

ABSTRACT

At this time the reptile lovers are growing each day. There are people who just breeding, others are joining reptile community. Especially in the Yogyakarta itself, reptile community is quite active. Community is one of a place that holds reptile lovers. This research is based on the bad perception of the general public about the reptiles's world. Syndicate.Ent Community is one of the reptile community in Yogyakarta that recently held gathering events and socializing to change the public perception about the reptile world. The purpose of this research was to determine how the socialization that held by Syndicate.Ent community in changing the public's perception of the reptiles world in Benteng Vreidenburg Yogyakarta. Theory that underlying this research is the theory of Communication Model by Harold D. Lasswell. This research methods used a qualitative approach with observation and interview techniques. Observation is used to observe the socialization activities that held by the Syndicate.Ent community. Interviews are used to collect data in the form of perspectives or views of Syndicate.Ent community's members and people who visit Syndicate.Ent's gathering event. The results showed that Syndicate.Ent community were trying to change people's perceptions of the reptile world based on communication model of Lasswell, but due to lack of communication media, the results are still not optimal and need some improvement. The conclusion of this research, the socializing activities that held by the Syndicate.Ent community quite succeeded in changing perception of visitors gathering, it's just gathering event isn't maximum yet in attracting public attention and need to be improved.

Keyword: Reptile, Syndicate.Ent Community, Descriptive Study, Communication, Harold D. Lasswell, Gathering.