ABSTRACT

PAGUYUBAN SUNDAWANI WIRABUANA MEMBER COMMUNICATION BEHAVIOR
(Phenomenological Study of Paguyuban Sundawani Wirabuana Communication Behavior in Maintaining Symbol of Sundanese Identity in Ciamis Regency)

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The study is designed to understand Paguyuban Sundawani Wirabuana Member Communication Behavior in maintaining symbol of Sundanese identity in Ciamis Regency. The study investigates communication behavior in terms of verbal communication, non verbal communication, and motive forming the background of communication behavior.

The study is conducted by using a qualitative approach, while the research design used is phenomenological study. The selection of informants is using purposive sampling technique. Meanwhile, the techniques of data collection used are in-depth interviews, observations of participation, documentation, and searching of data on Internet. The data analytical technique used is Miles and Huberman cycle model to investigate problems under study.

The results of the study indicate that communication behavior in terms of verbal communication is the use of Refined Sundanese language full of siloka and of linguistic level, and greetings of "Sampurasun, rampes." While non verbal communication in the form of non verbal interaction is visible in which embrace, sumeringah facial expressions and hand gestures and the appearance of clothes having logo of Paguyuban Sundawani Wirabuana. Finally, motives to join Paguyuban Sundawani Wirabuana and to be member of Paguyuban Sundawani Wirabuana in the formation of communication behavior exist.

Conclusion: Paguyuban Sundawani Wirabuana member communication behavior in maintaining symbol of Sundanese identity in Ciamis Regency is realized the use of greetings: "sampurasun, rampes," clothes having logo of Paguyuban Sundawani Wirabuana. Finally, past motives coming from concern and allurement of friends and future motives exist to conserve and responsible for eternal Sundanese culture.

Suggestion: members of Paguyuban Sundawani Wirabuana should be accustomed to express greetings, not just in the context of association, maintained refined Sundanese language, and increased the use of body language to represent identity of Paguyuban Sundawani Wirabuana.

Keywords: Communication Behavior, Paguyuban Sundawani Wirabuana, Verbal Communication, Non Verbal Communication, Motive, Purposing, Experience