

ABSTRACT

The Covid-19 pandemic that occurred in Indonesia resulted in various sectors having to be dismissed because they were considered to be able to transmit the virus very quickly. Organizational activities such as HIPMI have also felt the impact of the Covid-19 pandemic in terms of communication. This phenomenon is very interesting to conduct more in-depth research. This study examines how verbal and nonverbal communication occurs at HIPMI BPC Bandung City during the covid-19 pandemic. Descriptive analysis and qualitative approach are used to determine the problems that occur in verbal and nonverbal communication in HIPMI Bandung. Data obtained through interviews with informants from HIPMI members and opinions from expert informants regarding verbal and nonverbal communication. The Covid-19 pandemic has had an impact on all aspects of life, including the realm of business and entrepreneurship in Indonesia, such as HIPMI, which continues to strive to maintain its business during the pandemic by having a big goal of realizing and developing young entrepreneurs in Indonesia. In realizing this, it is necessary to have good communication between cadres both verbal and nonverbal because communication is a very essential part to do, this communication will be very influential in improving cooperative relations between cadres, conveying strategic ideas and increasing enthusiasm. Communication is the key to success in an organization, therefore, the researcher suggests to conduct research on interpersonal communication among HIPMI cadres in order to find out what the communication activities built by HIPMI are like.

Keywords: Communication Management , Verbal Communication, Nonverbal, Covid, Pandemic