

**THE COMMUNICATION TECHNIQUES OF AQUAMARINE BAND IN
DELIVERING MESSAGE DURING PERFORMANCE ON STAGE**

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ABSTRACT

There are various ways people convey messages or communicate, either directly or through the media, either verbal or non-verbal. In order for the message to be received by others, of course, communicators use communication techniques. There are six communication techniques known in Communication Science, namely Informative Techniques, Persuasive Techniques, Coercive Techniques, Instructive Techniques, Pervasive Techniques, and Human Relations Techniques. In this research, the author wants to know the communication techniques used by the Aquamarine Band in conveying messages when performing on stage. However, the techniques that the author takes are only limited to three communication techniques, namely Informative Techniques, Persuasive Techniques and Human Relations Techniques. Using qualitative descriptive methods, the author succeeded in researching that the Aquamarine Band did use three communication techniques that were in accordance with the author's research, namely Informative techniques, Persuasive techniques and Human Relations techniques. This is evident from the results of the author's interviews with informants consisting of core informants, namely the vocalist of the Aquamarine Band and the main informants, namely the fans of the Aquamarine Band itself, who stated that every time the Aquamarine Band performs, they always interact with the audience such as greeting the audience, waving their hands, inviting the audience to sing along. Not infrequently after the performance there are always those who ask to take pictures together.

Keywords: Communication Techniques, Messages, Stage, Band, Music

