

ABSTRACT

This research is entitled "Love Language as a Medium of Communication Among Students (Phenomenological Study of the Use of Love Language in Friendship Among Fisip Unpas Students)". This research aims to find out what the motives of Fisip Unpas students, the actions of Fisip Unpas students and the meaning of Fisip Unpas students about the use of Love Language as a medium of communication.

The research method used is qualitative research using the theory of phenomenology by Alferd Schutz. This research uses data collection techniques in the form of field observations and in-depth interviews so that the motives, actions, and meanings of the use of Love Language as a communication medium for Fisip Unpas students can be known. Data analysis techniques in qualitative research are carried out in several stages, namely data reduction, data presentation and conclusion drawing.

Based on the results of the research, the motives, actions, and meanings in using Love Language as a medium of communication among Fisip Unpas students were found. The motive of students in using Love Language as a communication medium are past motives and future motives, past factors will trigger students to use Love Language and apply it as a communication medium in the future. The action taken by students in using Love Language as a communication medium is to try to evaluate by better understanding the behavior in friendship so that it can be correlated with the points contained in Love Language. The meanings obtained by students in using Love Language as a communication medium include improving interpersonal quality and increasing the level of care and sensitivity in friendship relationships.

Keyword: Love Language, Phenomenology, Motive, Action, Meaning