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## The Role of Interpersonal Communication in Enhancing Student's Academic Success and Social Skill at Vocational College, Universitas Diponegoro

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### ABSTRACT

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Interpersonal communication is a fundamental aspect of social interaction, essential for building relationships, fostering collaboration, and enriching academic and social experiences. This study examines the role of interpersonal communication among students at the Vocational College of Universitas Diponegoro, emphasizing its influence on academic success, social skill development, and the promotion of an inclusive campus environment. Effective communication between students and lecturers enhances learning motivation and academic performance, while also encouraging collaboration in group projects and research initiatives. Furthermore, interpersonal communication helps students cultivate critical social skills, such as public speaking, active listening, and empathy, which are vital for both academic and professional growth. Despite its benefits, challenges like communication anxiety, cultural differences, and excessive reliance on social media can impede effective interaction. Communication anxiety, especially when engaging with lecturers or peers, may limit participation in academic activities, while cultural differences can lead to misunderstandings. Social media, though a valuable communication tool, often reduces the quality of face-to-face interactions. To overcome these obstacles, strategies such as communication training, multicultural education, and mindful technology use are proposed. This study adopts a qualitative descriptive approach, utilizing interviews with active students to explore their communication experiences. The findings emphasize the importance of nurturing effective interpersonal communication to support students' academic and social growth, fostering a more inclusive and harmonious campus atmosphere. The research highlights the necessity of targeted communication programs and activities to enhance students' interpersonal skills and address the challenges they encounter in a diverse academic setting. By prioritizing interpersonal communication, educational institutions can better prepare students for success in both their academic and professional lives.

**Keywords:** *Interpersonal Communication, Campus Environment, Academic Success, Cultural Diversity, Social Media Influence*

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### 1. INTRODUCTION

Interpersonal communication is a fundamental aspect of social life, allowing for the exchange of information and the building of meaningful relationships. Research shows that effective communication plays an important role in forming healthy relationships in the social environment. In a cultural context, interpersonal communication helps preserve local traditions such as *Ruwat Bumi* through the stages of knowledge, planning, and creativity (Hibrizi & Saffanah, 2023). Communication aspects such as openness, empathy, and support are also important in building relationships between caregivers and survivors of mental disorders (Aprilia & Winduwati, 2023). Interpersonal communication training for *posyandu* cadres has been proven to improve their ability to provide

better health services to the community (Sekarningrum & Yunita, 2023). Overall, effective interpersonal communication contributes to improving the quality of social interaction and community services.

Interpersonal communication plays an important role in student interactions in various contexts. In interfaith friendships, students apply openness, empathy, and positive behavior to establish harmonious relationships (Astuti et al., 2024). Interpersonal communication between lecturers and students also has a significant effect on learning motivation, creating a familiar and warm lecture atmosphere (Budiwinarto et al., 2024). In a cultural context, interpersonal communication contributes to the preservation of local traditions through the stages of knowledge, planning, and creativity (Hibrizi & Saffanah, 2023). In addition, interpersonal communication between

supervisors and students is very important in the process of submitting a thesis title, helping students find suitable topics and providing support until they graduate on time (Saniah & Ramadhani, 2024).

In the context of student affairs, especially on the Universitas Diponegoro campus, interpersonal communication plays an important role in supporting the learning process, collaboration, and social skill development. Our diverse and dynamic campus environment provides students with opportunities to interact with peers, lecturers, and other community members. Students in Vocational Colleges often participate in a variety of academic and non-academic activities, such as research groups, student organizations, and community projects. In this context, the ability to communicate effectively has a significant impact on student success, both in achieving academic goals and building strong social networks.

Effective communication is essential for fostering trust, collaboration, and conflict resolution among students from different backgrounds. However, communication between cultures faces challenges due to differences in language, values, and norms, which can lead to misunderstandings and conflicts. To overcome these barriers, strategies such as the use of assertive language, multicultural education, and cross-cultural competency training have proven effective. Technology, including social media and translation apps, has facilitated new communication channels (Widyanarti et al., 2024). Building trust and respect is essential for harmonious intercultural relationships, with clear lines of communication and cultural awareness being essential in organizational settings (Putri et al., 2024). For introverted students, the Culture-Responsive Teaching approach has shown promise in developing communication and collaboration skills, increasing motivation and confidence in expressing opinions and collaborating with others (Taher, 2023).

