

ABSTRACT

In the social sector, the West Java Province Social Service is the province that has distributed the most Covid-19 social assistance in Indonesia. For the sake of smooth distribution of social assistance activities, socialization was carried out online by the Social Service of West Java Province to 27 District / City Social Services in West Java. This online socialization is also called a webinar. So this research was conducted to find out how much the effectiveness of interpersonal communication between the presenters and participants in the socialization webinar regarding Covid-19 social assistance at the Social Service of West Java Province using the theory of communication effectiveness according to Devito, who stated that, “the effectiveness of communication was seen from five attitudes, namely attitudes in communication, namely openness (openness), empathy (empathy), supportiveness (supportiveness), positive attitude (positiveness), and equality (equality).”

This research uses quantitative methods with descriptive research type; while the sampling technique used was saturated sampling technique with a total population of 27 people who were participants of the socialization webinar; This research uses descriptive statistical data analysis techniques.

The results showed that the interpersonal communication in the webinar was effective with a total percentage value of 77.28%; This is in accordance with the high average percentage of the five research sub-variables, namely Openness (Openness) of 80.24%, Empathy (Empathy) of 75.61%, Supportiveness of 76.54%, Positive Attitude (Positiveness) of 78.39% , and Equality (Equality) of 75.61%.

Keywords: Webinar, Effectiveness, Devito, Interpersonal Communication