

ABSTRACT

This study discusses the analysis of the communication patterns of the Hoyoverse Community community on WhatsApp Groups which realizes the importance of good and appropriate communication patterns in a community so that the community can run well and achieve its goals. This study aims to determine the communication patterns of the Hoyoverse Community on WhatsApp Groups. This study is a qualitative study using a descriptive method and the paradigm used is interpretive. The determination of the informants for this study used a purposive sampling technique which resulted in the determination of informants in the form of the head of the Hoyoverse Community and members of the Hoyoverse Community. The data collection techniques used in this study were interviews and observations. The data validity technique used in this study was triangulation. The results obtained were the communication patterns used by the Hoyoverse Community community, namely the star pattern and the wheel pattern. The obstacles found in the communication patterns of the Hoyoverse Community community were the wheel communication pattern and the star communication pattern. Another finding was the existence of supporting factors for communication in the form of freedom of opinion and inhibiting factors for communication in the form of obstacles from communicators and channel obstacles.

Keywords: *Communication Pattern, Community, Group Communication, WhatsApp*

