

## **ABSTRACT**

*Organizational communication has become crucial aspect in an organization, especially in the process of conflict management. Conflict organizing process will not be as smooth and get maximum result without being balanced with organizational communication process. In the organizational communication, the flow of information is important to examined deeper. The flow of information shows how organization convey a message to all their members and how organization receive information from all their members. If there is an obstacle between the flow of information, then a conflict would likely be to happen, risking a conflict between the member of the organization. Qualitative method used by the author in this research is case study with student organization as the subject. The result of this research shows that student organization spread the message in simultaneous and consecutive way. The flow of information in the organization includes downward and upward communication, horizontal communication and cross-channel communications. In the conflict management process that happen in an organization, the approach being used depends on the cause and the process of the conflict. But, all those conflict management process happen in an organization, haven't reached evaluation stage.*

**Keywords :** *Organizational communication, The flow of information, Conflict management process.*