

Komunikasi Kelompok pada Komunitas Kompas MuDA

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Abstract

Title of research is "Communications Group of Kompas MuDA Community". This study aims to determine how the communication is going on in Kompas MuDA Bandung community. The object of this study is volunteer of Kompas MuDA Bandung. The research method used in this study is a qualitative research method with the descriptive approach. Data collection techniques that are used through participant observation, interviews, library research, and documentation. Interviews were conducted for 8 people of Kompas MuDA Bandung's volunteer and a person who responsible for the community that is representative of the Division of Marketing Communication PT. Kompas Media Nusantara. The conclusion of this research is, the community which is an organization for young people in the city of Bandung, has a pattern of fairly structured communications group. The suggestion that can be given by researcher in general is this community must continue to maintain their existence. And Marcomm of PT. Kompas Media Nusantara must increase the treatment for volunteer of Kompas MuDA.

Keyword : Communication, Community, Communications group

Pendahuluan

Sekarang ini, banyak komunitas-komunitas yang terbentuk di masyarakat. Khususnya di kalangan anak muda, banyak yang ikut tergabung dalam suatu komunitas dengan latar belakang keterlibatan mereka yaitu untuk mengeksistensikan diri ataupun sekedar untuk mengisi kegiatan di kala senggang. Berbagai macam komunitas yang ada saat ini ada yang berlatarbelakang hobi atau minat yang sama (misalnya komunitas pecinta reptil), berlatarbelakang kepemilikan (misalnya komunitas pengguna *Blackberry*), memiliki latarbelakang atas ide/gagasan perusahaan dan lain sebagainya.

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