

ABSTRACT

This research was conducted to find out and analyze how the parking interpreter communication patterns in the socialization of electronic parking terminal. Electronic parking terminal is a smartcity implementation by the Government. The method used to discuss this research is a qualitative method with descriptive qualitative research. The data obtained in this study bades on the results of in-depth interviews with several informants were selected using a pusposive sampling technique, i.e. selecting the informants needed according to the needs of this study. Communication patterns occur when there is a motive from the parking attendant to act as a facilitator. Communication that is established between the parking attendant and the user is interpersonal communication. Communication that occurs consists of verbal and non-verbal communication. As for the socialization of electronic parking terminals there are obstacles in communication.

Keywords : communication pattern, socialization, electronic parking terminal