# DIGITAL MEDIA COMMUNICATION

# Communication Patterns in Mataharikita.co Virtual Community Batch 11 in Building Solidarity

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**Abstract**
This study aims to determine the communication patterns in the Mataharikita.co community batch 11 in building solidarity between members and between members and administrators. The research method used is a descriptive qualitative research method and using a constructivist paradigm. Data collection techniques used in the form of in-depth interviews with members and administrators in the Mataharikita.co, observation, and documentation. The theory used is the Symbolic Interactionism theory. The results of the study show that the communication pattern model that occurs in the Mataharikita.co batch 11 is a pattern of all channels or what is known as a star pattern that involves all members and administrators in communicating, thus encouraging a sense of family as a whole that can help build solidarity in the Mataharikita.co. An open communication pattern not only facilitates the exchange of information, but also strengthens mutual trust, responsibility, respect between members and administrators and togetherness between each other. Thus, this communication pattern plays an important role in creating a supportive and mutually reinforcing environment, making Mataharikita.co a place that is not only productive, but also full of togetherness and concern among its members.

**Keywords**: Virtual Community; Symbolic Interactionism Theory; Solidarity; Communication Patterns.

**Introduction**

An organization is a group of individuals working together to achieve predetermined goals. In addition, an organization also functions as a forum for cooperation, where humans are the main driving force (Tanjung et al., 2022). Organization as a process refers to the division of labor within it, where the organization has a structure that establishes official relationships between individuals within it. These individuals carry out different tasks to support various organizational activities. Meanwhile, the organization as a system means it consists of interrelated and interdependent parts, which are organized in such a way as to form a unified whole (Pradayu & Syafrizal, 2017). One important part of an organization's success is communication, which functions as the main tool for conveying information, building relationships, and creating a sense of togetherness. Through effective communication, the organization's vision, mission, and values can be clearly conveyed to each member so that they understand the goals of the organization and the direction it aims to achieve. Communication also serves as a tool for delivering instructions, providing feedback, and strengthening relationships among members.

In this context, the organization not only functions as an internal structure but also as a vital component of the broader community, where effective communication enables collaboration, aligns shared values, and reinforces mutual support between the organization and its surrounding social environment (Chaskin, 2001). Organizations and communities are inherently interconnected, as organizations often emerge within communities to address specific social, cultural, or economic needs, while communities provide the contextual environment and social networks that sustain organizational growth. Organizations contribute to community development by mobilizing resources, delivering services, and fostering social capital, whereas communities influence organizational structures and values through local norms and collective identity. This reciprocal relationship creates a dynamic where both entities evolve together, enhancing resilience, cooperation, and shared purpose. According to Chaskin (2001), organizations serve as "vehicles for community capacity building," helping communities strengthen their ability to act collectively and solve problems through structured collaboration and leadership development.

The organization not only functions as an internal structure but also as a vital component of the broader community, particularly in virtual environments, where effective communication facilitates collaboration, aligns shared values, and fosters mutual support among geographically dispersed members.Virtual communities, rely heavily on digital communication to build trust, establish norms, and maintain engagement, making organizational communication strategies crucial for sustaining participation and cohesion. As Preece & Maloney-Krichmar (2005) explain, virtual communities thrive when communication is consistent, inclusive, and purpose-driven, enabling members to feel connected and invested despite the absence of physical interaction.

Good communication allows the creation of a harmonious cooperation atmosphere and encourages solidarity among members. However, organizations often face challenges in creating effective communication, especially in building solidarity. Solidarity itself refers to a strong sense of unity and support among individuals in a group. In an organization, communication patterns play an important role in maintaining operational smoothness, aligning goals, and increasing attachment among members. According to Emile Durkheim, solidarity is a sense of mutual trust among members of a group or community, which encourages the emergence of attitudes of caring, respect, responsibility, and attention to shared interests. The Mataharikita.co community, which focuses on mental health and self-development, requires a communication pattern that can create a supportive environment so that its members can work together optimally.



