

## **ABSTRAK**

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**Major Communication Science**

**Minor *Public Relations***

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**Counseling Communication of Social Services Province Daerah Istimewa Yogyakarta (qualitative descriptive studies of Social Services in develop the children at Rumah Singgah Anak Mandiri years 2014)**

**Thesis Years: 2015 xix +151 Pages +3 Tables+8 Picture +Attachment**

**Referencess : 19 Books + 4 Internet Sources**

This research will analyze about the process of counseling communication of Social Services Province Daerah Istimewa Yogyakarta in develop the child at Rumah Singgah Anak Mandiri in 2014. The background of this research is because of the increasing number of children in the streets. Counseling is an activity with goal to changing behavior, to teach something, to motivate, and also to spread to the people. So, they will be interest and would try to their own life.

The goal of this research is to describe the process of counseling communication of Social Services Province Daerah Istimewa Yogyakarta in develop the children at Rumah Singgah Anak Mandiri in 2014 and also to know supporting and obstacle factors. The method of this research is qualitative descriptive, this research will describe the social phenomena as it is and objective about the reality and the problem with method in depth interview.

The result of this research is the counseling communication of Social Services Province Daerah Istimewa Yogyakarta can teach and motivate the children at Rumah Singgah Anak Mandiri to go back in te street. But there are some deficiency, that is communication individual approach and persuasive message from communicator does not effective for changing behavior, and also there are is no evaluation from Social Servicess.

**Key Words : Communication, Counseling, Street Children.**