

ABSTRACT

***The Analysis of Female Students' Perceptions on Long Haired Male Students
(A Study of Female Students in Faculty of Social and Political Sciences in
Lampung University)***

By

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Perception has important role in perceiving objects, events, and relationship that we obtain from situational and personal factors, so that communication will run properly, because we have learnt and known from experiences about these objects and events. Long haired style became typical Hippies youngsters and this became a serious discourse in Indonesia in 70s. In printed media in 70s we would see criminal news which were identical with long haired style. The objective of this results was to analyze the perceptions of female students to long haired male students. This was a descriptive qualitative research. The result showed that the perceptions of female students of Faculty of Sosial and Political Sciences in Lampung University to long haired male students were different between one informant to another. They had either negtive or positive pereptions. Female students who had experiences about male long haired students, who knew them closely, or who had positive experiences with long haired male students, they would have negative impressions to long haired male who they did not know before.

Keywords : long haired style, analysis of perception