

ABSTRACT

Rumah Cemara is an organization that deals with HIV / AIDS and drug users. Rumah Cemara is an NGO or community based on organization and entered into a non-profit organization. This research is a qualitative study using a descriptive approach. In collecting data this study uses in-depth interview techniques with informants. The concepts using organizational communication, external organizational communication dimensions, and organizational communication channels. And The purpose of this research is to find out how Rumah Cemara communicates in organization to external parties and what channels are used by Rumah Cemara to communicate the organization so people out there know and understand the existence of the organization. This study uses a post-positivisme paradigm, it is because of researcher can explore information about the external of communication organization at Rumah Cemara through several informants. Results of the research concluded by Rumah Cemara communicated the organization through several programs it had made and received good responses from collaborating partners and outside communities. While the organizational communication channels used by Rumah Cemara include interpersonal channels such as community classes, sports programs, discussion forums, and mass channels which include mass media, electronic media, and journalism that function to raise and disseminate information about issues raised by Rumah Cemara.

Keywords: Cemara House, External Organizational Communication, Organizational Communication Dimensions, Organizational Communication Channels.