

ABSTRACT

This study aims to determine how the application of assertive communication carried out by the Pastor to the congregation at the Pasundan Sumedang Christian Church. The Pasundan Sumedang Christian Church is a church that grows and develops in the Tatar Sunda region, with a diverse background of congregations. The method used in this research is interpretive descriptive qualitative. Data was collected by conducting observations, interviews and documentation. When this research was conducted, the researchers found that the Pastor of the Pasundan Sumedang Christian Church was able to apply assertive communication to his congregation, with the techniques and characteristics of assertive communication.

Keyword: *Assertive Communication, Pastor, Church*