

## **ABSTRACT**

*Communication is the process of exchanging information between individuals either through signs or behavior that has a pattern called the pattern of communication. The pattern of communication is a form or pattern of relationship between two or more people in a message delivery process. Trend run back in popularity among the public in 2013 this gave birth to various communities running globally and nationally. This study aims to analyze and know the process of communication and cultural exchange that occurred in Bandung Hash House Harriers (BHHH) community which is one of the running community in Bandung which focuses its activity is cross country. This research uses descriptive qualitative method, method with data collection process through field observation and in-depth interview which is used to understand the phenomenon experienced by research subject.*

*The authors draw the conclusion that the Bandung Hash House Harriers (BHHH) community through two communication patterns that have made the communication process run effectively.*

*Bandung Hash House Harriers Community with a mixture of cultures formed within the community is able to build positive values among members through tolerance in culture.*

**Key words:** *Communication, Group Culture, Communication Pattern, and Community*