ABSTRACT

NON VERBAL COMMUNICATION OF TRAFFIC POLICE OF BANDUNG CITY RESORT

(Descriptive Study Of Non Verbal Communication By Street Police Bandung City Resort On Traffic In Assisting The Flow Of Traffic In Bandung City)

By :

Moh Riski Rahardianto

NIM.41808121

This Research is Supervised By :

Melly Maulin Purwaningwulan., S.Sos,. M.Si

The purpose *of this research is to gain knowledge on Management Non Verbal Communication Of Traffic Police of Police of Resor of Metropolis Bandung. The sub focuse of this research art,* ***Appearance and Clothing, Movement and Body Posture, Facial Expression, Eye Contact.***

The approach *of this research is qualitative with descriptive study. The research subject isi Traffic Police of Police of Resor of Metropolis Bandung. Informants are chosen by purposive technique sampling, the informants consist with 4 people and to strengthen and clarity the data, this research consists of 2 key informants. This research data is gathered through in dept interview, non participant observation, documentation, literature study and search online data. The data analysis technique consists of data reduction, gathering data, display data, concluding dan evaluataing.*

The result *of this research shows that The Appearance and Clothing is used of traffic police are visible by others and could create feeback from the others who see it. Movement and Body Posture of traffic police consists of 12 kinds of commanding gesture and each movement also different meaning and functions. Facial expression is show to traffic user consists of smiling and greeting. Eye contact that is shown to traffic users is friendly eye contact.*

The conclusion *of this research shows that the Management Non Verbal Communication of traffic police is a method that is used to manage non verbal communication in a good and proper way to traffic users.*

The suggestion *to traffic police is to be more patient in dealing with traffic user, be closer with society, and always keep up the good image of police imagae.*