

ABSTRACT

The world of online or ride transportation in Indonesia is growing rapidly in the past few years. Grab is one of the biggest ride-hailing companies in Indonesia. This Malaysian company has been present since 2016 in Indonesia and is present in 222 cities in Indonesia. Having four main services namely GrabCar, GrabBike, GrabFood and GrabExpress, Grab is present as a daily mobility solution especially for communities in big cities. Having four main divisions, West Java is one area with highly active users. The ongoing activities in an organization can not be separated from the communication patterns that occur within the organization. A good pattern of communication can help all members of the organization to achieve common goals. Marketing as one of the divisions in West Java Grab is considered to have a good communication pattern. This can be proven by choosing Bandung to run the One Grab program pilot. Good horizontal and vertical communication flows and the formation of unique communication network patterns that are one indicator of communication patterns that occur are considered good. Based on the facts above, therefore researchers are interested in deepening the communication patterns that occur in the Marketing division of Grab, West Java to find out the current and network that occurs in it. The pattern of communication that is examined through communication flows and communication network patterns that occur in it.

Keywords: Grab, Marketing Division, Communication Pattern, and Organizational Communication.

