ANALYSIS OF COMMUNICATION PATTERNSIN STUDENT ORGANIZATION IN ORDER TO SHAPE STUDENT CHARACTERAT KINE CLUB UMS

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Abstrak

Perguruan tinggi memiliki banyak ruang untuk mengembangkan karakter mahasiswa, salah satunya yaitu keikutsertaan mahasiswa ke dalam sebuah organisasi. Organisasi mahasiswa sangat berdampak dalam pembentukan dan pengembangan karakter mahasiswa karena proses keorganisasian yang memakan waktu minimal satu tahun. Penelitian ini bertujuan untuk mengkaji pola komunikasi yang dijalankan dalam sebuah organisasi mahasiswa hingga dapat membantu membentuk karakter individu anggota organisasi. Temuan diantaranya adalah mahasiswa lebih memiliki karakter yang berkembang dalam segi kedisiplinan, kepemimpinan, ketelitian, kreativitas, tanggung jawab, menghargai, dan akuntabilitas anggaran, serta public speaking dengan menerapkan pola komunikasi yang intens didalamnya. Penelitian ini merupakan penelitian deskriptif kualitatif yang mengambil data melalui tehnik wawancara mendalam kepada narasumber yang memenuhi kriteria. Kemudian data dianalisis menggunakan triangulasi dengan mereduksi data agar menghasilkan kesimpulan yang valid. Hasil penelitian dapat disimpulkan bahwa pola komunikasi yang dijalankan dapat membantu individu anggota dalam membentuk dan mengembangkan karakter individu, hal tersebut terjadi karena individu memahami pentingnya pola komunikasi, tidak hanya untuk mencapai tujuan organisasi namun juga mendapatkan nilai positif terhadap individu yaitu pembentukan karakter. Karakter yang terbentuk pun sangat bervariasi seperti beberapa karakter yang ada dalam plegmatis, melankolis, sanguinis, dan koleris.

Kata Kunci: komunikasi, organisasi, karakter.

Abstract

Universities have many spaces to develop student character, one of which is student participation in an organization. Student organizations are very impactful in shaping and developing student character because the organizational process takes at least one year. This study aims to examine the communication patterns carried out in a student organization that can help shape the character of individual members of the organization. The findings include that students have more developed characters in terms of discipline, leadership, accuracy, creativity, responsibility, respect, and budget accountability, as well as public speaking by applying intense communication patterns in it. This research is a descriptive qualitative research that takes data throughin-depth interview techniques to sources that meet the criteria. Then the data is analyzed using triangulation by reducing the data to produce valid conclusions. The results of the study can be concluded that the communication patterns that are carried out can help individual members in forming and developing individual characters,this happens because individuals understand the importance of communication patterns, not only to achieve organizational goals but also to get positive value to individuals, namely character building. The characters formed also vary greatly such as some characters in plegmatis, melancholy, sanguinis, and choleris.

Keywords: communication, organization, character.

1. INRODUCTION

Students are intellectual beings who process following their conscience and thinking, fighting

for the creation of a civilization full of justice and progress. Students are creatures who do not

want to be limited in their creativity in realizing change, and students are people who always want to move towards change and progress. Students are creatures filled with enthusiasm, ideas, movements, and optimism in achieving their dreams and goals, always trying as long as opportunities and roads are still there. That is a small picture that considers that students are strong creatures, and will be even more solid when united in student organizations (Susanti, 2020).

Student organizations are a forum within the university to build and develop character, shape experience, and hone student talents. Of course, through forums for activities, discussions, and otherforums in student organizations. Organizations are also a medium that can be used to shape the maturity of students in their role in society in order to achieve the nickname agent of chance (Sangadah & Kartawidjaja, 2020). In fact, currently, there are many activities that can develop student character in a student organization, of course through the flow of organizational communication, work programs, and all agendas held by the student organization. This long processcan unwittingly build student character, especially such as the formation of administrative (organized), meticulous, creative, analytical, responsibility, leadership, and critical and teamwork traits.

The function of the organization is basically to bridge individuals to achieve common goals that can be collaborated with other individuals so as to achieve the desired organizational goals. Viewed from the perspective of organizational communication, the basic function of an organization can certainly influence its members, because in an organization there is a direction / rules function where of course directions or rules have been made by the management to direct its members to take actions or movements that are in line with organizational goals because in fact a function is a special aspect of a particular task (Calista & Rakhmalina, 2020). Vertical communication applied in an organization is also one way to carry out the function of these directions /ules, so that members of an organization can be influenced by the direction and rules of the organization in order to achieve a predetermined goal. Likewise, vertical communication in this organization can be applied to have a positive impact on its members such as improving individual mentality, training leadership skills, developing social skills, expanding social networks, and of course helping personality formation and character development so that it can become a learning space for its members, of course this vertical communication is influenced by reciprocal communication between leaders and members and vice versa (Ni Made Paramita Utami Dewi, I Made Astrama, 2022).