Therefore, it is important to understand the role of interpersonal communication in student life on the campus of the Vocational College of Universitas Diponegoro and how these challenges can be overcome to create a more inclusive and productive environment. The purpose of this study is to determine the role of interpersonal communication between students in the campus environment and its impact on the academic and social experience of students. The results of this research are expected to provide useful insights for the development of communication programs and social activities that support positive interactions among students.

## 2. LITERATURE REVIEW

Interpersonal communication is a direct or indirect interaction between individuals who are personal (Ramadhani, 2023). This theory focuses on relationships, conversations, interactions, and communicator characteristics (Ramadhani, 2023). Interpersonal communication plays an important role in various

contexts, such as maintaining cultural traditions (Hibrizi & Saffanah, 2023), fostering the morals of foster children in orphanages (Annisa et al., 2023), and building interfaith friendships in the academic environment (Astuti et al., 2024). Joseph A. Devito's theory of interpersonal communication emphasizes five important aspects: openness, empathy, supportive attitudes, positive attitudes, and equality (Annisa et al., 2023; Astuti et al., 2024). The implementation of effective interpersonal communication can increase productivity, collaboration, and interpersonal relationships in various social and organizational contexts (Ramadhani, 2023).

Interpersonal communication theory is relevant in the digital era, but it requires adaptation to overcome evolving social dynamics (Kartini et al., 2024). Psychological integration is essential for effective interpersonal communication, as it helps communicators understand the characteristics and personalities of their audience (Ibrahim et al., 2024). Social media significantly affects interpersonal communication, affects social relationships and shapes individual perceptions of reality (Kartini et al., 2024). Successful communication involves the exchange of communicative intentions, which can be categorized into high, medium, and low levels of intentions (Rusu, 2023). The process is goal-oriented, cooperative, and socially anchored, covering both verbal and nonverbal aspects (Rusu, 2023). Understanding these theories and their implications is essential for developing effective communication strategies in a dynamic digital environment and maintaining the quality of interpersonal relationships (Kartini et al., 2024; Ibrahim et al., 2024).

Several studies show that interpersonal communication plays an important role in the social and academic life of students on campus. Effective communication strategies, including openness, honesty, empathy, and positivity, help build strong interpersonal relationships (Nurrachmah, 2024). This skill is essential for students from various religious backgrounds, fostering harmonious friendships through mutual understanding and respect (Astuti et al., 2024). Interpersonal communication between students and lecturers has been shown to have a significant positive correlation with academic achievement (Sitorus, 2023). For students living in dorms, interpersonal communication can help alleviate culture shock and loneliness, although the impact on mental health varies depending on the individual's personality (Juli & Sulistyowati, 2023). Overall, effective interpersonal communication enhances students' social networks, supports their academic and non-academic activities, and contributes to a positive campus environment.

The development of social and communication skills is essential for students' success in academic and professional settings. Effective speaking skills improve social interaction, facilitate the clear expression of ideas, and promote listening and empathy. Integrating social-emotional learning into the curriculum helps students build confidence and manage stress (Tazkia & Damayanti, 2024). For students from a variety of backgrounds, supportive communication from friends provides

emotional and physical support, helping them adapt to new environments and develop a positive self-image. Public speaking training can significantly improve students' communication skills, allowing them to effectively inform, inspire, motivate, and persuade others (Wijayanto & Qana'a 2024). These skills are essential for a wide range of communication activities and can enhance students' abilities both inside and outside the campus environment, contributing to their overall personal and professional development.

Several studies on interpersonal communication among students highlight several challenges, including communication anxiety and cultural differences. Studies show that many college students experience fear or anxiety when communicating with professors or classmates, which can hinder effective interaction and lower the quality of social relationships on campus. Cultural differences among students from different backgrounds can lead to difficulties in adapting to each other's communication styles, potentially leading to misunderstandings (Fitri & Yuliana, 2024). Overcoming these barriers requires the development of intercultural communication skills, including understanding different cultural norms and building trust (Putri et al., 2024). Effective interpersonal communication strategies, such as openness, empathy, positive behaviors, supportive behaviors, and finding commonalities, can help foster harmonious relationships among students from different religious backgrounds (Astuti et al., 2024). These findings emphasize the importance of addressing communication challenges to promote effective interaction and social cohesion in a diverse academic environment.

