ABSTRACT

COMMUNICATION BEHAVIOR OF DREADLOCKS MAN IN BANDUNG (Phenomenology Study of Communication Behavior Dreadlocks Man in Bandung)

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This study aims to find out How to Conduct Communications Dreadlocks Man in Bandung. This study discusses the communication behavior seen from verbal communication and nonverbal communication of the communication behavior.

This study used a qualitative approach to the study of phenomenology. The process of selecting informants using purposive sampling technique. The data collection techniques with in-depth interviews, observation, documentation, literature, and online data searches. Engineering data analyst with data reduction, data collection, data presentation, drawing conclusions, and evaluation.

The result showed that the behavior of the dreadlocked communication in the city seen from verbal communication, there are several commonly used languages such as Sundanese, Indonesian, and slang and the use of nick name. Whereas in non-verbal communication dreadlocked man, body language such as facial expression, eye contact and hand gestures and physical appearance in the form of dreadlocks with use of clothing accessories such as bracelets, hair tie, handband, headband and skullcaps.

Conclusion The study shows that the behavior of the dreadlocked communication when interacting with their environment using a Sundanese more dominant than the Indonesian language and sometimes use slang when communicating with fellow dreadlocked. Dreadlocked body language is rarely used and looked relax on communication prosses, but they tend to be expressive in clothes.

Suggestions for the dreadlocked should further enhance the use of Indonesian, but did not leave the Sundanese cultural elements. Body language should be improved, better yet, in order to more interactive communication.

Keywords: Behavioral Communication, Verbal Communication, Nonverbal Communication, Hair Dreadlocks