

ABSTRACT

This study entitled “ Transvestites' Business communication in Bandung(a phenomenology study of transvestites' business communication in Bandung). The aim of this study is intended to describe the transvestites' business communication issues . The phenomenology approach is particularly well-suited to this study, since this approach concerned describing of personal subjective experiences. Thus, this study employed qualitative research method.

In this study, the writer undertake a brief description of Transvestites' Business communication issues. The writer do not have any assumption or drawing conclusion before proceeding an in-depth analysis of respondent's dialogue.

The results of the study are figure out the motives as the main factors which control the transvestites of doing business, the economic and social motives. Economic motives dealing with a wish to get a material advantages and based on their subsistence both the short and long term. Mean while, the social motives concerned with their existence recognition sense in the society. It is intended to prove that they do not always broke the norms. There are some transvestites' business communication. Such as family, employees, customers and public communication. The first term is the family communication, It is occurs in a family environment. The second term dealing with employees communication, it is occurs within business organization area and usually delivered a message to serve the customer well in a right form in face to face conversation or sometimes in making telephone conversation. The third term is the customers communication , it is dealing with a courage communication which allow customers to use their services in order to survive the respondents' business. And the last term is public communication, it is the way how they are communicate with the society in order to get a public acceptance both in their existence and their business. There are some different business transvestites' interpretation. The first one dealing with getting material advantages, the second one describes the business is something that could be inherit to their future generations. And the third one concerned with a commitment which is regarded as their consistency in maintaining the business. Moreover, There are some different communication transvestites' interpretation ; communication as an attempt to retain business and as an necessity. Having the stereotypes experiences of society makes the respondents feels isolated, it is dealing with their psychological factors which is develop their communication ability in doing business. In other hand, the business area dealing with women is always promising for them.