

ABSTRACT

This research entitled "The image and the Student Expectations Communication Studies Program" conducted in Communication Studies Pasundan University. To analyze the views and expectations of students to study science communication program that is currently much in demand by students.

The purpose of this research was to determine the image and expectations of students' communication science courses by using the theory of image formation from Nimpoeno includes perception, cognition, motivation, attitude and also the theory of expectations from Victor Vroom, which includes three components: expectations, valence, and linkage ,

The method used in this research is a qualitative. Qualitative research method is used if the problem has not yet clearly understand what is in the field and ensure verification of correctness of the data. The data collected during qualitative research is subjective and the instrument of accession as a means of collecting data is the researchers themselves.

The results of research found out that they think that this course has high flexibility, the graduates can work anywhere. They find out where the campus is accredited well in this course and finally choose Unpas because based on the information obtained, Unpas is one of the best campuses in Bandung city. Their motivation to work in the media especially among the national media, into a public relations in large companies, is also a good communicator. To achieve all this, they have a high loyalty attitude by following the course well. Furthermore, expectations that they have great expectations to be able to realize their ideals as a journalist and public relations reliable despite what they imagine is not yet fully available at this campus. They hope the development in laboratories, classrooms, and libraries can be done as soon as possible in order to support the needs of students are met in the lecture as their capital to hone skills.

Researchers recommended that the college will launch a reform both in terms of facilities and infrastructure to allow students to feel comfortable to study at the college. Also in this case the campus are encouraged to maintain the reputation by creating learning spaces in accordance with what is expected of students through the information obtained. Ekepektasi theory of image formation and is expected to be an evaluation for each institution in maintaining his position in the community.