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## ORGANIZATIONAL COMMUNICATION DEVELOPMENT THROUGH COMMUNICATION MEDIA AND INFORMATION DISSEMINATION IN DEVELOPING ATHLETE'S POTENTIAL IN WEST JAVA

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### ABSTRACT

Research entitled "Organizational Communication Development Through Communication Media And Information Dissemination In Developing Athlete's Potential In West Java" is a descriptive study on the development of information communication media technology in developing process of organization to improve the achievement of diffable athletes in West Java.

It is hoped that this research will become one of the organizational communication model for institution associated with accomplished diffable athletes. Furthermore, the academic purpose of this research is to develop a scientific reference based on the result of the research, concerning diffable. It is also has a purpose to applied relevant theories into practice and develop them to solve the problem in public, government, and policy related institution.

The approach of this research is qualitative with the use of explorative case study method in single keys case intrinsic characteristic.

The goals of this research are to pinpoint the development process of organization communication through communication media and information dissemination to improve athletes' potential in West Java; the development process by the organization in order to improve the diffable athletes achievement; and to discover the development pattern of diffable athletes to attain a higher achievement.

**Keywords:** *policy, diffable athletes, organization communication, self-existence development.*

### INTRODUCTION

Government Decree No.4/1997 article 1 states that diffable is every person who has physical or mental abnormality, which can impede their normal activities (physical diffable, mental diffable, and both physical and mental diffable).

Those individuals, who have disability, usually have to adapt more mentally than those of normal persons, i.e. the adjustment they have to make in relations to other people's attitude towards them.

Kids tend to see them with compassion, while adults tend to hide their feeling by avoiding contacts<sup>1</sup>.

Diffable athletes, who participate in many games, are divided into two categories, one who had the disability since birth and other who had it in their youth years. Environment acceptance from their family and friends, especially with one who had it since birth, is really important for their development. Family and friends encouraging that the condition they had is not a setback but merely just small obstacles, which can be conquered, will definitely put

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<sup>1</sup><http://www.sabda.org/publikasi/e-konsel/144>

