

ABSTRACT

The Communication is an important activity in organization to produce a relationship between leaders and subordinates, like the organization formed in Bandung, Armor Kopi Leuit. The communication system in the organization certainly has a communication pattern who becomes the identity of the communication. The pattern of organizational communication is form of important process activity in controlling organizational systems. The communication pattern applied to an organization can affect communication to run smoothly. There is a similar study conducted by Putri (2021) with the title "Organizational Communication Patterns of the Karya Asuh Foundation" and a study entitled "Organizational Communication Patterns between Battalion Commanders and Soldiers in the 1st Combat Engineer Battalion/Dhira Dharma" conducted by Andhika in 2019 which is become a reference in this study. This research was conducted in Bandung, Armor Kopi Leuit using qualitative research methods which is aiming to find out how organizational communication patterns are applied and knowing the obstacles who interfere with the continuity of organizational communication patterns. The data collection techniques and data analysis techniques used in this study were through in-depth interviews, observation and documentation. Based on the results of research that has been carried out, it shows that the pattern of organizational communication used in Bandung, Armor Kopi Leuit is the pattern of all channels, and the obstacle factor that interferes with sustainability in the object of research is the manager's changing.

Keywords: *Communication patterns, Organizational Communication, Organizational Communication Barriers.*