### 3. RESEARCH METHODOLOGY

This study uses qualitative descriptive research methods to explore various social phenomena. The qualitative approach allows researchers to transfer findings from a specific case to a similar social situation, focusing more on the research process than on the results (Rifa'i, 2023; Waruwu, 2024). This study shows that qualitative descriptive methods are able to provide comprehensive insights into complex social problems. The research subjects consist of active students at Universitas Diponegoro. The selection of informants is carried out using the purposive sampling technique, which is to select individuals who have experience relevant to the research topic. The criteria for selecting informants include students from various majors. Students who are active in campus organizations or activities. Students who are willing to share their experiences related to interpersonal communication. It is estimated that there will be 3 informants involved in this study. Qualitative approaches, including interviews, observations, and field notes, are typically used for data collection (Waruwu, 2024). The data collection method is carried out through interviews by asking questions to the interviewees to get information about the research topic (Sugiyono, 2020). This approach involves data reduction, presentation, and conclusion drawing (Waruwu, 2024; Susanto et al., 2023;

Warahmah et al., 2023). The data obtained from interviews and observations will be analyzed using a thematic analysis approach. The analysis process includes transcripts of interviews and observation notes. The preparation of narratives based on these themes is to describe the role of interpersonal communication among students.

### 4. RESULT AND DISCUSSION

#### *The Role of Interpersonal Communication in the Campus Environment of the Vocational College of Universitas Diponegoro*

Based on the literature review that has been carried out, interpersonal communication plays a very important role in the campus environment, especially in the Vocational College of Universitas Diponegoro. Interpersonal communication not only serves as a tool for exchanging information, but also as a means to build harmonious social relationships, enhance collaboration, and support students' academic success and social skills development.

In the campus environment, interpersonal communication between students and lecturers has a significant impact on learning motivation and academic achievement. Research shows that students who have good interpersonal communication relationships tend to be more involved in academic activities, such as class discussions and group projects. Open communication between students and lecturers also contributes to increased learning motivation and academic outcomes. According to Budiwinarto et al. (2024), effective communication between lecturers and students can create a familiar and warm lecture atmosphere, which in turn increases student learning motivation. This is especially relevant in the context of the Vocational College of Universitas Diponegoro, where students are often involved in various academic activities such as research groups, community projects, and student organizations. Good communication between lecturers and students can facilitate a more effective learning process, help students understand the material better, and encourage active participation in class discussions.

In addition, interpersonal communication also plays an important role in the academic collaboration process. Students in Vocational Colleges often work in teams to complete projects or group assignments. The ability to communicate effectively, such as openness, empathy, and a positive attitude, is indispensable to ensure that each team member can contribute optimally and avoid conflicts that may arise due to differences of opinion (Nurrachmah, 2024). Thus, good interpersonal communication not only supports individual academic success, but also improves the quality of collaboration within the group.

The diverse and dynamic campus environment at the Vocational College of Universitas Diponegoro provides opportunities for students to interact with peers, lecturers, and other community members. This interaction allows

### *Challenges in Interpersonal Communication in the Campus Environment*

students to develop important social skills, such as the ability to speak in public, listen actively, and empathize with others. These skills are not only useful in an academic context, but also in professional life after graduation. According to Tazkia & Damayanti (2024), the development of social and communication skills is essential for students' success in academic and professional environments. Public speaking training, for example, can significantly improve students' communication skills, allowing them to effectively inform, inspire, motivate, and persuade others. At the Vocational College, students are often involved in project presentations, group discussions, and student organization activities, all of which require good communication skills. By developing these skills, students can not only succeed in academic activities, but also build strong social networks that can support their future careers.

Interpersonal communication also plays an important role in building social networks in the campus environment. Students at Universitas Diponegoro's Vocational College come from a variety of cultural, religious, and social backgrounds, which creates an environment rich in diversity. In this context, effective interpersonal communication can help students build harmonious relationships with friends from various backgrounds.

