***ABSTRACT***

**Deanna Kezia/ 66140301 /2019/ *Housewifes’ Perceptions of Feminine Behavior Brownis Hosts in Trans TV/* Supervisor: Dr. Imam Nuraryo, S. Sos., M.A. (Comms)**

*The purpose of this research is to discuss how the perception of two housewives in Bogor and two housewives in Bekasi against feminine behavior hosts in Brownis Trans TV. The identification of the problem are, first how the perception of housewives towards verbal communication hosted the event talkshow Brownis Trans TV, the second is how the perception of housewives towards nonverbal communication hosted the program talkshow Brownis Trans TV and third is how the perception of housewives against Credibility of the host Brownis talkshow in Trans TV.*

*This study uses the theory of perception that the theory shows communication as a process of action - reaction, thus assuming verbal words. The basic assumption that can be seen from the theory of perception is a process in which a group of people provides understanding and response to certain things or events, which can give rise to a response. Nonverbal cues themselves can also respond to people's perceptions.*

*The method used in this study is qualitative descriptive. With the subject of research or informant in the study are two housewives in the city of Bogor and two housewives in the city of Bekasi. In every city, it can perceive how the behavior of a feminine man hosts Brownis. Data collection techniques using interviews.*

*The results showed that the first, the perception of a housewife in both the city of Bogor and the city of Bekasi stated that the host of this Brownis program has the mastery of information and attraction to bring the program. Secondly, the perception of housewives both in the city of Bogor and the city of Bekasi to the verbal communication performed by the host is more eliciting its friendliness, compared to its feminine style, and interesting with topics Entertaining conversation. Third, on the perception of housewives both in Bogor and Bekasi, stated that the feminine movements are there, but they think it is only acting and they are not disturbed by the acting women. But there are also informers who say it is negative, because it shows the feminine nature is inappropriate to be displayed because it affects the behavior of children who watch the impressions.*

*In conclusion, the first housewife perception of verbal communication in Bogor is not very good because the Brownis program shows only the life side of the artist, so that no information or knowledge can be benefited by The informant or the wider community who watches the Brownis program. Second is the perception of housewives on nonverbal communication, there are likes because they consider it only acting, but there are also those who do not like it because it can affect children. The third is the perception of homemaker on credibility. Two have the similarities that communicators or hosts here have credibility, which means they are skilled in Brownis, and have good morality or moral.*

***Keywords: Perception of mothers - housewives, Theory of perception, Host Brownis Trans TV, Feminine behavior.***