ABSTRACT

ORGANIZATIONAL COMMUNICATION OF MOTORCYLCE COMMUNITY "KNC" (KAWASAKI NINJA CLUB) IN BANDUNG REGION (Descriptive Study On About Organizations Communications Patterns Of Motorcyle Community "KNC" (Kawasaki Ninja Club) in Bandung Region to Development Solidarity Of Their Members)

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This study intends to determine the pattern of Community Organizations Communications Motorcyle Community "KNC" (Kawasaki Ninja Club) Region Bandung in Building Solidarity Members. The purpose of this study to determine the flow of messages that the organization, the role of organizational communication networks, organizational communication patterns, and community organizations in solidarity with the motorcyle "KNC" (Kawasaki Ninja Club) Bandung Region.

This research uses descriptive method with qualitative approach. Techniques that researchers use are purvosif sampling, and then obtained a key informant number 4 (four) people and an additional informant number 2 (two) people . Search the data obtained from field observations, interviews, library research, and search on the internet.

These results indicate that the flow of messages interwoven and mutually dependent interplay between the one position to another position, this is a pattern of Communications organization that can be seen from the role of organizational communication networks KNC (Kawasaki Ninja Club) Bandung. Given the differences in their respective positions on the board and members, not make one of them into a separate, all intertwined and interconnected to each other, so that in each member can feel one, one 'sick' all 'sick'. Forming a community of solidarity with members of the organization KNC motorcycle (Kawasaki Ninja Club) in Bandung Region.

Conclusion This study explains that the motorcycle community "KNC" (Kawasaki Ninja Club) in Bandung Region, established communication messages flow from each individual are determined by the existing positions and formed a network of communication roles in organizations that eventually formed the constellation pattern where Among individuals with one another are interconnected, of things in forming a solidarity with the members.

Suggestion that researchers give is to keep the motorcycle community "KNC" (Kawasaki Ninja Club) Region Bandung still retain a sense of kinship and solidarity is strong, and still provide a good example. And information is always updated on the website www.KNC-Bandung.com.