**ABSTRACT**

This study is entitled **"COMMUNICATION BEHAVIOR OF PARENTS IN FORMING SELF-CONCEPT OF CHILDREN".** This study aims to find out about the behavior of parents communication in shaping the self-concept of children, (symbolic interaction between parents communication behavior in forming self-concept of children in parksari bandung city). To answer the above objectives, the researcher raised the subject of his research focusing on communication behavior, self concept and the process of symbolic interaction about the communication behavior that has been given to the child to form the correct self concept and good.

This research is descriptive qualitative, qualitative research method is a collection of research data conducted by in depth interviews and direct observation to the location, literature study, and also using the internet or from the documentation obtained. Informants in this study were taken by researchersten children from grade one to six grade, and ten more informants from his parents right at the location of the study.

From the results of this study indicate if the communication behavior of parents in shaping the child’s self concept has a very important role in the communication behavior of parents to form the child’s self concept. So the results of research on the subject is to know how the behavior of parent communication to their children in shaping or creating children’s self concept with good ant true.