**Figure 1.** Mataharikita.co Logo
Source: Instagram.com/mataharikita.co

Mataharikita.co is a virtual community engaged in psychology and social humanity, aiming to bring a better movement for the future by disseminating education about mental health and self-development. Mataharikita.co was founded by Febby Nelson (founder) in 2022. This community has a vision and mission. The vision is to be a listener and a friend for the community to share stories and also become a place for self-development. The missions are: (1) To provide education about the importance of mental health awareness through social media videos, podcasts, and self-development

books that will be written by Mataharikita.co members in the future; (2) To collaborate with psychologists, communities, or influencers related to psychology, especially self-development and mental health when holding events; (3) To hold seminars that thoroughly discuss mental health and self-development; (4) To be a platform and a driver for mental health that is disseminated both inside and outside the community.

In carrying out its management, Mataharikita.co has an organizational structure consisting of Founder, Co-founder, Director Counseling, Manager, Head, and staff. Each of these positions has different duties according to their respective responsibilities to achieve Mataharikita.co's goals. For batch 11, the total members include 6 Managers, 17 Division Heads, and 126 Division Staff. Including the Founder, Co-Founder, and Director Counseling, the total number is 153 members. This community aims to help the member's community, especially young people, in understanding and managing mental health and improving self-quality. Considering the nature and deep purpose, Mataharikita.co requires a communication pattern that is not only effective but also able to build solidarity among its members. This solidarity is very important in an environment that focuses on mental health because it supports the creation of emotional bonds and mutual concern among members.



**Figure 2.** Mataharikita.co official Instagram account
Source: Instagram.com/mataharikita.co

Mataharikita.co also manages an Instagram account as a medium for the latest information related to various activities that have been or will be carried out. The shared information includes various topics such as mental health, sharing sessions, free counseling, talk shows, podcasts, webinars, and other activities.

The importance of research on communication patterns in this community lies in its role as a bridge in building solidarity among members. With the right communication pattern, members of the community are emotionally connected and create a sense of togetherness, which will increase their loyalty and commitment to shared goals. Communication that supports solidarity can increase members' motivation to participate actively, share ideas, and support each other in carrying out the community's mission. Thus, a good communication pattern is the key to building togetherness and well-being among its members.

**Theoretical Framework**

Recognizing that communication is central to building and sustaining solidarity, this study requires a theoretical lens that accounts for both the patterns of interaction and the meanings constructed within them. Symbolic Interactionism, as developed by George Herbert Mead and further refined by Herbert Blumer, provides such a lens by emphasizing that social reality is created and maintained through the exchange of symbols in everyday interactions. Within the context of MatahariKita.co Batch 11, this perspective enables an understanding of how members interpret messages, assign meaning to roles, and negotiate shared values that strengthen group cohesion.

The subsequent here will therefore elaborate on Symbolic Interaction Theory alongside communication pattern models, establishing a conceptual foundation for analyzing how solidarity emerges and is reinforced in the organization. Symbolic Interactionism is a sociological perspective that examines how individuals create and interpret meanings through social interaction, with symbols; such as language, gestures, and shared norms—serving as the primary medium of this meaning-making process. Mead (1934) posited that the self emerges from social experience, while Blumer (1986) emphasized three core premises: people act toward things based on the meanings those things have for them; these meanings are derived from social interaction; and meanings are modified through an interpretive process used by individuals in dealing with the things they encounter. In organizational contexts, Symbolic Interactionism provides a framework for understanding how communication patterns not only transmit information but also shape collective identity, trust, and solidarity among members.

