

**KOMUNIKASI *INTRAPERSONAL* SEBAGAI PEMBANGKIT *SELF-ESTEEM* DAN  
*SELF-AWARENESS*  
(Studi Kasus: ‘Belva Faristha’ Remaja Penderita *Tourette Syndrome*)**

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**ABSTRAK**

Komunikasi intrapersonal memiliki peranan yang sangat penting bagi seorang remaja karena dapat membantu remaja mengenal diri sendiri, membangun kepercayaan diri, dan meningkatkan kesadaran diri. Penelitian ini mengkaji peran komunikasi intrapersonal dalam membangkitkan *self-esteem* dan *self-awareness* pada Belva Faristha, seorang remaja penderita Tourette Syndrome yang juga dikenal sebagai *influencer* di Indonesia. *Tourette syndrome* sendiri merupakan sindrom gangguan saraf yang menyebabkan penderitanya mengalami *tic* motorik dan vokal dimulai pada masa kanak-kanak. Gerakan tidak terkendali dan sumpah serapah yang keluar secara tiba-tiba tanpa sebab menjadi gejala umum dari *Tourette syndrome*, hal tersebut menyebabkan timbulnya stigma negatif di lingkungan masyarakat karena kurangnya informasi terkait sindrom ini. Stigma negatif yang timbul menyebabkan remaja dengan *Tourette syndrome* terindikasi 4x lebih berisiko melakukan bunuh diri serta rentan memiliki *self-esteem* dan *self-awareness* yang rendah. Sebagai remaja dengan Tourette Syndrome, Belva aktif membuat konten edukasi terkait penyakit tersebut dan berhasil meraih beasiswa untuk melanjutkan pendidikan di Turki. Penelitian ini bertujuan untuk menganalisis bagaimana Belva membangun *self-esteem* dan *self-awareness* melalui komunikasi intrapersonal, menggunakan teori akomodasi komunikasi dengan metode kualitatif, dan pendekatan studi kasus menggunakan teknik analisis model Creswell. Data dikumpulkan melalui wawancara secara mendalam yang mengungkapkan bahwa *self-esteem* dan *self-awareness* Belva dipengaruhi oleh kontrol diri, manajemen diri, serta interaksi yang mendukung di lingkungan sekitarnya. Hasil dari penelitian ini menemukan bahwa *self-esteem* dapat ditingkatkan melalui afirmasi positif, *self-talk*, dan refleksi diri, sedangkan *self-awareness* dibangun melalui *self-care*, *self-compassion*, dan tidak menekan diri sendiri. Hasil ini menunjukkan hubungan erat antara *self-esteem* dan *self-awareness* serta menyoroti pentingnya komunikasi intrapersonal yang efektif dalam membantu individu mengatasi tantangan personal dan sosial.

**Kata kunci:** Komunikasi *Intrapersonal*, Belva Faristha, *Tourette Syndrome*, *Self-Esteem*, dan *Self-Awareness*

**INTRAPERSONAL COMMUNICATION AS SELF-ESTEEM DAN SELF-AWARENESS  
BUILDER**

***(Case Study: 'Belva Faristha' A Teenager Suffering from Tourette Syndrome)***

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**ABSTRACT**

*Intrapersonal communication has a significant role for teenagers because it can help them get to know themselves, build confidence, and increase self-awareness. This study examines the role of intrapersonal communication in raising self-esteem and self-awareness in Belva Faristha, a teenager with Tourette Syndrome who is also known as an influencer in Indonesia. Tourette syndrome itself is a nervous disorder syndrome that causes sufferers to experience motor and vocal tics starting in childhood. Uncontrollable movements and swearing that comes out suddenly without cause are common symptoms of Tourette syndrome, this causes a negative stigma in the community due to lack of information related to this syndrome. The negative stigma that arises causes adolescents with Tourette syndrome to be indicated to be 4x more at risk of suicide and vulnerable to having low self-esteem and self-awareness. As a teenager with Tourette Syndrome, Belva actively created educational content related to the disease and won a scholarship to continue her education in Turkey. This research aims to analyze how Belva builds self-esteem and self-awareness through intrapersonal communication, using communication accommodation theory with qualitative methods, and a case study approach using Creswell's model analysis technique. Data were collected through in-depth interviews which revealed that Belva's self-esteem and self-awareness are influenced by self-control, self-management, and supportive interactions in the surrounding environment. The results of this study found that self-esteem can be improved through positive affirmations, self-talk, and self-reflection, while self-awareness is built through self-care, self-compassion, and not putting pressure on oneself. These results show the close relationship between self-esteem and self-awareness and highlight the importance of effective intrapersonal communication in helping individuals overcome personal and social challenges.*

**Key words:** *Intrapersonal Communication, Belva Faristha, Tourette Syndrome, Self-Esteem, and Self-Awareness*