

CHAPTER II

OVERVIEW OF THE RESEARCH

2.1 population background

In this research, the researcher selected three WhatsApp groups as the study's medium. Among these three groups, there is a sufficiently complex population. Within each group, there are diverse members, although there are some members who are the same due to being added by the group admin. These three groups are quite active in communication, discussing various topics. The following are the WhatsApp groups used by the researcher.

2.1.1 Gibah universal

"Gibah Universal" is a WhatsApp group formed in 2019. This group consists of close friends, where the members share a strong bond. The topics discussed in this group are more flexible due to the close relationship among the members. Typically, discussions cover various aspects such as concerns, activities, life issues, relationship problems, and more. The close-knit nature of this group results in a wide range of communication knowledge among the members, reducing the likelihood of misunderstandings in chats. Similarly, the use of stickers, which might be less understood by outsiders, is well comprehended within the group because of the members' solid knowledge and communication rapport. There are seven participants in this group.

- A. M. (G.U. 1)
- M. S. (G.U. 2)
- S. S. (G.U. 3)
- F. A. (G.U. 5)

- R. B. (G.U. 6)
- J. S. (G.U. 7)
- S. J. (G.U. 8)

2.1.2 kreatif (kere tapi aktif) group

This group was formed in 2022, initially intended for those interested in barbecue activities but has continued until now. Unlike the previous group, this one focus more on hobbies and upcoming activities such as badminton, camping, playing PlayStation, and more. The discussions in this group also include random chats, although not too frequently. The group currently has 11 active members, as follows:

- A. M. (K.R.G. 1)
- R. B (K.R.G. 2)
- A. A. (K.R.G. 3)
- F. A. (K.R.G. 4)
- R. L. (K.R.G. 5)
- H. C. (K.R.G. 6)
- I. P. (K.R.G. 7)
- W. R. (K.R.G. 8)
- E. (K.R.G. 9)

2.1.3 beban group

This group, formed in 2022, consists of students who often hang out together. The purpose of creating this group is to facilitate communication for every hangout activity planned. However, the communication topics in this group are not limited to hangouts alone. Other common discussion topics include the progress of each

member's thesis, academic challenges, and various other subjects. The group comprises 11 participants, including:

- A. M. (B.G. 1)
- F. A. (B.G. 2)
- W. R. (B.G. 3)
- S. A. (B.G. 4)
- H. C. (B.G. 5)
- R. U. (B.G. 6)
- E. (B.G. 7)
- G. Y. (B.G. 7)
- N. T. (B.G. 8)

2.2 WhatsApp application

In 2009, two men named Brian Acton and Jan Koum co-founded the company WhatsApp Inc. Both of them were former senior employees at the prominent online company Yahoo, where they had worked for approximately 20 years. Jan Koum initially conceived the idea of creating an application that could broadcast a status when a person couldn't be reached due to certain reasons. Subsequently, Jan Koum invited Brian Acton to join him in establishing a technology company named WhatsApp Inc, headquartered in Santa Clara, California. However, the initial appearance of the status broadcast application didn't attract much user attention. Later, the two of them added messaging functionality, and WhatsApp gained acceptance among a wide audience. The WhatsApp application was initially launched for iPhone and Android users. Initially, WhatsApp functioned solely as a messaging app for sending and receiving messages. It later expanded its capabilities to include sharing photos and

videos by the end of that year. Moving into 2010, WhatsApp introduced the "share location" feature, allowing users to share their real-time location with friends or family. In 2013, WhatsApp introduced group features that enabled users to create chat spaces with other users. By April 2014, WhatsApp achieved a significant milestone, reaching 500 million users. This was also the year when WhatsApp merged with Facebook. Additionally, WhatsApp introduced a novel feature, "read receipts" (blue ticks), indicating when a message has been read. In January 2015, WhatsApp expanded its reach by launching WhatsApp Web, which catered to desktop users.

Over time, the user base of WhatsApp steadily grew, reaching one billion users by 2016. WhatsApp also implemented end-to-end encryption to enhance message security. In May 2017, WhatsApp introduced a dedicated desktop application, followed by the addition of video calling features later in the year. Additionally, WhatsApp unveiled the "WhatsApp Status" feature, allowing users to share photos and posts on a timeline visible to others.

Furthermore, each passing year, WhatsApp experienced rapid growth. By January 2018, the application had amassed 1.5 billion active users. In 2018, they introduced the WhatsApp Business app, WhatsApp Group call feature, and WhatsApp stickers.