

ABSTRAK

This research is conducted to understand the pattern of communication to solve the conflict in journalism which is conducted by Student Press Association (SPA) in Suaka UIN Suanan Gunung Djati Bandung. The first aim of this research is to find out and analyze how the communication patterns handle a conflict as well as the steps taken for the long term conflict solution in journalism, to acknowledge the number of conflict occur in the Student Press Association, and the main reason of the conflict due to the lack of legal law upheld for the journalistic activity in the student press association, thus causing student press association in Suaka UIN Suanan Gunung Djati frequently facing a conflict.

The research methodology for this research is qualitative to meet the aim of this research, this research also uses a constructivist paradigm by using organization communication patterns analysis and organizational management conflict.

The result of this research shows that organizational communication should be done by applying internal communication and external communication patterns. The practice of internal communication consists of vertical communication patterns, horizontal communication patterns and diagonal communication patterns. On the other hand, external communication is a communication between the organization to the public and from the public to the organization. Internal communication organization is formed with vertical communication patterns, it is applied for the communication between superior with the group member.

Meanwhile, the horizontal communication patterns is applied between the subordinate or the group member and diagonal communication patterns is a communication between the head division with subordinate outside the division. For external communication is formed through a communication from the organization to the public, this is conducted by the organization to establish a relationship or solve a problem with external organization. The communication patterns from the public to the organization is in a form of feedback from an event held by the organization, which responded by the external organization or the public. The pattern to solve a conflict is by using some phases of organization management conflict which are introduction phase, diagnosis phase, an agreement phase, implementation phase and lastly is evaluation.

Keywords: Communication patterns, organizational management conflict, journalism, student press association