ABSTRACT

THE COMMUNICATION BEHAVIOR OF THE GOVERNMENT SCHOLARSHIP RECIPIENTS AT SMK 3 BANDUNG

(A Study Case Of The Communication Behavior Of The Government Scholarship Recipients At SMK 3 Bandung In Improving Their Self Imaging In The School Environment)

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This study was performed to indentity the communication behavior of the city government scholarship recipient at SMK 3 Bandung in inproving their self-imaging in the school environment. The research analyzed the communication behavior seen from verbal communication, non-verbal communication, and communication abstacles.

The research approach was the qualitive approach and the research method was the studiycase method. The collecting hechnique of the data was done by way of discussing, observation,documentation,literature reviewing, and internet searching. The selecting technique of the informants was the purposive sampling technique.

That considered the goal of the research. The result of the research showed the communication used. The verbal communication of the scholarship recipments determined by the words spoken. They also used the nonverbal communication in communication with their teacher or the often students seen from their body gesture and the facial expression. The communication abstacle that accured was their embarrassment to communication better with the teacher or the other students in the shool environment.

The counsel of the research was that they should not be ashamed that they got the scholarship. They have to be motivated by the scholarship and they have to be more diligent because the shool have halped them through the scholarship. The school that administer the scholarship have to be always motivation the students, especially.

Keywords : Behavior Communication Verbal, Nonverbal ,Abstacles, Students, Scholarship, Study Case