Apart from organizational communication applied in student organizations, organizational culture is also one of the aspects that can improve character building for

organizational members because organizational culture is the identity of an organization and is the basis for solving problems that exist internally and externally to the organization (Hairi, 2021). Organizationalculture can be defined as the values, norms, rules, philosophies, and beliefs believed by the organization and reflected in the mindset and behavior of the management and members of the organization. Organizational culture is a common perception of organizational functionaries. So thatorganizational culture is often referred to as a shared system (Sudarsono, 2019).

KINE CLUB UMS is a Student Activity Unit (UKM) engaged in cinematography or film. Thegathering of members in this Kine Club is of course due to their interest in developing their talents, or simply they are interested in the formation of new talents. But as time goes by, members of this organization experience a lack of sensitivity to the organizational process that can unconsciously shape the character of its members. Either it is because the goals of each student who is a memberof the organization are fairly unclear, or they sometimes fail to understand the organizational process they are undergoing, so they feel that plunging into the world of organizations does not benefit at all and only seems to waste energy, time, thoughts and finances. But in reality, there are character building values in every process of the activity if they live it carefully. From the phenomenon that occurs, the formulation of the problem is how the communication patterns appliedin student organizations in order to shape the individual character of organizational students.

Prioritizing this research on the phenomenon that occurs in KINE CLUB UMS, where many students fail to understand the process of character building in every organizational process. By considering the phenomenon of the problem, this research aims to provide an understanding of student character building through the communication patterns that are carried out so that students will be intense in their participation and activeness to undergo an organizational process that has an impact not only on achieving organizational goals but also character building, as well as recognizing the essence of each character building process through organizational work programs, not only that this research will also be useful if applied in other organizations that have a culture with the same concept. Researchers consider that KINE Club UMS has an organizational process that can help shape the character of its members after researchers made direct observations by joining the organization. The character building is caused by the participation of members and playsa direct role in the organization's work program, where the process starts from intense communication both vertically and horizontally.

In previous research on the role of student organizations in student character building (Susanti, 2020), it was explained about what student organizations are and the benefits

or role of student organizations in student character building, but the research did not provide an explanation of the implementation of an organizational culture towards student character building. So that in this research, we can formulate a problem of how organizational culture can foster and shape student character through applied organizational communication. Another study with the title "The Role of Organizational Communication of the Chairperson of HIMAPURA in Increasing Organizational Motivation of Members of the Public Administration Student Association of Bhayangkara University of Surabaya" (Prasetijowati & Sari, 2021), The purpose of organizational communication is explained, one of which is to motivate members and achieve organizational goals. There are some similarities in this research with this research, namely both discussing organizational communication, but this research focuses on how communication patterns carried out in an organization can help individual members in character building. As a result, this research can formulate a problem of how organizational communication patterns can shape student character.

Organizational Communication in this study is defined by words which are then summarized into one conclusion of organizational communication. Communication is one of the most important aspects in an organizational process. Communication is called communication which comes from the Latin word communis which means the same meaning. Therefore, communication will occur as long as there is a common meaning, namely the meaning of what is the subject of discussion. So, communication takes place when the people involved in it have the same meaning about something that is being communicated (Banjarnahor, 2022). In other words, if the people involved in it understand each other what is communicated, then the relationship between them is communicative. One of the benefits of communication in the organization is to develop member attitudes in order to change behavior patterns and mindsets to be in line with what is the goal of an organization (Sutrisno, 2010). In addition, the role of communication in an organization is also a focus of its own. The role of communication in the organization is that communication becomes a central point in an organization, in addition to organizing human resources effectively, the role of communication can also be used to develop plans to achieve common goals that have been planned (Prasetijowati & Sari, 2021). Every communication process certainly contains human relations because as social beings who always want to talk, send and receive information, exchange ideas and others, in this case the process involves personality, attitudes and behavior that occur in other people (Irhamdi & Jayadi, 2021). An effective organization is one that can carry out two-way persuasive communication in all organizational activities with the intention of providing motivation to move, work, process, be responsible, and productive. It can be concluded that

communication in an organization is a process of integration between humans that is humane in nature towards inner and outer feelings.

