

ABSTRACT

This study discusses communication patterns in group communication formed within The Max Street motorcycle community which are then analyzed using qualitative methods with a case study approach. The researcher used the constructivism paradigm which aimed to understand the patterns of communication in group communication within the community of The Max Street. Data collection of this research was obtained based on the results of observations, by observing all the events that occurred in the secretariat or the community around The Max Street community, then by interviewing the subject to get relevant results, and looking for documents in the form of articles or images related to this community can be more trusted. The Max Street community is generally formed because a group of people who have similar hobbies and goals, then become a group with some positive activities to bring up the star, primary and secondary communication patterns and the Max Street motorcycle community included in the referral group communication. The Max Street community basically prioritizes its members. So all activities that exist within this community, the aim is to unite all members who join in it.

Keywords: Case studies, communication, group communication, communication patterns