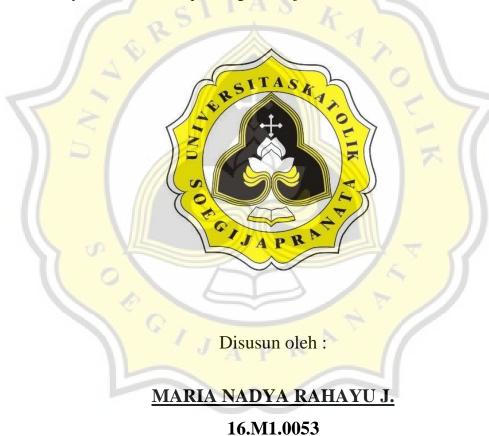
PERANAN KOMUNIKASI KELOMPOK DALAM MEMBANGUN KONSEP DIRI PADA KOMUNITAS VESPA HIGHER SOUTH SIDE CREW

SKRIPSI

diajukan kepada Fakultas Hukum dan Komunikasi guna memenuhi salah satu syarat untuk mendapatkan gelar Sarjana dalam Ilmu Komunikasi

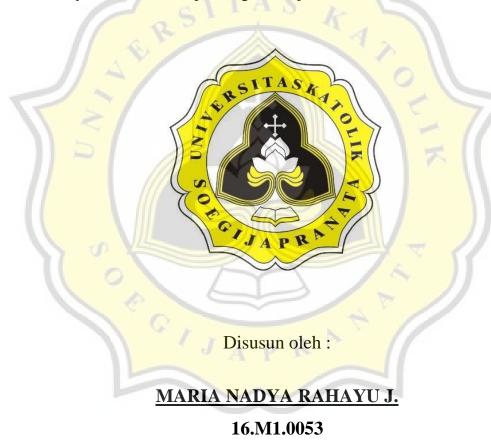


PROGRAM STUDI ILMU KOMUNIKASI FAKULTAS HUKUM DAN KOMUNIKASI UNIVERSITAS KATOLIK SEOGIJAPRANATA 2023

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PROGRAM STUDI ILMU KOMUNIKASI FAKULTAS HUKUM DAN KOMUNIKASI UNIVERSITAS KATOLIK SEOGIJAPRANATA 2023

The Role Of Group Communication In Building Self-Concept In The Higher South Side Crew Vespa Community

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ABSTRACT

Group communication is communication that exists between two or more people, they come together because there is a clear goal to be achieved. Besides that, in social life, group communication plays a very important role, because humans are social beings, so it is p<mark>ossible for</mark> them to have groups in life. H<mark>uma</mark>ns are an ex<mark>ample of u</mark>nique social beings because they have a mind and personality that are different from another. From within humans have a self-concept that is different from one another. Self-concept is a picture or self-assessment. This can affect how individuals bring themselves into society. However, a person's self-concept can be changed by communicating with others. Therefore the title of this study is the Role of Group Communication in Building Self-Concept in the Vespa Higher South Side Crew Community. The purpose of this study is to determine the role of group communication that occurs in this community to form selfconcept in each member. The method used is a qualitative research, with this approach the researcher wants to see directly how the dynamics occur in this community, and find out how group communication can change a person's self-concept. And the results of this study, researchers found that group communication that occurs in this community can actually shape and or change the self-concept of each member. With these changes, it can be concluded that the communication that occurs in this community has succeeded in changing the self-concept of each member.

Keywords: Group Communication, Self Concept