

## ABSTRACT

*The development of online games in Indonesia is growing very rapidly, in 2021 the number of online game players in Indonesia amounted to 43% of all players in Southeast Asia. To communicate with each other in games, Discord is an application that can be used to communicate together and can also be used to create a community, one of which is the BadGenius community. Within the BadGenius community, communication is done online and there are also members from various regions and of varying ages. This study was conducted to determine the effectiveness of discord social media in strengthening the sense of kinship between members of the BadGenius community. This research uses qualitative research methods, then uses interviews and also data collection. Researchers get the results of the research from the existence of openness, empathy, feeling, positive, support, and equality that communication can be done effectively to increase the sense of kinship in the BadGenius community.*

***Keywords: Interpersonal Communication, Effectiveness of Interpersonal Communication, Discord communication media, Sense of Family.***