ABSTRACT

Communication Pattern of Paguyuban Sapedah Baheula (PSB) in Surviving its Organization member Solidarity at Bandung

By :
Nurohman
41806008

This thesis under guidance of
Iin Rahmi Handayani. S.Sos., M.I.KOM

The aim of this research are to find how the communication pattern of Paguyuban Sapedah Baheula (PSB) in surviving its organization member solidarity at Bandung. How do researchers analyze the message flow of its members, the Network Members, and Members Relations

This research used descriptive, qualitative approach. Techniques used to obtain data by conducting interviews, observation, library research, and online search. Informants in this research consisted of three informant, they are members and chairman board.

Based on the results of data analysis, it can be concluded that the message flow in PSB consists downward communication, upward and horizontal communication. All member and chairman board consider equal with no differences in organization communication flow. They bound based on the same hobby and interest about the uniqueness of PSB and all organization news informs in weekly routine meeting every Wednesday night, Fleximilis, Social Network Facebook, mouth to mouth and formal information by letter. Communication pattern in PSB is Y pattern and All Channel Communication Pattern. It makes them solid because there are no differences among all and based on familiar relationship.

From this research also concluded that communication pattern in PSB Cicadas Bandung does help its organization to survive and maintain their solidarity. They treats every member equally and respect each other.

This research advice PSB to socialization bike to to work campaign so people could be healthier and save the environment.