



# RETORIKA SEBAGAI PROSES KOMUNIKASI

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# COMMUNICATION



*“the process of sending and receiving verbal and nonverbal messages to create shared meaning.” [Sellnow, 2005]*

**RECEIVER**

**SENDER**

**MESSAGES**  
(verbal-  
nonverbal)

**PRIOR EXPERIENCES  
AND CULTURAL  
BACKGROUND**



# COMMUNICATION CONTEXTS

- 1. Intrapersonal**
2. Impersonal
- 3. Interpersonal**
4. Small Group
- 5. Public**





**MARI KITA LIHAT  
LEBIH DETAIL**

A photograph of a bicycle parked on a sidewalk. The ground is covered with a thick layer of fallen, dry, brown and orange autumn leaves. The bicycle is dark-colored, and its rear wheel, chain, and pedal are visible. The background is a blurred sidewalk and more leaves.

# **INTERPERSONAL COMMUNICATION**

# PERSEPSI INTERPERSONAL

Terdapat perbedaan antara persepsi kita terhadap objek (**persepsi objek**) dengan persepsi kita terhadap person (**persepsi interpersonal**)

- 1. Mediasi stimuli**
2. Tindakan dan motif
- 3. Respon balik**
4. Person relatif berubah







# PENGARUH FAKTOR SITUASIONAL PADA PERSEPSI INTERPERSONAL

- 1. Deskripsi Verbal**
2. Petunjuk Proksemik
- 3. Kinesik**
4. Wajah
- 5. Paralinguistik**
6. Artifaktual

