

ABSTRACT

PERHUMAS is an organization in public relations and communication field. PERHUMAS Muda Bandung is one of the most active branches and has more achievements than other branches. An organization that focused on a specific field must have specific target audiences as well. PERHUMAS Muda Bandung has a specific target audience, namely students in Bandung and surrounding areas who want to explore public relations and communication field. Seeing from the main target audience of PERHUMAS Muda Bandung are students in Bandung and its surroundings, the communication dimension used is external communication. External communication carried out through external activities that involve the target audience. The theory used by researcher is the dimension of organizational communication and external channel of organizational. Because, these two things are the main theories that are used as the rationale for conducting this research. The method used by researcher is a qualitative research method using a case study approach.

The purpose of this study is to find out what external organizational communication that has been done by PERHUMAS Muda Bandung in fulfilling the information needed by the target audience. The paradigm used is constructivist, in order to create a new meaning regarding PERHUMAS Muda Bandung through this research. The result of this research showed that Perhumas Muda Bandung has been external activity through well-established various channels of organization communication and got many great feedbacks from their target audiences. The channel of organization communication that was conducted by Perhumas Muda Bandung are PR Club, roadshow, training, conference and through their social media such as Instagram.

Keywords: Organizational Communication, External Communication, PERHUMAS Muda Bandung, Channel of Communication Organization.