ABSTRACT

PATTERN OF ORGANIZATIONAL COMMUNICATION OF PRESIDENT DIRECTOR WITH EMPLOYEES IN PT. INTERNATIONAL BUSINNESS FUTURES BANDUNG (***Case Study About Pattern of Organizational Communications of President Director With Employees in Maintaining Good Relationships in PT. International Business Futures Bandung)***

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The purpose of these research was to knowed pattern of organizational communication of President Director with employees in PT. International Business Futures Bandung. The goal of these research was to know current of communication messages, and obstacle of organizational communication of President Director with employees to plait a good relationship in PT. International Business Futures Bandung.

These research used qualitative approach, whereas the desain of researched use was case study. The process of informant selection used purposive sampling technical. Those except, collected data technical with personal interviewed, participated observation, documentation, and searched data on internet. Analys data technical used Miles ciclus model and Huberman to discuss about researched problem.

Results of research on patterns of communication with employees of the President Director of PT. International Business Futures Bandung shows that the flow of communication messages in PT. International Business Futures Bandung is vertical and run effectively. Then it will generate a good relationship and good employee morale so that the employee's performance will go smoothly which then will lead to success in achieving corporate goals. Communication barriers experienced by the President Director of the employee is in the form of language problems and differences in the meaning of the term of office status.

Conclusion of researched was President Director with employees to plait a good relationship and they were communicate through current of communication messages. The obstacle of communication happens at President Director with employees because obstacle was exactly happens in communication.

Sugestions these research the use of the term language should be more attention to be used to better the creation of understanding between the two sides as well as the convenience of employees, especially for employees barumasuk and do not understand at all.

Keyword: Pattern of Organizational Communications, Current Communication Messages, Obstacle of Communication