

ABSTRACT

The researchers studied Aleut communities because they were different from the average tourist guide. As this Aleut community departed from the community and tourism of Bandung. Thus, researchers will look at communication behaviors of tour guides and tourists in history Tours of the city of Bandung by the Aleut community.

This research using qualitative method and phenomenological approach, which explained communication experience between the Aleut group dan tourits. The tecknique in getting data by indepth interview, observation dan document. The data was analized with symbolic interaction.

Based on research, before performing community activities Aleut did preparations, planning and implementation. And tour guides adapt to the tourists by intonation verbal communication, clear, concise speech, and humor. For nonverbal communication made with facial expression, eye contact, timing and clothing. The tour guide also likens perception to an understood and understood language, listens well and opens questions to tourists. And use the message's meaning by collecting ancient photographs, asking meaning to direct sources, and the process of relaying the message's meaning in fact and opinion, after the activity is finished, an evaluation is carried out.

Keywords : communication behaviour, symbolic interaction theory, verbal and non verbal communication.