Implikasi Perseptual Mahasiswa Tehadap Preferensi Mereka tentang Seorang Pemimpin

Abstrak:

There are two sides that have to be recognized whenever we communicate: our selves and others. Recognizing others is not a simple process as it involves psychological process of perception. This research looks for perceptual process of students toward their preferences on the leader. Student are selected as they have the intellectual quality as well as maturity. Research shows students' perception in interpersonal communications tends to be less objective and less accurate. It is influenced by factors such as implicit personality theory, the self-fulfilling prophecy, perceptual accentuation, and consistency. These perceptual process affect students' preferences on the leader. On the contrary, primacy-recency and stereotyping do not affect students perception.

Keyword:

Daftar Pustaka:

Myers, Gail E abd Michele Totela Myers The Dynamics of Human Communication: A Laboratory Approach McGraw-Hill Inc 1992 New York