

ABSTRACT

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THE STUDY OF PHENOMENOLOGY: COMMUNICATION STRATEGY
COMMUNITY DEPOK TIGER CLUB IN ERADICATING CRIMINALITY IN THE
CITY OF DEPOK.

Keywords: Communication Strategy, Community Facilities, Phenomenology Of
Alfred Schutz

(xi + 66 + L-27)

In the city of Depok there is one club whose members have a soul and social contrasts with the behavior of a gang, club, as well as the community in General Motors. The motor Club is named Depok Tiger Club. The aim to describe the communication strategy on community participation in the Tiger Club of Depok handle action crime in Depok, the method used is the Phenomenology of Alfred Schutz. The results of the analysis of data obtained club motor Depok Tiger Club i.e. There are not understood from the public about the difference between community and motorcycle gang so that people tend to give negative stigma to member of community or a motorcycle gang. Depok Tiger Club try to give in sight to the public through the media they have as well as by social activity events for closer with the community. The same is also done by Depok Tiger Club as a way to eradicate the rampant criminality action took place in the city of Depok. Then the conclusion of the results of research communication strategy used by Singapore's Tiger Club is by using the media at their disposal as well as by conducting social activities for the community as well as with the closer as a way to fight crime in the city of Depok action. Suggestions for the community to be more thought and understand the difference between the definition of the community and the gang so not to supply a labeling that all lovers of motor that behave badly.

Bibliography (2001-2013), other sources (2012-2015)