

## ABSTRACT

*CELOE LMS (Learning Management System) is a media facility or platform to assist online learning activities at Telkom University, which describes a process of teaching and learning activities that use internet-based technology as an online learning medium. With an online learning system using technology-based media and the internet that helps catch up learning activities during a pandemic like this it can still run and also the communication patterns that run in online learning activities are one of the important factors to help online learning activities and make communication within activities to be effective and efficient. In online learning activities through the CELOE LMS, it forms a communication pattern that arises also makes information exchange activities through the CELOE LMS media effective and the communication pattern is divided into four namely primary communication patterns, secondary communication patterns, linear communication patterns, and circular communication patterns. . This study uses a descriptive qualitative method using a Virtual Ethnography approach. The results of this study indicate that the communication patterns that occur during online learning through CELOE LMS are primary, secondary, linear, and circular communication patterns that occur during online learning activities which are one of the important factors in the occurrence of an effective and efficient information exchange activity. it is proven based on the answers obtained from various kinds of informants in this study that from every activity they feel proves and represents from every explanation of the communication pattern which is the theory in this study that this primary, secondary, linear, and circular communication pattern is true. in their online learning activities through CELOE LMS.*

**Keywords:** *Communication patterns, online learning, Learning communication, CELOE LMS*