ABSTRACT

COMMUNICATION PATTERNS IN THE COMMUNITY BIKE FIXIE "SOUTH BEACH QUEEN" BANDUNG

(Descriptive Study of Communication Patterns Regarding Community Bikes fixie In Bandung)

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This study to determine the pattern of communications in the Community Bicycle fixie "South Beach Queen" Bandung.The aims of this study is to intends to determine the flow of messages, relationships, and communication patterns in a community bike fixie "South Beach Queen" Bandung.This research uses descriptive method with qualitative approach, researchers used a purposive sampling technique with a number of informants 4 people.Data obtained through interviews, observation, library research, online data retrieval, documentation. The data analysis techniques, through several stages of data reduction, data collection, data representation, inference, and evaluation..

The results showed that the flow of messages that the organization goes well, mutual respect, mutual trust, and mutual cooperation. Ties experienced by the Community "South Beach Queen" Bandung is very good, very close, intertwined relationship synergy, harmony, help each lainnya. communication patterns that occurs in accordance with the roles and duties of each member.

The conclusion from this study are all members of the "south beach queen" communicate with each other through the message flow of the existing organizational communication. Relationships in the community "south beach queen" of the closeness among its members and between other groups. And communication patterns in accordance with their respective functions. Researchers who can give advice, should the Community "South Beach Queen" Bandung further enhance interaction with the community with social activities.