Research shows that effective communication contributes to emotional support among college students. College students feel more comfortable sharing personal or academic problems with their close friends, which helps reduce stress and improve mental well-being. Lecturers who are open and empathetic are also considered to provide significant emotional support for students. Astuti et al. (2024) emphasized the importance of openness, empathy, and positive behavior in establishing interfaith friendships. In a diverse campus environment such as a Vocational College, students need to understand and respect the cultural differences and values shared by their peers. By implementing effective interpersonal communication, students can build relationships that are based on mutual understanding and respect, which in turn creates an inclusive and harmonious campus environment.

In addition, interpersonal communication also plays a role in building professional networks. Students report that good interpersonal communication helps them build strong relationships with classmates and lecturers. Many students use social media and instant messaging apps like WhatsApp to communicate, which makes it easier for them to make new friends and strengthen existing bonds. Students who are active in student organizations or community projects have the opportunity to interact with various parties, including lecturers, alumni, and professionals in their fields. The ability to communicate effectively can help students build good relationships with these parties, which can open up opportunities for internships, research collaborations, or even post-graduation jobs.

Although interpersonal communication has many benefits, there are several challenges faced by students in communicating in the campus environment. These challenges can hinder effective interaction and affect the quality of social relationships among students. Several challenges were also identified in this study. Some students experience anxiety when communicating with lecturers or when speaking in front of class, which can hinder effective interaction. In addition, differences in cultural and language backgrounds are also factors that affect communication between students.

One of the main challenges in interpersonal communication is communication anxiety, especially when students have to interact with lecturers or classmates. According to Fitri & Yuliana (2024), many students experience fear or anxiety when communicating with lecturers or classmates, which can hinder effective interaction and reduce the quality of social relationships on campus. This anxiety can be caused by a variety of factors, such as a lack of confidence, fear of misunderstanding, or fear of being judged by others. At the Vocational College of Universitas Diponegoro, communication anxiety can be a barrier for students to actively participate in class discussions or project presentations. To overcome this challenge, efforts are needed to increase student confidence through communication training and support from lecturers and peers. Additionally, creating a welcoming and inclusive environment can also help reduce communication anxiety among students.

Another challenge faced in interpersonal communication is the cultural differences and communication styles among students from various backgrounds. In a diverse campus environment such as the Vocational College of Universitas Diponegoro, students come from different regions with different cultures, languages, and values. These differences can lead to difficulties in adapting to each other's communication styles, potentially leading to misunderstandings (Fitri & Yuliana, 2024). To overcome these challenges, it is necessary to develop intercultural communication skills, including understanding different cultural norms and building trust (Putri et al., 2024). Students need to be taught to appreciate differences and develop an empathetic attitude towards friends from different backgrounds. Additionally, the use of clear and assertive language can also help reduce misunderstandings that may arise due to cultural differences.

The use of social media as the main communication tool helps students in establishing interpersonal relationships. However, some students revealed that online communication sometimes reduces the depth of interaction compared to face-to-face communication. In today's digital era, social media has become an integral part of student life. While social media can facilitate interpersonal communication, its excessive use can also

pose challenges. According to Kartini et al. (2024), social media significantly affects interpersonal communication, affects social relationships and shapes individual perceptions of reality. In a campus environment, students often prefer to communicate through social media rather than face-to-face, which can reduce the quality of social interaction. In addition, excessive use of social media can also cause distortions in communication, such as misunderstandings due to a lack of context or tone in text messages. To overcome these challenges, students need to be taught to use social media wisely and still prioritize face-to-face communication to build deeper and more meaningful relationships.

## 5. CONCLUSION

Based on the results and discussions that have been described, it can be concluded that interpersonal communication plays a very important role in the campus environment, especially at the Vocational College of Universitas Diponegoro. Overall, interpersonal communication plays a very important role in the campus environment of the Vocational College of Universitas Diponegoro, not only supporting students' academic success and social skills development, but also playing a role in building a strong social network and creating an inclusive and harmonious campus environment, but there are several challenges that need to be addressed, such as communication anxiety, cultural differences, and the influence of social media. Therefore, effective strategies, such as communication training, multicultural education, and wise use of technology, are needed to improve interpersonal communication in the campus environment, supporting the academic and social success of students at the Vocational College of Universitas Diponegoro.

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