

ABSTRACT

whether the activities of an organizations are running well or not, it can be determined by the way the organizations communicate, one of which is by how the orginazation communicates with external parties through positive activities associated with bad reviews from the public towards the organizations. 'Satuan Siswa, Pelajar dan Mahasiswa Pemuda Pancasila' (SAPMA PP) is one of the communities orginazations in Indonesia, SAPMA PP is the community organization which is held in youth side to change bad reviews towards 'Pemuda Pancasila' organizations. SAPMA PP already has lots branches in Indonesia so that the vision and mission are fully implemented, one of them is SAPMA PP in Bogor. A bad review from the public towards the organization is because there are lots of bad cases by 'Pemuda Pancasila' this past 2 years. SAPMA PP has their way to communicates with the public which is change public's views through positive activities so that could change the bad reviews and to get connected with the public. This study aims to determine how the external organization communication SAPMA PP in establishing relationship with the public or the society. This study uses a qualitative method with a qualitative research method based on a post-positivism view. In collecting data, this study conducted in-depth interview techniques and observations. The result of this study indicates that SAPMA PP Bogor has communicated well with the public through mass media and interpersonal communication.

Keywords: SAPMA Pemuda Pancasila, Komunikasi Organisasi, Hubungan Komunitas