

ABSTRACT

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Keyword :Communication Pattern, Organization, Community,Honda PCX Motorcycle, New Normal.

(xi + 48 + attachments)

This research intends to determine the organization of the Honda PCX motorcycle community. AHPC community is formed because of the same vision, mission and goals. The AHPC community is a place for PCX motorcycle lovers. In a community or organization, messages are exchanged through communication patterns. The purpose of this research is to identify and describe the Communication Patterns of the Honda PCX Motor Community Organization (AHPC) Bogor in the New Normal Period. This research used qualitative methods and to obtain data this research was carried out through field research. By using observation and interview data collection techniques, it is known that the communication pattern of Honda PCX Motorcycle Community Organization (AHPC) is a wheel pattern in which messages or information given by the center will be send through the coordination of their respective regions and then conveyed to other members. The wheel pattern applied by the AHPC community might allow all the members to communicate well, to run the community as well as possible according to the purpose of the community itself.