

Influence of Emoji Use in Online Media Communication (Whatsapp) on User Reactions and Responses

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ABSTRACT

The purpose of this study is to determine the impact of emoji use in online communication, specifically through the WhatsApp platform, on users' reactions and responses. As the use of digital communication becomes more widespread, emoji are becoming an important element in text conversations, helping to convey emotions and intentions that are not always obvious through text alone. This study uses a quantitative survey method to collect data from WhatsApp users about their perceptions and experiences when using emoji. The study shows that the use of emoji has a significant impact on the interpretation of messages, improving the clarity of communication and strengthening social relationships between users. In addition, emoji were shown to reduce misunderstandings and speed up responses in conversations. These findings suggest that emoji can serve as an effective communication tool to improve the quality of digital interactions. This study provides important insights for instant messaging app developers and digital communication researchers, and paves the way for further research into the role of emoji in different online communication contexts.

Keywords: Communication, emoji, reactions.



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1. INTRODUCTION

Communication is one of the most important aspects of the digital age, as evidenced by the presence of online media in everyday life. The use of emoticons in online media communication, especially on platforms such as WhatsApp, is an interesting aspect to study. Emoticons have become an important part of conveying emotion, expression and nuance in text messages, which can influence the way we communicate and respond to messages. In recent years, researchers have paid attention to the use of emoji in online media communication (Novak et al, 2015). However, there is still much to be learned about how the use of emoji affects users' reactions and responses. Therefore, this study aims to further explore how the use of emoji in online media communication, specifically on the WhatsApp platform, affects users' reactions and responses.

Communication through written messages, as is often the case on the WhatsApp platform, can pose its own challenges for both parties involved. Text messages or words without additional non-verbal cues such as facial expressions or body movements can make it difficult for both the communicator and the recipient to properly convey and understand the message. In the absence of supporting non-verbal cues, the communicator will find it difficult to express the emotions or nuances of the message being conveyed. On the other hand, the receiver of the message will also have difficulty in interpreting and understanding the message received without the help of such non-verbal cues. Therefore, it is important to understand that written communication can be more complex due to limitations in expressing and understanding the emotions and nuances of the message (Annamalai & Salam, 2017; 2019).

This can increase productivity and ensure effective communication. As a result, the same person's experience can be interpreted differently by people who share the same experience. Some people may not be able to interpret the experience based on psychological factors at the time. According to Severin & Tankard (2005, p. 83), someone who is sending a message will not be able to tell that the text of the developed message comes from the same material as the message.

The presence of emoji elements in communication through online media is a form or attempt to anticipate the limitations of non-verbal language in text messages. Emoji are graphical representations of facial expressions that many SMS users use in their messages. These symbols are widely recognised and commonly understood by users of online communication (Weqium Wang et al., 2014). These emoticons are well known to text message users and are generally understood by computer communication users.

According to a study on reflex modulation with effective facial 'emoji' pictograms (Aluja et al., 2020), one of the factors influencing a person's decision to use an emoji is whether or not it can be used in conjunction with a person's identity and provide a more consistent experience.

Research explains that each emoji grain has a different effect due to its negative impact on the text. According to Weiquan Wang (2014), who published his research in the journal, the second phase of the project was conducted on screens with the demographic and cultural background used in the first phase of the project. He then discussed whether or not there were more substantial differences in influence as a result of the negative feedback process.

As we already know, text-only communication in digital systems without emoticons can make interactions less expressive. Without emoticons to convey emotions, it becomes more difficult to understand the feelings in a message. This can be difficult for both the sender and the receiver of the message, as the expressions and nuances of emotion are difficult to discern from words alone. As a result, misunderstandings in perception can occur, reducing the overall effectiveness of the interaction.

The purpose of our journal is to identify and analyse the impact of emoji use in online media communication, specifically on the WhatsApp platform, on user reactions and responses, such as understanding how emoji affect perceptions, emotions and interactions between users in the context of digital communication.

2. RESEARCH METHODS

This research uses quantitative methods as part of the survey design as the main approach. For data collection, this research utilises questionnaire data as the research instrument. In addition to using the questionnaire method as a data collection method, this research also involves observing or analysing data regarding the use of emoji by the public in the media. This includes referring to a number of journals that discuss the use of emoji in communication and the efficacy of emoji in expressing emotions to convey emotions to others.

