

ABSTRACT

This research aims to analyze the impact of silent treatment on the quality of interpersonal communication in friendship relationships among students at Telkom University Bandung. Silent treatment, which is a form of communication neglect, can significantly affect the dynamics of relationships between individuals. Through a qualitative approach using in-depth interviews, this research found that the practice of silent treatment leads to a decrease in the depth of communication between friends, the emergence of emotional distance, and damage to trust and openness. Within the framework of social penetration theory, the effects of silent treatment impact on the process of self-disclosure and the formation of intimacy in relationships. The findings indicate that recovering communication after silent treatment requires considerable effort and time, highlighting the challenges faced by individuals in mending their relationships. This underscores the importance of emotional awareness in managing conflicts effectively. The study recommends enhancing emotional awareness among students, developing effective communication skills, and avoiding silent treatment as a more constructive conflict resolution strategy. By understanding the negative impacts of silent treatment, it is hoped that individuals can communicate more wisely and maintain healthy friendship relationships.

Keywords: *Interpersonal communication, silent treatment, friendship.*