

## THE ROLE OF CONVERSATION IN BUILDING SOCIAL INTERACTION

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**ABSTRACT;** *Conversation is a key element in building social interactions that allow individuals to share information, express emotions, and strengthen social relationships. This study aims to uncover the role of conversation in creating harmonious interactions through an in-depth analysis of language use, communication context, and non-verbal elements. Using a qualitative approach, this study explores how conversation functions not only as a communication tool, but also as a means of building trust, fostering understanding, and resolving conflicts in various social contexts. The results of the study indicate that conversation contributes significantly to the formation of individual and group social identities, although it is often faced with challenges such as cultural differences, perceptions, or languages that can trigger misunderstandings. Therefore, the ability to listen actively, understand other people's perspectives, and adjust communication to the social context is considered important in creating effective conversations. This study provides insight into the importance of conversation as a strategic tool in building inclusive, productive, and sustainable social interactions.*

**Keywords:** *Conversation, Social interaction, Communication.*

**ABSTRAK;** Percakapan merupakan salah satu elemen kunci dalam membangun interaksi sosial yang memungkinkan individu untuk saling berbagi informasi, mengekspresikan emosi, dan memperkuat hubungan sosial. Penelitian ini bertujuan untuk mengungkap peran percakapan dalam menciptakan interaksi yang harmonis melalui analisis mendalam tentang penggunaan bahasa, konteks komunikasi, dan unsur non-verbal. Dengan menggunakan pendekatan kualitatif, penelitian ini mengeksplorasi bagaimana percakapan berfungsi tidak hanya sebagai alat komunikasi, tetapi juga sebagai sarana membangun kepercayaan, menumbuhkan pemahaman, dan menyelesaikan konflik dalam berbagai konteks sosial. Hasil penelitian menunjukkan bahwa percakapan memberikan kontribusi yang signifikan terhadap pembentukan identitas sosial individu dan kelompok, meskipun sering dihadapkan pada tantangan seperti perbedaan budaya, persepsi, atau bahasa yang dapat memicu kesalahpahaman. Oleh karena itu, kemampuan untuk mendengarkan

secara aktif, memahami perspektif orang lain, dan menyesuaikan komunikasi dengan konteks sosial dianggap penting dalam menciptakan percakapan yang efektif. Penelitian ini memberikan wawasan tentang pentingnya percakapan sebagai alat strategis dalam membangun interaksi sosial yang inklusif, produktif, dan berkelanjutan.

**Kata Kunci:** Percakapan, Interaksi sosial, Komunikasi.

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## INTRODUCTION

Conversation is one of the most basic forms of communication in human social life. Through conversation, individuals can convey thoughts, share information, and strengthen interpersonal relationships. In a multicultural society, conversation has a strategic role in bridging differences in culture, values, and norms. Verbal elements such as word choice, as well as nonverbal elements such as pauses, intonation, and facial expressions, all contribute to the effectiveness of communication. As explained by Pratiknjo (2018), interactions that occur through conversation not only serve to convey information but also to build the social harmony needed in a diverse society.

The development of digital technology has brought about major changes in the way conversations are conducted. Communication media such as social media and instant messaging applications facilitate cross-geographical interactions, but often sacrifice the aspect of emotional warmth that can only be found in face-to-face conversations. When the flow of conversation is disrupted by long pauses or asynchronous responses, the quality of the interaction can decrease, which ultimately impacts mutual trust and solidarity among participants. (Koudenburg et al. 2017) emphasize the importance of a smooth conversation flow to create a sense of connectedness and trust within a group, even in an increasingly dominant digital context.

In an increasingly complex social environment, conversations must be designed to build understanding and mutual respect. Effective communication involves a willingness to listen, respond with empathy, and appreciate different perspectives. In a multicultural society, such an approach is essential to creating an inclusive and harmonious atmosphere. By understanding the dynamics of conversation and implementing adaptive communication strategies, individuals can strengthen their social relationships while contributing to the formation of a more solid and cohesive social structure (Pratiknjo, 2018)

## **RESEARCH METHODS**

This study uses a qualitative approach with a literature study method to gain a deeper understanding of the role of conversation in building social interactions in society. This approach was chosen because it allows researchers to gain deeper insight into how conversation can influence social relationships, with a focus on theories and concepts put forward by various literatures. This study relies on relevant secondary sources, including scientific journals, books, and articles that discuss conversational communication and social interactions.

As the main reference in this study, the researcher refers to research conducted by Fakhruddin which examines the application of language rules in Indonesian language conversations (Fakhruddin, 2017:45). In addition, research by Hidayat is also used to further explore how the effectiveness of conversation influences the understanding of messages in communication (Hidayat, 2021:168). Both of these works provide important perspectives on how conversation plays a role in building and strengthening social relationships, as well as how elements of effective conversation can improve the quality of interaction in society.

In analyzing data obtained from various literatures, the researcher used content analysis techniques to identify the main themes that emerged related to conversation in social interactions. This technique allows researchers to assess how conversations contribute to the development of social relationships in a broader context, as well as how social and cultural factors can influence communication dynamics. With this approach, this study is expected to provide a deeper contribution to understanding the important role of conversations in building harmonious and effective social relationships.

## **RESULTS AND DISCUSSION**

### **A. The Importance of Conversation in Social Interaction**

Conversation is a form of communication involving at least two participants. Conversation is not simply an exchange of information, but rather a dynamic process of sending and receiving messages, shaped by the delivery method, purpose, and approach used. Effective communication requires speakers to use appropriate and polite language, whether engaging in a face-to-face conversation or through a digital platform, to ensure that the message is conveyed clearly.

