

ABSTRACT

BEM KEMA Telkom University is the highest student organization in the Telkom University campus. With the ratification of the Job Creation Law by the government, BEM KEMA Telkom University will hold demonstrations for the benefit of the Indonesian people, especially workers, this makes BEM KEMA communicate with its members before holding a demonstration. The purpose of this study was to determine the communication patterns used by members of BEM KEMA Telkom University before the demonstration. This study uses a descriptive case study method using interview data collection techniques. The results of this study indicate that the communication pattern used by BEM KEMA Telkom University is a secondary communication pattern using media as a tool to communicate and a circular communication pattern where each member has the right to express opinions by each individual. Communication carried out by BEM KEMA Telkom University has been going well, but there are several inhibiting factors that make communication between members a little disturbed.

Keywords: Communication, Communication Pattern, Organizational Communication.