This topic also has discussed in some studies. The first study, titled "Pola Komunikasi Pada Organisasi Dalam Mempertahankan Solidaritas Anggota (Studi Deskriptif Pada Organisasi Ikatan Mahasiswa Malaka Kupang)", was conducted in 2022 using qualitative methods and the communication pattern theory written by Seran et al. (2023).. This journal discusses the communication patterns of IMMALA in maintaining solidarity among IMMALA Kupang community members. The results show that IMMALA Kupang has implemented solidarity through proven communication patterns, where communication in the IMMALA Kupang community takes place both formally and informally. When information about activities is conveyed from the chairman and executive board to members, it is delivered directly in meetings, through verbal communication, or using WhatsApp. Moreover, the communication pattern from the chairman or board to members is also seen in the reception of information and feedback provided from subordinates to superiors (Seran et al., 2023).

Based on the research, it was found that upward communication often contains information that is unclear or not fully understood by members. Members also provide feedback regarding the results of the meetings. From interviews, researchers found horizontal communication in the community, where members or the executive board hold meetings or discussions about communityal activities. The communication pattern among IMMALA Kupang members occurs when the chairman and executive board convey information about activities to members. The study found three main communication patterns: downward, upward, and horizontal communication. Downward communication is conducted by the chairman to members to convey information about programs or activities within the community, usually in the form of guidance, goals, commands, or questions. This communication is aimed at delivering objectives, forming opinions, reducing fear or suspicion due to misinformation, and preventing misunderstandings caused by lack of information.

Downward communication can be conducted directly through meetings or media like WhatsApp. If some members have not received the information, others who have will share it. The study also identified upward communication, which flows from subordinates to superiors. Messages sent by members to the chairman or board usually relate to unclear or misunderstood information, as well as feedback about meeting results. Members typically reconfirm this information with their superiors. Issues communicated upward include tasks to be carried out, problems encountered during implementation, and suggestions or ideas for solutions. The study also discovered horizontal communication in program implementation, where individuals with equal positions coordinate by holding regular meetings to discuss activities. Each division head shares planning information, offers ideas, and solves problems collaboratively. Such meetings strengthen interpersonal relationships among leaders, which in turn enhances group cohesiveness.

The second study, titled "Pola Komunikasi Komunitas Kicau Mania Di Kota Depok Dalam Membangun Solidaritas Antar Anggota" was conducted in 2020 using qualitative research methods and group communication theory writer by Kuncoroyakti et al. (2020). This journal discusses the communication patterns in the Kicau Mania community in Depok City in building solidarity among its members. The aim was to explain how the community maintains solidarity. The results of the study show that there is a primary communication pattern applied in the Kicau Mania Depok community. Based on the findings, two types of communication are used: primary and secondary communication. Primary communication is the process of conveying thoughts or feelings using symbols as media. These symbols can be verbal (language) and non-verbal (gestures, signs, images, colors, etc.) that directly translate the communicator's thoughts or feelings to the communicant. The Kicau Mania Depok community applies primary communication to maintain solidarity through routine activities such as meetings, joint training, bird singing contests, and other social events. In addition to primary communication, the community also uses secondary communication patterns, maintaining continuous contact between members through social media like Facebook, WhatsApp, and others.

The third study, titled "POLA KOMUNIKASI ORGANISASI DALAM PERKADERAN HIMPUNAN MAHASISWA ISLAM (HMI) MPO CABANG PALEMBANG DARUSSALAM" was conducted in 2023 using qualitative methods and star communication pattern theory. This journal discusses how communityal communication patterns function in the cadre process of the HMI MPO Palembang Darussalam Branch. The purpose of this journal is to analyze the communication patterns that occur during the HMI cadre process and how these patterns affect organizational success. Based on the data obtained, HMI MPO Palembang Darussalam applies open communication to deliver information to its cadres (Wajdi, 2023). In the cadre process, materials are delivered directly without intermediaries, so the information is conveyed by HMI leaders or administrators who are experts in their fields. This enables two-way communication between leaders or administrators and the cadres. The cadres of HMI MPO Palembang Darussalam experience positive benefits from this open communication, such as a sense of belonging to the community, which encourages them to take responsibility for advancing and developing HMI.


