

ABSTRACT

Dicky Rizkiwanna Alam. 132050441 , 2016. Student of Undergraduate Program Study of Public Relations, Faculty of Social and Political Sciences, University of Pasundan. Thesis With tittle “Pimp Interaction , Prostitute and Community in Localization Saritem Village Kebonjeruk District Andir Bandung City”. Supervised by Drs.Achmad Solihin,M.SI.

This research of the interaction of pimps, prostitutes and people in Localization Saritem Bandung. The purpose of this research is to investigate the interaction of pimps and prostitutes in Localization Saritem Bandung with the scope of social contacts and social communication is a requirement for interactions that occur and to find cooperation (Associative) and competition (disassociative) between pimps, prostitutes and community in Localization Saritem. This research used a qualitative approach with case study method to three people pimp, three prostitutes and three community leaders in Localization Saritem Village Kebonjeruk Andir District of Bandung.

The results showed that there is a social interaction that occurs between the Localization Saritem pimps, prostitutes and society. Communication and social contact existence the cooperation and competition that occurs between pimps, prostitutes and community.However competition or conflicts between pimps, prostitutes and community of their social interaction. For example there is suppression of pimp to prostitute so that interaction is hampered. Some pimp pressing the prostitute to have target customers at least 10 people in one night, causing misunderstanding among pimps, prostitutes and people who know that it will not affect the ongoing interaction of pimps, prostitutes and people in Localization Saritem Bandung.

Based on these problems, it is recommended to local governments to control and supervise the development of localization Saritem including migrants who become residents in Localization saritem. Community leaders can work together with pimp and prostitute behavior in Saritem and everyday life can be monitored. And involve religious leaders more effective give moral guidance to all occupants in the localization Saritem.