

ABSTRAK

Communication is needed by all people to convey a message from the communicator to the communicant. Effective delivery of messages that would affect the content of the message through the process of listening. Impact caused by the process of listening is lacking is missed communication between the communicator and the communicant. Gender and cultural differences become interesting themes to be studied and correlated with the process of listening. There are many things that are very important to be discussed in the process of listening to the gender and cultural differences, so that the results of this study can be recommended for people to avoid missed communication.

The method used is descriptive qualitative, i.e. research procedures that produce the data description of the form of words written or spoken of the people and observed behavior. This study was conducted in communication science courses, especially students of the second semester. The reason for choosing the second semester students because of the level of communication between students with different cultural and gender is very high.

Listening process produced by the communicator to the communicant there are five important stages, namely: receiving, understanding, remembering, evaluating, and responding. Transformation messages from the communicator to the communicant have diverse styles of listening, including: empathic and objective, non-judgmental and critical listening, Surface and depth listening, listening Polite and impolite, and Active and inactive listening.