

ABSTRAK

Penelitian ini bertujuan menganalisis dinamika komunikasi interpersonal yang melatarbelakangi infidelitas di kalangan pekerja pabrik garmen terbesar di Kabupaten Purbalingga, menggunakan Teori Pertukaran Sosial Thibaut dan Kelley (1959) melalui empat komponen: *rewards*, *costs*, *comparison level* (CL), dan *comparison level for alternatives* (CLalt). Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus, melalui observasi, wawancara mendalam terhadap lima informan yang dipilih secara *purposive*, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa infidelitas bukan peristiwa yang muncul seketika, melainkan akumulasi komunikasi interpersonal yang bergeser bertahap dari urusan pekerjaan menjadi keterikatan emosional. *Rewards* emosional dan psikologis menjadi manfaat paling dominan, sementara *costs* seperti risiko sosial dan rasa bersalah cenderung dirasionalisasi. Rendahnya kepuasan komunikasi rumah tangga terutama pada pasangan LDR menurunkan CL dan meningkatkan CLalt, sehingga rekan kerja dipandang sebagai alternatif yang lebih menguntungkan. Penelitian ini menyimpulkan bahwa infidelitas di lingkungan pabrik bukan sekadar persoalan moral individu, melainkan hasil interaksi antara kebutuhan psikologis dan tekanan struktural lingkungan kerja.

Kata kunci: komunikasi interpersonal; infidelitas; Teori Pertukaran Sosial; pekerja pabrik garmen; Purbalingga

ABSTRACT

This study aims to analyze the interpersonal communication dynamics underlying infidelity among factory workers in Purbalingga Regency, utilizing Thibaut and Kelley's (1959) Social Exchange Theory through four components: rewards, costs, comparison level (CL), and comparison level for alternatives (CLalt). A qualitative case study approach was employed, involving observation, in-depth interviews with five purposively selected informants, and document analysis. The findings reveal that infidelity is not a sudden occurrence but rather the result of accumulated interpersonal communication that gradually shifts from work-related matters to emotional attachment. Emotional and psychological rewards emerge as the most dominant benefits, whereas costs such as social risk and guilt tend to be rationalized. Low satisfaction with marital communication, particularly among couples in long-distance relationships, lowers the CL and raises the CLalt, leading workers to view colleagues as more advantageous alternatives. The study concludes that infidelity in the factory environment is not merely a matter of individual morality but the outcome of an interaction between psychological needs and the structural pressures of the workplace.

Keywords: interpersonal communication; infidelity; Social Exchange Theory; factory workers; Purbalingga