ABSTRACT

THE ATTRACTION OF DANGDUT SINGERS OF TIPPING IN DANGDUT ENTERTAINMENT
(A Descriptive Study In The Attraction Of Dangdut Singers Of Tipping In Dangdut Entertainment In Bandung)

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The aim of study *is to find out the attraction of Dangdut singers of tipping in dangdut entertainment in Bandung. To do this, the writer takes the following sub- focuse of the study:* ***Physical attraction, similarity and intimacy****. This sub-focuse is to measure the focuse of the study: The attraction of dangdut singer of tipping in Dangdut entertainment.*

The approach of study *is qualitative approach with descriptive study. The subjects of the study is the audience or tipper. The informer is chosen with purpose sampling technique. For the main informer of the research, there are five audiences or tippers and to make it clear and reinforce the data, there are two key informers. The reseach data is obtained from the interview, observation, documentation, bibliography study and internet searching. To validate the data,the writer does it triangulation and member checking. While the techniques of data analysis are reducing data, collecting data, presenting data, making a conclusion and evaluating.*

The findings of the reseach *show: 1.* ***Physical attractions*** *of dangdut singers are beauty, good voice,communication, attrative appearance and politeness. 2.* ***The similarity*** *between the singer's and the audience's hobby of dangdut music, singing and dancing become a mutual attraction. 3.* ***The intimacy*** *between the singers and the audience is due to the singer's approach to the audience: the closer the singer toward the audience, the more positive response and the more intimate among them.*

Conclusion *The attraction of dangdut singer of tipping shows that an audience is willingly to tip the singer due to the ability of the singer in communicating and making the audience sympathy.*

Suggestion *dangdut singers are expected to always put the priority on voice as it is the main factor of the singer beside physical factor. all the people and the audience are expected to respect the singers on the stage. The researchers are expected to focuse more specific on attitude of dangdut singers, their verbal and non-verbal communication etc and study the follow up from the founders of dangdut music and a lot of references as literaure.*

Keywords: Physical attraction, similarity and intimacy.