

ABSTRACT

As human who live the life, we are not only observing and responding to others, but also perceiving ourselves. To be subject and object of perception at once, in our mind, we should think about ourselves as other people, it is called looking-glass self, which is observing ourselves and then it becomes an explanation and perceptions of ourselves, or well-known as Self-concept. In interpersonal communication, self-concept will affect someone's behavior. And then, from their behavior, we can see either he or she has a positive or negative self concept.

In this research, researcher observes the positive or negative tendencies of key informants' self-concept based on William D Brooks and Philip Emmert theory. This research was conducted to deaf and mute female students studied in SLB Negeri Cicendo Bandung used qualitative research method, descriptive study. Primer data is obtained by doing overt observation and covert observation, also semistructured interview to key informants using hand phone as communication media and direct interview to some significant others.

The result of this research shows that both of key informants cannot be intact defined to be the person with positive self-concept nor the person with negative self-concept. It caused of, completes one of positive self-concept characteristic does not mean someone can completes all of the characteristics of positive self-concept, and when someone does not have one of positive self-concept characteristic does not mean he or she does not have all of those positive self-concept characteristics. It also applicable to negative self-concept characteristics, if someone has one of the negative self-concept characteristics, does not mean he or she has all of negative self-concept characteristics, and does not have one of negative self-concept characteristics does not mean he or she does not have all of negative self-concept characteristics. However, from ten characteristics based on Brooks and Emmert, the result showed that Dewi has positive tendency for six characteristics, negative tendency for one characteristic, and be in neutral position in other three characteristics. Mila has positive tendency for five characteristics, and be in neutral position for other five characteristics.

Key words: Self-concept, Deaf People, and Mute People