ABSTRACT

***COMMUNICATION PATERNS MUSIC COMMUNITY GROUP* RUANG PUTIH *IN BUILDING CREATIVITY OF ITS MEMBERS IN THE CITY OF* BANDUNG**
***"Qualitative Descriptive Study Of The Communication Paterns Music Community Group* Ruang Putih *In Building Creativity Of Its Members In The City Of* Bandung"**

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This research is intended to find out about Communication Paterns Music Community Group Ruang Putih *In Building Creativity Of Its Member In The City Of* Bandung *(Qualitative Descriptive Study Of The Communication Paterns Music Community Group* Ruang Putih *In Building Creativity Of Its Members In The City Of* Bandung*). Focus this research Process Communication, Barrier to Communications and Communication Style.*

This research used descriptive with method with qualitative approach. Informants were selected used purposive sampling techniques, informants study consists of 4 people consists of a chairman, management and members, as well as used a technique data collection by means of in-depth interviews,observation, documentation, library research and internet searching.

The result of this research is the primary communication occurred at the discussion and communication skunder happened at the time used communications media. The barriers of communication there are mechanical disorder derived from the bad weather and noise, while disorder semantic derived from different perceptions and cultural backgrounds.Style of communication that emerges is equalitarian style that is style communication that quite open between chairman, management and members of community music Ruang Putih*.*

The Conclusion of research, that communication paterns music community group Ruang Putih *in building creativity of its members in the city of bandung seen this discussion of communication regarding the process, the barriers communication and the style of communication through interviews with informants then the theory groupthink applied because each and every decision is chairman of the final decision being absolute followed by the rest of the management and members of although through the process of discussion and upon an agreement joint between the head of,the management and members of for a common interest of.*

Advice in this research , all members should be more active in providing advice and opinions as well as participate in a heated state planning and the implementation of any regular event that is in the music community of white space so that no more active members and members of the term passive where hopefully in the end all members are members of that really active , in addition a difference of opinion and culture should be a reference to enrich insight in a more open itself up of heart toward each other and for the progress of difference together .

Keywords : Communication Group, Process Communication, Barrier to Communication, Communication Style, Groupthink Theory.