**Material and Methodology**

This study applied a qualitative descriptive approach aimed at providing an in-depth explanation of the phenomena under study, particularly behaviors, perceptions, motivations, and actions of the subjects, described in natural contexts using various natural methods. The research used a constructivist paradigm, which emphasizes that knowledge is shaped through individuals' subjective interactions with their environment and experiences, rather than being purely objective. This paradigm helped the researcher to understand the communication patterns that foster solidarity in the organization. The research subjects were members and administrators of the MatahariKita.co Batch 11 organization, including the founder, manager, head, and staff. The research object was the communication patterns within MatahariKita.co Batch 11 in building solidarity. Primary data were collected through interviews in face-to-face sessions to obtain in-depth information; observations using participatory observation, where the researcher was directly involved in the community; and documentation by reviewing archives, records, and visual materials. Secondary data were obtained from documentation, articles, and relevant previous studies.

The qualitative data analysis in this study was carried out through three interconnected stages. The first stage, data reduction, involved selecting, coding, and focusing on information that was directly relevant to the research objectives while eliminating data that was not pertinent. This step ensured that the analysis remained aligned with the core focus of the study. The second stage, data display, entailed organizing the processed information into structured formats; such as charts, matrices, or diagrams; to facilitate interpretation and enable clearer understanding of patterns and relationships. Finally, the conclusion drawing stage consisted of formulating findings that directly addressed the research questions, with conclusions being continuously refined as additional relevant data emerged during the research process.

**Result and Discussion**

The communication pattern used within the community tends to be semi-formal. This approach is intended to maintain politeness, especially during the early stages of a batch's formation, when formal communication patterns are generally applied. However, over time, communication more often takes on a semi-formal nature, particularly in activities such as bonding and upgrading. The semi-formal approach aims to create a comfortable atmosphere for members, allowing everyone to feel more connected and to interact easily with one another. In addition, semi-formal communication is chosen to avoid a rigid impression within the organization, making it more flexible and inclusive in embracing all members to build solidarity among them.

Each batch in the community carries out various activities that fall into two main categories: internal and external. For internal activities, they routinely hold events such as weekly Instagram Live sessions, upgrading, bonding, welcoming parties, and farewell parties. Meanwhile, external activities include webinars and the "Rumah Belajar" (Learning House) program. Activities in each batch may vary depending on the needs of each division—for instance, the counselor division may hold consultation sessions with experts. Nevertheless, all activities tend to be flexible and can be adjusted according to the needs of the respective division.

This study found that the communication pattern used in the Mataharikita.co Batch 11 community is the all-channel pattern, also known as the star pattern. This pattern shows that every member and administrator has the freedom to communicate with anyone within the community, whether between members, between members and administrators, or across divisions. This pattern reflects an open communication system, where there are no hierarchical restrictions or barriers that hinder the flow of information.
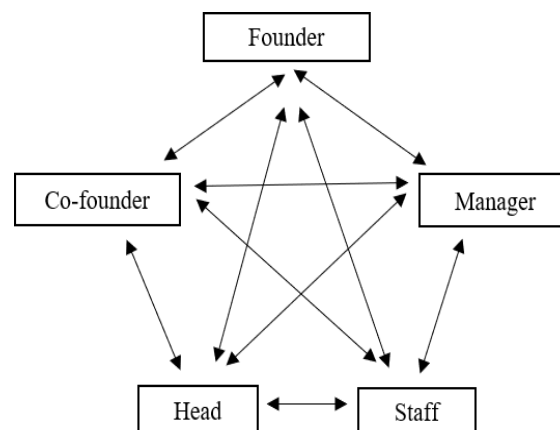


