

ABSTRACT

Emoji is an icon or character image that is popular in the CMC text messaging application, serves to express or express expressions that are in accordance with physiological expressions in real life. The presence of emoji items in CMC is a form of anticipating the limitations of non-verbal language in text messages. This study aims to determine the effect of using emoji on the communicant perception of negative feedback. The context in this research is communication from college students to their lecturer. The research method used is quantitative with the type of survey research. The data has been collected by the author online through a questionnaire to 380 respondents according to the criteria of this study. The sampling technique used is non-probability sampling with purposive sampling method. The researcher used multiple linear regression analysis in the data analysis process carried out through IBM SPSS version 25. Based on the results of data analysis, the use of emoji Liking emoji (X1) and Disliking emoji (X2) had a significant influence on the communicant's perception of negative feedback of 0.509 or 50.9% while the other 49.1% was influenced by other factors outside this study.

Keywords : *Liking emoji, Disliking emoji, Presepsi komunikan.*