

## ABSTRACT

*In organizational communication, flow of information is a complex process, as expressed in the structure may not actually occur, causing bottlenecks in the process of communication that has created uncertainty information. Then Karl Weick develop an approach to describe the process of reduction of lack of information that organizations collect, manage and use the information they receive is called the enactment, selection and retention. Permala Tel-U is a student organization at the University Telkom there are structures within the organization. Permala Tel-U was also in this year makes event begawi adat on April 8, 2016. Where in the event there is a process of communication and also the reduction of lack of information that occurred during the preparation of the event. This research is a qualitative research. Data obtained in this research through in-depth interviews, observation and documentation . The results of this study are spreading the message simultaneously using instant messaging line causing ambiguity in some of the members because of the meaning of different messages. Then spread of messages in sequence also suffered due to the vagueness of interpretation process messages that do structural positions. Because of the difference in realizing the information, problems in coordination. The process of reduction of lack of information carried by the committee in the enactment begawi adat committee chooses to communicate directly to ask what things are not clear. In the selection of the committee prioritize own work prior to spread information to help each other because they feared if too many people do not work effectively. In recalling the collective indigenous begawi committee meeting noted the results in instant messaging feature note line because it is can be viewed at any time.*

*Keyword :Organization Communication, Flow of Information, Reduction Process of Lack Information*