**Figure 3.** Star Communication Pattern of Mataharikita.co
Source: researchers

Such open communication allows members to convey ideas, opinions, or even complaints directly to the intended parties without going through lengthy procedures. Every member or administrator in the community, from the Founder, Co-founder, Manager, Head, to the Staff, is interconnected in an open communication channel. This creates an inclusive space for members to express ideas, feedback, criticism, and complaints without having to go through long procedures or formalities that could hinder them. This open communication becomes the foundation for the formation of solidarity within the community, which includes: (1) Trust; they built through clear task and responsibility distribution, as well as routine evaluations across divisions to monitor performance and solve obstacles together. Performance evaluations are essential to determine the extent to which the organization has achieved its objectives, as well as to assess the effectiveness and efficiency of activities or tasks that have been carried out. Routine evaluations are conducted both at the divisional level and in larger forums involving all divisions. Internal evaluations are conducted specifically for each division, such as content writers and podcasters, with the aim of identifying obstacles and finding solutions. Furthermore, the results of these internal evaluations are then discussed in the organization's larger evaluation meeting. In addition to addressing problems, evaluations also serve as a moment to give appreciation through awards.

Awarding, in the form of recognitions such as Best Manager, Best Head, and Best Staff, is given every month to encourage members' enthusiasm and motivation.

(2) Mutual Respect; they are appreciating the role of each individual, such as respecting division heads as team leaders. Giving members the freedom to speak, share stories, or express other matters is encouraged. However, it is also emphasized that proper etiquette must be maintained, especially when communicating with individuals in higher positions, such as managers or the founder, by using more polite and respectful language. Differences of opinion often occur within an organizational environment, typically arising during decision-making processes or the execution of certain tasks. Such differences can become a challenge if not managed properly, as they may potentially trigger conflict or hinder teamwork. However, these differences of opinion can also yield positive outcomes if approached constructively. Discussion, mutual respect, and a focus on shared goals can help the organization arrive at more creative solutions.

(3) Responsibility; all members are aware of their assigned tasks, and the community provides feedback in the form of symbolic rewards such as "best staff" titles, which boost motivation and a sense of belonging It can be concluded that within the organization there is a reward system given at the end of each month as a form of appreciation for members' performance. The award categories include Best Staff, Best Head, and Best Manager, which are presented to members with the best performance. However, even if a member does not receive an award, each individual still receives feedback in the form of words of appreciation, greeting cards, and performance reports to help them improve and enhance their work in the following month. Members who fail to fulfill their responsibilities in the organization can affect the team's overall performance. Unmet tasks that have been previously agreed upon create an imbalance in workload, hinder the achievement of goals, and reduce the morale of other members. In such situations, it is important to recognize the impact of unfulfilled responsibilities and to seek solutions acceptable to all parties. Good leadership ensures that every member feels supported and motivated to contribute again for the advancement of the organization.

(4) Common Interest; in the community itself, communication is used as a medium to express collective opinions for organizational advancement, such as through evaluation forums or open suggestions to all levels of management. The importance of balancing collective interests and personal interests in an online organization such as Mataharikita.co is emphasized. The informant noted that online and offline organizations have differences, and therefore she strives to ensure that her personal interests do not interfere with the organization's interests. For example, when serving as an online MC, even when in a bad mood, she makes an effort to present herself with a positive attitude. To balance collective and personal interests, she applies a priority scale based on the level of urgency. In Mataharikita.co, Informant 2 understands her role as a manager and is therefore able to fulfill her responsibilities, especially in urgent situations. For instance, during routine meetings with the founder or divisional evaluation activities, she ensures her attendance and contributes to both the content writer and podcaster divisions. She also highlights the importance of expressing opinions within the organization. She encourages every member, including head staff, to share their ideas or opinions— either directly with her or through the structural stages, such as through the head or manager first.

This study examines how communication patterns in the Mataharikita.co Batch 11 community play a role in building solidarity among members and administrators. Based on the research, the communication pattern used is the all-channel or star pattern. This pattern allows each member, regardless of position, to communicate directly, both formally and informally. This facilitates message delivery and increases a sense of connection, togetherness, and belonging within the community.

The pattern shows that every member and administrator has the freedom to communicate with anyone within the community, whether among members, between members and administrators, or across divisions. This reflects an open communication system, where no hierarchical barriers or restrictions hinder the flow of information. Such open communication enables members to convey ideas, opinions, or even complaints directly to the relevant parties without lengthy procedures.

