

**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



Disusun oleh :

MARIA NADYA RAHAYU J.

16.M1.0053

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS HUKUM DAN KOMUNIKASI
UNIVERSITAS KATOLIK SOEGIJAPRANATA**

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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 possible for them to have groups in life. Humans are an example of unique 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 self-concept 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*