Language is essential as a means of communication. When used correctly, it facilitates better understanding between communicators. Essentially, conversation is a verbal exchange between two or more people that usually occurs in a relaxed setting. Conversation serves as a medium of communication that underlines the values of cooperation and politeness.

Understanding the concept of implicature in conversation is essential to ensure that the intended meaning is accurately understood by the listener. Implicature refers to the unspoken or implied meaning that the speaker intends to communicate (Hidayat, 2021).

Conversation plays a vital role in social interaction, as it is the primary means for individuals to share their thoughts, emotions, and information. Through conversation, relationships can be built and nurtured, leading to cooperation and social harmony. In addition, conversation encourages deeper understanding between the parties involved, reducing the possibility of miscommunication. The use of clear, respectful and polite language not only helps effective communication but also encourages mutual respect, which contributes to the development of positive social relationships (Douglas Stone, 2023).

#### **B. The Function of Conversation in Society**

Conversation plays an important role in society as the primary means of building understanding, strengthening social relationships, and conveying ideas or concepts. In the context of everyday life, conversation allows for the exchange of in-depth information and collective problem solving. Moreover, conversation is also a tool for creating understanding between individuals with various social and cultural backgrounds, thereby strengthening harmony in community life. These functions make conversation a vital element in forming healthy and productive social dynamics (Zulkarnain Sirait, 2021).

Conversation plays a crucial role in community life as the primary means of communication and social interaction. Through conversation, individuals can convey ideas, feelings, and needs, while building a shared understanding that supports the creation of cooperation. This function allows society to organize daily activities, resolve conflicts, and plan for the future together. In a broader context, conversation also reflects the culture and identity of the community, helping to strengthen relationships between members of society from various backgrounds (Aini, 2019).

Conversation plays a central role in society as the primary means of social interaction, building relationships between individuals, and maintaining culture and social identity. In every

conversation, not only verbal language plays a role, but also non-verbal elements such as eye contact, body movements, and the context of the situation (Warwick, 2021). Through conversation, people are able to create a shared understanding that becomes the basis for cooperation, conflict resolution, and relationship development. In addition, conversation also becomes a forum for organizing social action and affirming the role and identity of individuals within their community.

#### C. The Role of Technology in Modern Conversation

Technology plays a significant role in modern conversation, especially in accelerating the spread of slang among the younger generation. Social media, such as Instagram, WhatsApp, and Twitter, have become the main platforms for Generation Z to introduce and popularize new terms that ultimately influence the way they communicate widely. This phenomenon shows that technology not only facilitates interaction across geographical boundaries but also encourages language transformation to be more dynamic. However, the impact is not always positive, because formal languages, such as Bahasa Indonesia, are often displaced and considered less relevant among teenagers. To maintain balance, there needs to be education about the importance of preserving national languages in this digital era (Adibah Dewi Satriani, 2023).

Technology has become a key element in modern communication, facilitating cross-border interaction through digital platforms such as social media, instant messaging applications, and online forums. In addition to enabling the rapid exchange of information, technology also influences the language patterns used, creating new variations and symbols that reflect social dynamics. Digitalization supports language learning by providing access to wider resources and innovative teaching methods, including immersive approaches. By utilizing this technology, communication between individuals can be more effective, both in personal and professional contexts, while encouraging adaptation to global cultural developments (Amanda Amelia, 2021).

#### D. Strategies to Improve Conversation Quality

Strategies to improve conversation quality, (Nurrachmah, 2024): The first strategy is openness in communication. An open attitude allows someone to convey information honestly and transparently, creating mutual trust between conversation participants. In addition, openness also helps reduce misunderstandings because the message delivered is clearer. In this process,

active listening plays an important role in understanding the perspective of the other person so that communication runs more effectively.

The second strategy is active and in-depth communication. This approach involves two-way dialogue that encourages intensive interaction, where each party not only conveys messages but also provides relevant responses. Active communication creates an interactive conversation atmosphere, increases interpersonal connections, and strengthens collaboration. Thus, conversations become more meaningful and build closer relationships.

The last strategy is positive communication, which emphasizes the use of optimistic and appreciative language. Delivering praise or appreciation for the contributions of others creates a supportive atmosphere, while providing emotional support can strengthen a sense of togetherness. This positive communication not only builds harmonious relationships but also increases cooperation in achieving common goals. These strategies, if applied consistently, will contribute to improving the quality of conversations and interpersonal relationships.

## **CONCLUSION**

Conversation is an important part of social interaction and community life. As a means of communication, conversation is not only a tool for exchanging information, but also plays a role in building harmonious relationships. Through conversation, individuals can convey ideas, feelings, and thoughts effectively, thereby creating a shared understanding that supports cooperation and conflict resolution. By using polite, clear, and respectful language, interpersonal relationships can be established well and sustainably.

In the modern era, technology has changed the way conversations take place. Digital platforms enable interaction across geographical boundaries and accelerate language dynamics. However, this change also brings challenges, such as the decline in the use of formal language in certain circles. Therefore, it is important to balance technological innovation with the preservation of language culture through education and collective awareness, so that national identity is maintained amidst the development of the times.

Improving the quality of conversation can be done by adopting effective communication strategies. This includes an open attitude in sharing information, building active and interactive communication, and using positive and appreciative language. By implementing this strategy consistently, conversations can become more meaningful, effective, and able to strengthen

interpersonal relationships, both in personal and professional contexts, thus supporting the creation of a harmonious and productive society.

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