

## **ABSTRACT**

*This study aims to determine the communication patterns of the organization that owns Nirmala Photo to employees in serving consumers during the Covid 19 pandemic. In this study there are problems in each part of Nirmala Photograph, namely organizational communication problems. At Nirmala Photograph, every employee has not been able to create effective organizational communication. This is because the media provided to support communication is still lacking.*

*This research was conducted using a qualitative descriptive method approach to dig deeper information related to organizational communication patterns, in this study using an interpretive paradigm. This method the writer chooses to see social reality as a whole, where the reality is active, meaningful, complex and related to reciprocity.*

*The results of the analysis above, obtained several findings from the actual conditions regarding the application of communication patterns in Nirmala Photograph. Nirmala Photograph so far can be said to have succeeded in implementing primary and secondary communication patterns, although in the process it is still experiencing some obstacles. As a service company, Nirmala Photograph has obstacles in implementing organizational communication patterns in an effort to serve consumers during the Covid-19 pandemic.*

*Keywords: Organizational Communication, Organization, Communication Patterns.*