

ABSTRACT

This study aims to find out how the symbolic interaction of dealers and addicts of Synthetic Tobacco type drugs to some students from DKI Jakarta Province. This research uses the symbolic interaction theory of George H. Mead which focuses on sub-symbols and self-concepts to measure the focus of research. The research method uses qualitative methods with a symbolic interaction approach. Data collection is done through observation, in-depth interviews, and documentation. The subjects of this study were selected using a snowball sampling technique where the initial sampling took a small amount of time to become large. The results of the study show that there are verbal and non-verbal symbols in communication between dealers and Synthetic Tobacco addicts to make it difficult for other people to understand the intent of the communication being carried out. While the results of the interactions that were built by dealers and Synthetic Tobacco addicts greatly influenced the sellers' initial self-concept and addicts who initially had a bad judgment on themselves because they had committed crimes acts, changed to what they did was reasonable.

Keywords: *Symbolic Interaction, Symbol, Self Concept, Drugs, Students*