The communication pattern used in this community follows the star network, where each actor can communicate directly with others without intermediaries. In this structure, the Founder plays a central role and can interact directly with the Co-founder, Manager, Head, and Staff, ensuring information is delivered quickly and effectively. The Co-founder also has broad communication access, interacting with the Founder, as well as with the Manager, Head, and Staff. The Manager communicates with both upper and lower level of member in organizational structure.

To understand how this communication fosters solidarity, the study uses the symbolic interaction theory by George Herbert Mead, further developed by Herbert Blumer. There are three main concepts in this theory—mind, self, and society—which can be used to explain the process of forming solidarity in an community.

In symbolic interactionism theory, 'mind' describes an individual's ability to express thoughts through symbols, such as language. In Mataharikita.co, every member is given space to openly express their opinions for the community's collective interest. According to the assumption of common interest, opinions can be expressed by staff, heads, managers, co-founders, or the founder. This opinion-sharing brings about more suggestions or creative ideas that benefit the community in the future. This indicates that each individual uses their thinking ability to contribute ideas within the community, creating supportive communication. As a result, a collaborative communication climate is formed where every opinion is valued and considered, thereby strengthening solidarity and unity in achieving the community's goals.

'Self' in symbolic interactionism theory is an individual's ability to reflect on their identity through others' views or evaluations. In Mataharikita.co, members' identities are shaped through social interaction and responsibilities within the community. Evaluation of individual roles; such as performance reviews or awards like "best staff," "best head," or "best manager"; reflects how their contributions are recognized by others. As explained by informants, feedback exists in Mataharikita.co to assess the roles of staff, heads, or even managers in carrying out their tasks or responsibilities. This feedback comes in two forms: negative and positive. Negative feedback focuses on evaluation for improvement and enhancing performance to achieve shared goals more effectively. Positive feedback is given through awards or appreciation categories, including best staff, head, and manager, for top performers. Positive recognition can also be in the form of thank-you notes, greeting cards, and report cards for individual performance assessment. This process strengthens each individual's awareness of their responsibility and contribution in building communityal solidarity. Thus, social interaction in Mataharikita.co plays a crucial role in shaping members' self-identities as part of a supportive community.



**Figure 4.** Evaluation Meeting of Mataharikita.co
Source: mataharikita.co

'Society' is a network of social interactions formed by individuals in a community. Each person actively and voluntarily determines their actions, which in turn directs them to fulfill their roles in the social environment. Routine evaluations conducted by Mataharikita.co Batch 11 reflect this social interaction process. These evaluations serve to maintain trust between members and administrators. In this activity, individuals actively provide feedback, discuss achievements, and solve problems together.

This demonstrates that society (in Mataharikita.co) is built through interconnected social relationships, where members actively carry out their roles to support ongoing solidarity and common communityal goals. This aligns with the assumption of trust, where regular evaluations in Batch 11 aim to maintain mutual trust. As explained by informants, evaluations are conducted both at the division level and in large forums involving all divisions. They are held monthly to correct previous errors and minimize future one

## Conclusions

Based on the results of research, observations, and data collection that have been carried out, it can be concluded that: The communication pattern in Mataharikita.co Batch 11 in building solidarity is the all-channel or star pattern, where all channels are open and every staff or member, division head, manager, founder, and co-founder can communicate without limitations. This fosters a sense of togetherness as a unity that helps build communityal solidarity. Open communication patterns not only facilitate information exchange, but also strengthen mutual trust, responsibility, respect between members and administrators, and togetherness. This can be seen from the way Mataharikita.co builds solidarity among its members and administrators. As can be concluded, the way of building solidarity among members in Mataharikita.co Batch 11 is by fostering mutual trust between members and between members and administrators, respecting one another, fulfilling role responsibilities, and always involving shared interests to achieve communityal goals. Through this, a sense of solidarity is built among members.

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