ABSTRACT

"COMMUNICATION STRATEGY OF SOCIAL DEPARTMENT WEST JAVA PROVINCE THROUGH SOCIAL REHABILITATION CENTER OF HANDICAPPED PEOPLE (BRSPC) TOWARDS DISABLED STUDENTS' MOTIVATION IN CIBABAT – CIMAHI"

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This study is aimed to find out how Communication Strategy of Social Department West Java Province through Rehabilitation Center of Handicapped People (BRSPC) Towards Disabled Students' Motivation in Cibabat – Cimahi develops. The researcher analyzes the plan, activity, media and message. The researcher also examines the effort, value and result of disabled students.

The approach of this study is quantitative. The method used is survey with correlation analysis techniques. The data are collected through questionnaires, internet searching and literature. There are 35 respondents who are given the questionnaires. Total Sampling is the sampling technique used. The researcher analyzes questionnaires and then inputs the results of the questionnaires in SPSS 15.0 for windows.

The result of the study shows relationship of indicator and variable. Plan and students motivation is about 0,512 valuable and significant. Activity and students motivation is about 0,51 valuable and significant. Media and students motivation is about 0,553 valuable and significant. Message and students motivation is about 0,691 valuable and significant. Communication Strategy with students effort is about 0,471 valuable and significant. Communication Strategy with students value is about 0,638 valuable and significant. Communication Strategy with students result has correlation about 0,537 valuable and significant.

The conclusion of this study shows that there is a relationship between Communication Strategy and students motivation is about 0,643 valuable, one direction and significant.

The suggestion of this study is to develop control and activity in order to make disabled students feel comfortable. The students also have spirit to relieve their boredom while in the rehabilitation center.

Keyword : Strategy, Motivation, Plan, Activity, Message, Media, Effort, Value, Result.