

ABSTRACT

Communication occurs in a given situation, called the level of communication, one of which is communication organization. In an organization, communication is used as a tool to facilitate the activities of the organization to achieve its intended purpose. Perusahaan Listrik Negara (Persero) which will then be shortened to PT. PLN (Persero) is a State-Owned Enterprises (SOEs), with the main task of providing electricity to the public interest. As a big company, PT. PLN (Persero) is obliged to always excellent in terms of performance and customer service. PLN (Persero) Area Bandung is one of PT. PLN (Persero) office area which has concrete steps to enhance employee performance by holding the Code of Conduct activities each week to strengthen coordination between the functional part in the company. The purpose of this study is to find out the formation history of Code of Conduct activity of PT. PLN (Persero) Area Bandung, knowing the process of communication in the Code of Conduct activity by observing the direction of information flow which is later will be used to describe the pattern of organizational communication network.

This study is a qualitative case study approach that will be described in descriptive, which used to describe a situation or event, not to look for or explain the relationships and test hypothesis. The subject of this research is PT. PLN (Persero) Area Bandung, while the object of research is the pattern of organizational communication network. Data were analyzed using data analysis techniques by Miles and Huberman, namely data reduction, Presentation of Data, and Conclusions.

Based on the results of participant observation and in-depth interviews, Code of Conduct activity of PT. PLN (Persero) Area Bandung has been running from 2010-now with changing concept, originally a pure activity to internalize the Code of Conduct and now has become the activities undertaken to discuss the work and obstacles in the field. The process of communication in the Code of Conduct activity took place in two-way communication with the direction of flow of information that occurred in downward communication, upward communication, horizontal communication and organizational communication network. Thus, the pattern formed is a network pattern-free channels (all channels).

Keywords: Code of Conduct Activity, Directions Flow of Information, Communication Network Organization Patterns