

ABSTRACT

Budiman Muslim. NPM : 210 120 110 535. Research title " The influence of body language communication towards a positive attitude of the library customer in dealing with the librarian in the Solok City library ". Magister of Communication Science Program, Concentration of Library and Information Science, Padjadjaran University .

This research has three aims. Firstly, is to find out the influences of facial cues towards a positive attitude of the library customer in dealing with the librarian in the Solok City Library. The second is to find out the gestural cues towards a positive attitude of the library customer in dealing with the librarian in the Solok City Library. The last aim is to find out the influences of postural cues towards a positive attitude of the library customer in dealing with the librarian in the Solok City Library.

This research uses quantitative approach with a survey method. Variable in this research consists of body language communication (kinesika) as variable influencing (independent), which is symbolized by the letter X includes facial cues (X1), gestural cues (X2), and postural cues (X3), whereas a positive attitude of the library customer as variable influenced (dependent), is symbolized by the letter Y. The research population was recorded as a library customer in the Solok City library. Sampling technique uses probability sampling in order to obtain a total sample of 94 respondents. This research uses path analysis for analyzing data and testing hypotheses simultaneously and partially.

The result of this research shows that facial cues partially significant effect on positive attitude, but the gestural and postural cues had no significant effect on positive attitudes. Whereas if the variables are simultaneously examined, facial cues, gestural cues, and postural cues significantly influence the positive attitude of the library customer in dealing with the librarian in the Solok City library.

Keywords : Interpersonal communication, body language, attitude, library customer, and librarian