

ABSTRACT

The forward movement of communication technology fundamentally changes the way human communication occurs, not only face-to-face but also through multi-directional communication via social media (Husna, 2017). One of the communication tools that enable multi-directional communication is Omnichannel, which can simplify multi-directional communication. However, the use of omnichannel as a communication medium with prospective students has led to an increase in negative sentiments toward the customer care service of Telkom University. Based on observations, the researcher identified interpersonal communication barriers between telemarketing agents and prospective students when using omnichannel services. Therefore, the researcher is interested in exploring in-depth the interpersonal communication barriers in the omnichannel service at Telkom University. The research method used is the qualitative method and study approach. To collect data, the researcher conducted several techniques such as interviews, observations, and documentary studies. The informants in this research consist of six people as the key informants and two people as the supporting informants. From the conducted research, the researcher identifies interpersonal communication barriers between telemarketing agents and prospective students at Telkom University which caused an increase in negative sentiment. These communication barriers include Physical Noise, Physiological Noise, Psychological Noise, and Semantic Noise.

Keywords: *Communication Barriers, Interpersonal Communication, Omnichannel*