ABSTRACT

The Communication Behavior of Tattoo Artist
(Phenomenology Study of Communication with Symbolic Interaction Tattoo Artist In Bandung)

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This research study was intended to describe, explain, and analysis about the communication behavior of Tattoo Artist in general and specifically about verbal communication, non-verbal communication, and motives that underlie the communication behavior Tatoo Artist in Bandung.

This study used a qualitative research with a phenomenologycal approach with informants of four people. The data obtained through intervie, observations, library research, documentation, internet searching, and triangulation. The data analysis techniques used are ata reduction, data disply and conclusion.

The result of this research showed that the communication behavior of tatoo artist can be seen from verbal communication, nonverbal and motive. In verbal communication are verbal terms used like geliw, mahasiwa, kami, umak, uka, heriw, tresing, sket, green soap. On nonverbal communication they do body language when handshake, motion hand, eye contact, always using black shirt and used piercing. Then the motives, background of their lives so that they become tattoo artist caused by several factors. Family factor, friend, and environment are factors that greatly affect become tattoo artist. Then the future motive they hope negative imange tattoo in society disappear.

The conclusion of this research is the behavior of the communication of tattoartist in Bandung it shaped by several factors. Family factor, friend and environment is to have a large stake.

Finally, the research suggest tattoo artist doing many much charity activity and positive activity positive materialized image to tattoo artist

Key Word : Phenomenology, Communication Behavior, Tattoo Artist