ABSTRACT

USED CAR VENDOR COMMUNICATION DESIGN
(Descriptive Study of Used Car Vendor Communication Design in Drawing Buyer Interest in Paguyuban Mobil Bekas (PAMOKAS) of Lottermart, Bandung City)

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The study is designed to understand how Used Car Vendor Communication Design in Paguyuban Mobil Bekas (PAMOKAS) of Lottermar, Bandung City. To respond to the study, the researcher has sub focus on communication process and obstacle of communication to analyze the focus of communication design under study.

Approach used in this study is qualitative by descriptive study. The selection of informants is using purposive sampling technique. The techniques of data collection used are in-dept interviews, observations, documentation, literature studies, and investigation of online data. Meanwhile, the techniques of data analysis being used are reduction of data, data collection, presentation of data, and making of conclusion.

In a used car vendor communication process in Bandung City, the researcher found such habits as group communication, communication media, and purposeful contents of message.

Based on the results of the study, the researcher concluded that communication design is shaped because of continuously, repeatedly communication process and directly (face-to-face) delivery of message. The process taking place, commonly, is communication inclined to speak in (Verbal: use of words and pronunciation of greetings. Nonverbal: gesture, smile, point toward).

Suggestions for Used Car Vendors in Paguyuban Mobil Bekas (PAMOKAS) of Lottemar, Bandung City, are the vendors should create directly communication to make it communication design in order to draw buyer interest. Thus, effective communication is directly communication.

Keywords: metode kualitatif, descriptive study, communication design, communication process, obstacle of communication.