

ABSTRACT

Breast cancer patients have a decreased quality of life.. This study discusses social support through group communication within the Lovepink Jakarta community in improving the quality of life of breast cancer patients. The aim of this research is to analyze the forms of social support carried out through group communication in the Lovepink Jakarta community to enhance the quality of life of breast cancer patients, with the hope of contributing to improving patients' quality of life. The method used in this study is descriptive qualitative, with data collection techniques including in-depth interviews, observation, and document study. The collected data were analyzed using an interactive data analysis model, which includes data reduction, data display, and conclusion drawing. The results show that the Lovepink community provides four types of social support: emotional, instrumental, informational, and appraisal, delivered through group communication. This indicates the community's significant role in supporting three aspects of patients' quality of life: functional, physical, and emotional. These findings are important for strengthening the role of peer-experience-based communities as a means of psychosocial support for cancer survivors and offer suggestions for further research to explore the influence of community support through group communication on the quality of life and recovery rates of breast cancer patients in the Lovepink community.

Keywords: *Social support, Group communication, Lovepink, Quality of life.*