ABSTRACT

THE COMMUNICATION PATTERNS OF AN ORGANIZATION AT Oi COMMUNITY (IWAN FALS FANS)

(Descriptive Study on Communication Pattern of an Organization at Oi Community (Iwan Fals Fans) in Bandung)

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This study intends to determine The Communication Pattern of an Organization at Oi Community (Iwan Fals Fans) in Bandung. The purpose of this research is to determine the flow of communication messages of the organization, patterns of organizational communication, and communication barriers in Oi community organizations in Bandung.

This study used a qualitative approach with the informant, amounting to 4 (four). Data obtained through in-depth interviews, literature study, observation, and internet searching. The data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions,and evaluation.

Conclusion the study shows that the current organizational communication messages that go through vertical communication, horizontal communication, and communication with the diagonal that runs effectively, although inside there are obstacles such as lack in the utilization of technology. Organizational communication patterns that occur, albeit complicated, but runs quite effective. Besides the barriers experienced by the Oi Community Bandung in the form of language and lack of use of technology.

Researchers who can give advice, should the Oi Community in Bandung eliminate the distance between the senior and junior, so that effective communication is established.