By using quantitative methods, the Data Collection Results can be used to analyse the response and reaction rate. This response was written to find out the responses and responses of others regarding the Use of Emoji in Online Media Communication (WhatsApp) Against User Reactions and Responses. This questionnaire sheet is arranged using a Likert scale with scores (1-4) including score 1: strongly disagree, score 2: disagree, score 3: agree, score 4: strongly agree.

$$p = \frac{f}{n} \times 100\%$$

Description:

P : Percentage of emoji usage in online media (WhatsApp)

f : Number of ratings received by WhatsApp emoji users

n : Maximum number of points

The criteria for the percentage of WhatsApp emoji usage can be seen in Table 1.

Table 1. Percentage criteria for WhatsApp emoji usage

Average	Interpretation
80%-100%	Excellent
60%-79%	Good
40%-59%	Not good
<39%	Not very good

3. RESULTS AND DISCUSSION

3.1 Results

The effect of using emoticons in online media communication, especially WhatsApp, has given several reactions and answers to users. As for some summaries of the research results from the questionnaires we distributed, some respondents gave reactions and answers that emojis on WhatsApp have the effect of different meanings of the messages conveyed, even though the use of emojis has different meanings. Emoticons can be used to convey feelings or emotions to someone through digital communication, but emoticons cannot convey non-verbal emotions through emotional connections because emotional connections are the same as the emotions expressed by a person.

Using emoticons in text has become common for many reasons, including the fact that emoticons are used to convey emotions and communicate with others in a more visual and expressive way. Emoticons can be used to convey emotions that cannot be expressed verbally and can also be used to show empathy to others. This is the result of the questionnaire, with a figure of 94.23% strongly agreeing with the statement that using emoji in a sentence can cause ambiguity and unnecessary repetition.



Figure 1. Emoji shapes

When emoticons are used in a particular piece of work, they can be used to increase the effectiveness of that work by increasing the sense of empathy felt by the person doing the work. Emoticons can be used as an effective tool to convey information in interpersonal interactions and to improve cognitive and effective online communication.

The percentage results of WhatsApp users' perceptions of the effect of using emoji in online media communication (WhatsApp) on users' reactions and responses can be seen in Figure 2.

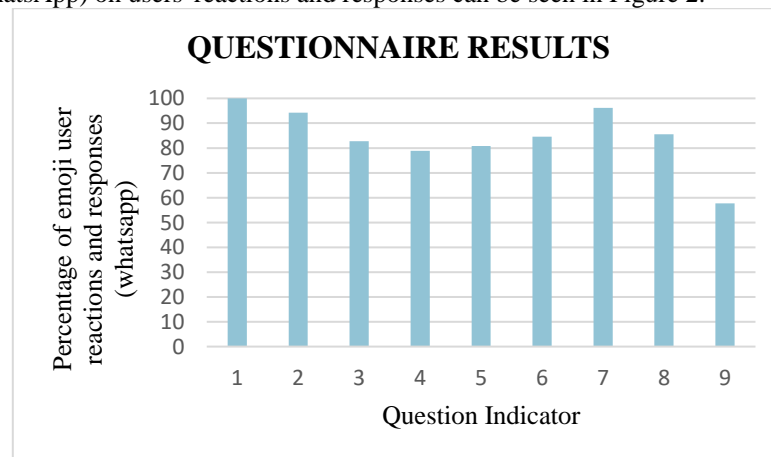


Figure 2. Percentage results of WhatsApp emoji users

Description:

User Index: Questions 1, 2, 3

Influence Index: Questions 6, 7, 8, 9

Improvement Indicator: Questions 4, 5

3.2 Discussion

The results of the responses from 26 WhatsApp user respondents with 9 questions had a percentage of 94.23% for the strongly agree category. If the use of these emoticons can improve communication in a less formal way, then communication using emoticons will be slow and there will be no added value. According to Annamalai & Salam (2017, p. 92), the use of emoji can improve communication and communication efficiency between people. In addition, Huang, Yen, and Zhang (2008) found that emojis can be used in a unique way in communication because they can be used to communicate with people's comfortable enjoyment, which in turn can be used to communicate with others.

4. CONCLUSION

Based on the results of the research and discussion we obtained, it can be concluded that the effect of the use of emoticons in online media communication (WhatsApp) on user reactions and responses has a dominant category that strongly agrees with a percentage of 94.23%. An average of 26 respondents answered the 9 questions posed. The majority of respondents strongly agree that emoticons on WhatsApp affect the way a person understands the meaning of a message.

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