

ABSTRACT

Group communication is an interesting topic to be researched as it shows how people in a group communicate to each other to reach the same objective of the group. It is not easy to reach a decision in a group since every group member has his/her own opinion and Argument to be proposed as group decision. They also have their own peculiarities based on their backgrounds in social, economic and education areas that may influence their way of communicating. Group communication was indicated as an interaction among people in groups. Group communication in this study is referred to small group communication. This paper would not discuss mass/group communication.

This kind of communication can be found in Community Advisory Panel (CAP/Forum Konsultasi Masyarakat) which was initiated by PT Holcim Indonesia Tbk to facilitate its CSR Programme in Tuban. Hence, the objective of this study is to capture how people communicate within CAP as a small group. It is interesting to observe as CAP's members come from various institutions which have different of social and educational background. This study will learn more about how each member of CAP communicates their opinion to the group in order to have a decision for the CSR Programme. This study would not analyze the CSR Programme itself, but, rather focus on how people in CAP communicate to each other to have the decision on CSR Programme.

It means that the study will analyze how members of CAP convey their message verbally and non-verbally by their body language, with what media, what effect and what the feed back from other members. The target result of the study is also to capture who is the communicator and who is the communicant in this group communication in CAP. As result the study shows that members in group tends to verbally and non verbally communicate with their own way which is influenced by their culture. Members in CAP have dependency to their leader (chairperson of the meeting) to reach decision in group. Participation of the group was dominated by members who have power that can control decision making in group.

Key words: group members, verbal and non verbal communication, decision making