ABSTRACT

NONVERBAL COMMUNICATION MANAGEMENT OF BEGGAR
(Phenomenological Study about Nonverbal Communication Management of Beggar In The Presence Generous Candidates of Highway's User in Bandung)

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This research has a lot of aims *to find out how nonverbal communication management of beggar in the presence generous candidates of highway's user in Bandung. This research to answer the problems above, then is there are researchment sub focuses on the following:* ***background, the message of kinesik, the message of artifactual*** *and* ***nonverbal communication management****. Sub focuses are to measure the focus of research, this is: Nonverbal communication management of beggar in the presence generous candidates.*

Research approach *is qualitative with phenomenological study, research subjects are beggars. Informants are selected by purposive sampling technique, the main informants from this research was amounted 6 (six) beggars, and to clarify and to strengthen informant's data, there were 4 (four) people as key's informants. The research data obtained through in-depth interview, observation, documentation, literature and searches online data. To test the validity of the data used date triangulation techniques. The data analysis techniques were reduction data, collection data, presentation data, drawing conclusions, and evaluation.*

The results *showed that: 1.* ***The background of nonverbal communication management*** *is based on a factor both biologically and non-biologically, as well as with environmental factors and friendship factors as a driving factor, 2.* ***The message of kinesik*** *with body gestures are shown as the meaning of compassion and sense of status and position of beggars, 3.* ***The message of artifactual****, featuring the first appearance as the view seen by others and self-identity, 4.* ***Nonverbal communication management*** *beggar managed to create an impression of people who see it.*

The Conclusion*, nonverbal communication management of beggar indicates a message deliveryis interpreted together with the specific aim of begging for mercy, given help, and get sympathy.*

Suggestions *to the beggar aren't hypocrisy and take opportunity of government programs, for society have to give their with sincerity but not sympathy, whereas the government are firm the rules and construction that can change the mindset of beggars, for further researcher to make this research more specific, example the communication of space, the communication of touch, proksemik on beggars, as well as on the research follow up of government programs and so on and richer the literature.*