ABSTRACT

Descriptive is one type of research that aims to present a complete picture of a phenomenon or social reality. A social phenomenon and trying to understand human behavior while communicating. Crown Allstar is an Indonesian Cheerleading team capable of communicating themselves to the public through Cheerleading movements and techniques while practicing and competing in forming self-expression, thus characterizing that they are a Cheerleader.

The purpose of this research is to know communication behavior of Crown Allstar Cheerleading during the process of practice. The communication behavior under study is verbal communication, non verbal communication, and self-expression of a cheerleader. This study uses descriptive study method with 3 Key Informants and 1 Supporting Informant.

Based on the results of research known that basically, communication behavior with each other the same, which distinguishes the delivery of the message. Cheerleading Crown Allstar communications form is different from other sports. Their verbal communication has its own grammar or dictionary that can not be used to communicate outside teams like numeric, "hold," "key". Non-verbal communication, having certain codes communicated through gestures, body movements, and touch. Thus, verbal and non verbal communication has a certain meaning / meaning that can be understood and understood members. Cheerleading self-expression is seen through the costumes, make-up, hair and gait that affect the Cheerleading image. Thus, in the behavior of the Crown Allstar Cheerleading communication, it combines verbal and non verbal communication communicated with Cheerleading movements and techniques.

Keywords: Descriptive, Communication Behavior, Verbal Communication, Non Verbal Communication, Self-Expression