***ABSTRACT***

***Herlia Veriyanti Akbar, 132050475, 2015. "Ethnography of Communication Studies in the Aleut Community in Appreciating & Caring Bandung City History". Supervised by Yanti Susila T S.Ag., M.Si. Undergraduate Program, Public Relations study program, Faculty of Social and Political Sciences, Pasundan University.***

***This research aims to identify and to examine the appreciation and the awareness of Aleut community about history and culture in Bandung. The method used by the study is Etnography of Communication, which can be defined as a study of language influence in civil communicative behaviour, especially about how the language usage in different cultural society. The steps in conducting the research are observing participants, interviewing, doing library research, following the object of the research activity, and documenting the activities to fulfil the data needs. The object of the research is one original Bandung city community, which is Aleut community.***

***Ethnography of Communication is closely associated with language, culture, and society. The research focused on the communication activity units, which are communication situatuon, communication events, and communication actions. At the end, all of them can reveal the appreciation and awareness of Aleut community about the history of Bandung city.***

***Thus, according to etnography of communication, communication is not only depends on the message, communicator, communicant, media effects, and so on. Otherwise, the communication activity is a complex spesific activity that included particular communication context. So, communication process in etnography of communication is continual specific communication process. This kind of specificity was happened because of the influence of sociocultural aspect of communication participants.***