The definition of organization is simply a collection of people who have a common goal for the preparation and management of various kinds of human activities that aim to carry out a certain function or purpose. For the sustainability of an organization and to achieve an organizational goal, a sense of responsibility and cooperation in the organization is needed. Therefore, organizations are often referred to as social entities (Utama, 2020). The success of the organization can indirectly be seen from the good coordination of two or more people, of course, through effective communicationto achieve common goals. The relationship between communication and organization is very close, because communication is one of the tools to support the success and achievement of the organization's goals, therefore it is said to be an organization if it fulfills several elements such as a system, human resources, cooperation and goals (Dadang, 2021). In addition, effective communication when applied in an organization has a huge impact, one of which is an organization that runs according to the direction and common goals. With communication, the organization will become a comfortable space to interact and exchange mindsets and all elements in the organization areintegrated where this will strengthen the organization to maintain sustainability in achieving goals. Organizational communication becomes a little clear because of the explanation above that organizational communication is not just a tool to achieve goals, but more than that. Organizational communication is a process that gives rise to a meaning that is understood together and becomes the same mindset and behavior patterns of the members of the organization. Without the meaning of organizational goals, organizational goals are only meaningless slogans.

The examination of communication patterns in the field of organizational communication facilitates comprehension of the manner in which information is transmitted within a collective or an entity (Damanik & Alfikri, 2022). These patterns exemplify the trajectories that signals traverse as they transition from one individual to another. There exist five notable communication patterns within the realm of organizational communication, including the circle, star, chain, wheel, and Y patterns.

The circle communication pattern is characterized by the flow of communication in a circular fashion, generally observed among a closely-knit group or team. There exists a comprehensive network of interconnections among individuals, whereby the dissemination of information is facilitated among all participants. This particular pattern fosters egalitarianism and fosters a culture of cooperation, as it ensures that each member is afforded an equitable chance to engage in the process ofcommunication (Pramasitaningdyah & Sinduwiatmo, 2022).

The utilization of the circle pattern has proven to be efficacious in facilitating brainstorming sessions and fostering productive small group conversations.

The star communication pattern is characterized by the presence of a central individual or leader who assumes the role of a hub, from which communication emanates and extends to other members. This phenomenon is frequently observed in organizational contexts characterized by a well-defined hierarchical structure or in situations where an individual occupies a prominent position of power. The utilization of the star pattern proves to be an effective method for the distribution of information from a singular origin to a multitude of recipients, hence guaranteeing the maintenance of uniformity and coherence in the conveyed messages.

The chain communication pattern is characterized by a linear flow of communication, whereby messages are transmitted sequentially from one individual to another. In this communication system, each individual engages in communication exclusively with the immediate adjacent individual, resulting in a structure resembling a chain. This particular pattern proves to be advantageous in situations where it is crucial to strictly stick to a specific sequence or when the proper conveyance of information from one end to the other is of utmost importance (Verhoeven & Madsen, 2022). Nonetheless, the potential for distortion arises when communication lacks clarity or when any links within the communication chain get disrupted.

The wheel communication pattern involves a central human or decision-maker who acts as the hub, through which all communication is directed. The aforementioned pattern demonstrates efficacy in expediting decision-making processes and facilitating centralized control. However, it is susceptible to potential bottlenecks arising from the central individual's potential overwhelm or delayed response. The wheel pattern is frequently observed inside organizational contexts that need prompt decision- making or during periods of crisis.

The Y communication pattern is a hybrid of the circle and chain patterns. The phenomenon entails a primary individual who engages in communication with two or more individuals in subordinate positions, and each of these subordinates possesses the ability to engage in communication with one another. This particular pattern facilitates the effective dissemination of information while yet upholding a well-defined hierarchical structure. Collaboration among subordinates is seen valuable in situations when the central figure plays a crucial role in coordinating their collective endeavors.

The examination of communication patterns inside a student group holds significant importance in shaping the identity and promoting development among its members (Hesse, 2020). The Kine Club at the UMS is an exemplary organization that can be cited as an

illustration. Through an analysis of the interaction between vertical and horizontal communication within this club, significant insightscan be obtained regarding the dynamics that impact the development of student character.

Vertical communication can be defined as the transmission of information between distinct levels of hierarchy within an organizational structure. Within the framework of the Kine Club, this encompasses the dissemination of ideas, objectives, and instructions from the leadership to individual members, together with the reciprocal flow of feedback from members to the leadership. Effective communication is crucial for maintaining a coherent trajectory and ensuring that the goals of the club are in line with the overarching vision of the university. Vertical communication within the Kine Club facilitates the transmission of crucial principles, including but not limited to teamwork, commitment, and professionalism, from the club's leaders to its members. Regularly scheduled meetings, workshops, and direct communication channels facilitated by organizational leadership serve as effective platforms for the dissemination of the organization's fundamental beliefs. Leaders have the ability to establish clear expectations, disseminate exemplary methodologies, and motivate individualsto assume accountability for their respective duties and obligations (Terzi, 2018). Furthermore, the implementation of vertical communication facilitates the provision of mentorship and advice, asseasoned individuals and authoritative figures have the opportunity to impart their valuable perspectives and knowledge to newly enlisted members. This fosters a conducive atmosphere wherein knowledge is transmitted, hence facilitating individual and vocational development. The club facilitates the development of leadership abilities, self-discipline, and a sense of accountability among its members.

