ABSTRACT

COMMUNICATION BEHAVIOUR OF SONG GUIDE TO SERVING THE CUSTOMERS IN KARAOKE BEONE BANDUNG

(Descriptive Study About Communication Behaviour of Song Guide in Serving The Customers in Karaoke BeOne Bandung)

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This research within guidance
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This research have purpose to know about communication behaviour of song guide in serving the customers in Karaoke BeOne Bandung. This research in which discuss about communication behaviour observed from verbal communication, nonverbal communication and motive in which constitute its communication behaviour.

This research use qualitative approach, whereas research design which used is descriptive study, and process of election use informant purposive sampling. Total informants in this research are 4 informant, collection data technique : in-depht interview, documentation, literature study, and data searching on internet.

The result of the research obtained that communication behaviour observed from ***verbal communication*** *such as using indonesian language and sundanesse laguange, there is also several greeting such as "Hai mas, gimana kabarnya?" "om, kemana aja jarang kesini?" "silahkan om mau ditemenin di karaoke?" several of terms, such as Oteng, Icen, and Cuan.* ***nonverbal communication*** *in the form of hand motion,touches, and gesture that seem like inviting customers to dance with song guides and observed from clothing aspect that they wear sexy clothes, put beautiful makeup on, accessories approciated with clothes , perfume that make customer increased desire,and the last, there is future motive such as to get bigger income and get easily ,beside past motive like follow others and there is also they get dissapointment and wreaking it by way to be song guid*e.

Suggestion from reseacher, to song guide in BeOne when one of customer act out of limit should be solved not give rise to something that want. Song guide also must to mantain themself if there something undesireable happen and dont make customer offended or whim that make customer uncomfortable.

Keywords: communication behaviour, verbal communication, nonverbal communication, motive