ABSTRACT

COMMUNICATION BEHAVIOR DALANG WAYANG KULIT IN PROVIDING MORAL MESSAGE FOR AUDIENCE IN BANDUNG CITY

(Descriptive Study Of Communication Behavior Dalang Wayang Kulit In Providing Moral Message For Audience In Bandung City)

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This study is design to describe thoroughly analysis of dalang wayang kulit in providing moral message for audience in Bandung city, the focus of this problem researchers divided into several sub-micro problem that verbal communication, non-verbal communication, and motives.

The method used in this study is a qualitative method with descriptive research design with raised substantive theory that symbolic interaction. Subjects were involved in it there are four (4) persons, consisting of two (2) supporting the informant and two (2) key informant obtained through purposive sampling technique.Mechanical test the validity of the data by increasing persistence observation, triangulation, and checking references adequacy members.

The results of the study showed that, verbal communication consists of language in use mastermind namely Java language support, delivery of messages through puppet play, a media that is in use music and puppet itself, and also non-verbal communication in use include body language support mastermind to visualize puppet, spatial orientation, the artifacts in the form of objects around the mastermind that contains the meaning and the language or vokalika puppet characters and the last is a motif which is divided into two, namely because of moitf or motive past their childhood environmental factors and motives future in order motive where mastermind want to change moral spectators.

Conclusions from this study that each puppeteer has a characteristic of each well in the use of verbal communication, non-verbal and also motifs sebgai penetu how masalalunya encouragement as well as their goal to deliver the message to the audience to Khasan was also interesting the audience and make the audience can digest moral message given mastermind.

Suggestions in this study conducted, the researcher must be able to provide an input in the form of suggestions that are beneficial to all parties associated with this research, especially mastermind to provide innovation and modern elements without leaving the cultural elements of the puppet itself.

Keyword : communication behavior, verbal communication, nonverbal communication, motif, dalang, moral message