ABSTRACT
CLAN BANDUNG ALL STAR REBORN MEMBERS COMMUNICATION BEHAVIOR AT THE MOMENT OF KOPI DARAT
(Descriptive Study Of Clan Bandung All Star Reborn Members Communication Behavior At The Moment Of Kopi Darat

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The study is designed to detect Clan Bandung All Star Reborn members communication behavior of the moment of kopi darat in Bandung City. This study investigating communication behavior in terms of verbal communication, non verbal communication, and motive for the communication behavior.

This study was conducted by using qualitative approach, while the research design being used is descriptive study,. Informants engaged in this study were selected by using purposive sampling technique. The data were collected by using such techniques as in-depth interviews, observations, and documentation. The analysis of data was made using Miles and Huberman cycle design to investigate issues under study.

The result of the study shows that communication behavior in terms of verbal communication has been Indonesian language and Sundanese application, and verbal communication require media such handphone and tablet to facilitate the sharing of game clas of clans and than non verbal communication has been physical apparance clothing,artefact and motive. There are past motive prior to join clan and futures motive after join clan in the information of communication behavior.

The conlusion of the clan Bandung All Star Reborn members communication behavior at the moment of kopi darat is that research found special characteristic of various aspects of verbal and non verbal communication. This is unique thung in the clan Bandung All Star Reborn members communications behavior. Furthermore, the researcher found the communication is not only limited in and out the game, it is applied to real living in the kopi darat, for purposes, for increasing friend, business sites, and experiences.

Suggestion for Clan Bandung All Star Reborn is the clan should be more increased in one mounth, for example, two times in a mounts, for the next research si seeking for and reading more reference for the same studies, and is hopped to be objects or reference for next studies.

Keywords : Communication Behavior, Verbal Communication, Non Verbal Communication, Motive