

ABSTRAK

Siti Laila Nurmala, NIM. 140531100001. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya Universitas Trunojoyo Madura. **Perilaku Komunikasi Anak Punk (Studi Deskriptif Kualitatif Perilaku Komunikasi Anak Punk di Bojonegoro)**, dibawah bimbingan Dr. Bani Eka Dartiningsih, S.Sos., M.Si

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana perilaku komunikasi anak punk di Bojonegoro, bagaimana cara perilaku komunikasi anak punk dengan orang tua, teman dan masyarakat sekitar. Subjek dari penelitian ini adalah anak punk berada di Bojonegoro dengan pemilihan informan yang telah ditetapkan.

Metode pengumpulan data menggunakan Observasi, wawancara dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data dan kesimpulan. Metode keabsahan data menggunakan triangulasi dan menggunakan bahan referensi.

Hasil penelitian menunjukkan dari hasil temuan mengenai perilaku komunikasi anak punk di Bojonegoro bahwa anak punk bersikap sewajarnya terhadap orang tua dan teman sebayanya, akan tetapi perilaku komunikasi anak punk berbeda terhadap lingkungan sekitar dengan perilaku yang cuek ketika berkomunikasi. Dan fashion yang digunakan anak punk merupakan cara untuk menunjukkan komunikasi komunitas punk.

Kata Kunci : Perilaku komunikasi, punk, fashion sebagai komunikasi

ABSTRACT

Siti Laila Nurmala. Std. N. 140531100001. Communication Studies. Department of Social and Cultural Sciences. Faculty of Social and Cultural Sciences. Trunojoyo University, Madura. **The Punks' Communication Behavior (A Descriptive Qualitative Study of Punks' Communication Behavior in Bojonegoro)**, Advisor: Dr. Bani Eka Dartiningsih, S.Sos., M.Si.

This study attempts to identify the punks' communication behavior in Bojonegoro; how their communication behavior toward their parents, their friends, and their surrounding society. The subjects of this study are the punks in Bojonegoro who have been chosen as the informants.

Observation, interview, and documentation were conducted as the method in collecting the data. The data were analyzed by using data reduction, data display, and data conclusion. Triangulation and reference method were used as the method in validating the data.

The result of this study suggests that the punks in Bojonegoro behave accordingly to their parents and their peers. However, their communication behavior toward their surrounding society was different i.e. they tend to be more ignorance during the communication. And their fashions were functioned as their ways to show their communication.

Keywords: Communicational Behavior, Punks, Fashion as communication.