Hay Day community on the X platform is formed through reciprocal interactions oriented toward the practical needs of members and occurs within a circular communication pattern, in which messages do not flow in a one-way direction, but are accompanied by rapid responses, the use

of mutually understood language, and habits of mutual responsiveness that have become unwritten community norms. This pattern demonstrates the characteristics of two-way and contextual digital interpersonal communication influenced by the in-game situations faced by members, indicating that help talk is not merely a spontaneous activity, but rather a recurring and structured communication practice within the digital space. The Petani Hay Day community itself functions as a space that facilitates and sustains the continuity of these interactions through its structure, collective rules, and the role of administrators in maintaining communication dynamics, in which members act not only as recipients, but also as providers of assistance by utilizing features such as replies, mentions, emoticons, and hashtags on the X platform.

LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

No single study is capable of encompassing all aspects of complex social phenomena. Therefore, the author suggests that future research broaden the scope of analysis by comparing help talk patterns within other virtual communities across different platforms or gaming contexts in order to examine the consistency of the circular communication patterns identified in this study. This research is limited to netnographic observation within a single community and focuses on communication practices documented within public digital spaces, thus not encompassing private interactions or quantitative measurements regarding the impact of help talk on loyalty, sense of belonging, or community sustainability. Therefore, future studies may integrate quantitative or mixed-method approaches to examine the relationship between the intensity of help talk and member attachment, while also exploring emotional dimensions that may develop from instrumental assistance practices into deeper forms of social support within virtual communities.

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research that is broader and more in-depth.

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