In contrast, horizontal communication pertains to the exchange of information and interactions that occur between individuals who hold similar positions within the organizational hierarchy. The exchange of information, ideas, and experiences in a lateral manner plays a vital role in cultivating a sense of community, teamwork, and innovation inside the club. Through the examination of horizontalcommunication patterns, it is possible to discern the manner in which individuals engage in collaboration, knowledge sharing, and mutual assistance.

Horizontal communication is evident inside the Kine Club through various activities such as brainstorming sessions, project partnerships, and social gatherings. This facilitates knowledge exchange among participants, fosters the formation of robust social connections, and cultivates fundamental interpersonal competencies. Through the cultivation of an environment that promotes inclusivity and openness, the club facilitates the development of empathy, proficient communication skills, and the capacity to engage in collaborative efforts

aimed at achieving shared objectives. A crucial aspect in molding student character within the Kine Club lies in comprehending the dynamic relationship between vertical and horizontal communication. The organization ensures the development of useful skills and knowledge, as well as the cultivation of essential values such as integrity, adaptability, and a strong work ethic. Through the examination of communication patterns,it is possible to discern areas that require enhancement, enhance leadership tactics, and foster a more fulfilling experience for all participants.

Leadership is a process of a leader to influence and provide examples to its members in achieving organizational goals. Leadership in student organizations is very influential in the organizational process because it stores organizational functions, namely directions and rules where a leader will provide direction or orders to organizational members in order to achieve the desired common goals. This is where the leader plays a very big role, not only directing members of the organization to achieve common goals but also setting the right example to its members, besides thatit is also a figure who can help build character in individual members because the pattern of directions and rules is directed to members to dare to release individual self-potential (Salman et al., 2023). Not only that, members of the organization must also know the essence of the rules and directions of the leadership so that they not only help achieve organizational goals but also gain new experiences, new skills, and even new characters or traits. This will be the task of the leader so that members and organizations benefit from this pattern of directions and rules, of course, by applying intense communication patterns to subordinates both vertically and horizontally by becoming equal friends in discussions. So that the whole organizational process will form an organizational culture that becomes a moving system of an organization to achieve common goals.

2. METHODS

The method used in this research is qualitative. Qualitative research is research that uses a natural setting with the aim of interpreting the phenomena that occur. Qualitative research seeks to describe narratively the activities carried out and the impact of actions that have been taken on a life (Anggito, A & Setiawan, 2018). Taking the concept of qualitative research methods because later the data to be collected is data in the form of opinions and opinions that will be put together to become a conclusion information. Qualitative research is in line with the problems studied in this study, where the aim of the researcher is to produce data in the form of opinions or opinions from several sources.

The research population in this phenomenon is anyone who will provide information to

fulfill research data, in the phenomenon that occurs. It can be concluded that the population in this study are students who are members of the KINE CLUB UMS Student Activity Unit, both administrators and members. Meanwhile, the sample taken is the KINE Club UMS management with a minimumrequirement of a one-year management period at KINE Club UMS, has a position, and understandsthe phenomena that occur. For this reason, researchers took four informants who would be used as sources, namely the general chairman, general secretary, general treasurer, and head of the appreciation division. The informant will be used as a resource person because the informant has processed at least a one-year period in KINE Club UMS and has a position and the informant knows the phenomena that occur related to the communication patterns that are carried out to achieve member character building.

In this study, researchers collected data through interviews, and forum group discussion with several related parties (organizational leaders), of course the informants were people who could find out the phenomena that occurred such as administrators and organizational members. Researchers willcollect data from informants who have the potential to be contacted as well as those who know other parties with certain characteristics. As well as to validate these informants, the validity technique used in this study is triangulation, which later the research results emphasize more on the meaning aspects sourced from the opinions or opinions of the informants, as well as obtaining sources from several perspectives because the informants are organizational administrators who have different positions.

The Miles and Huberman Model, a highly regarded framework for qualitative data analysis, is utilized to thoroughly investigate communication patterns within the Kine Club at UMS, with a specific emphasis on the development of student character (Yarosca, 2016). The model proposed in this study has three unique steps, namely Data Reduction, Data Presentation, and Conclusion Drawing. This structured technique is well-suited to the research purpose, which aims to gain insights into the impact of communication inside the club on personal growth and character development.

Data Reduction is the preliminary phase of data analysis entails a comprehensive study of qualitative interview transcripts and focus group discussions conducted with members of the Kine Club. The process of data reduction involves the identification of recurring themes, noteworthypatterns, and crucial insights (Prakoso, 2022). The researcher will analyze the narratives in order to identify key components, including occasions where communication has had a beneficial influence on personal development, members' perspectives on inclusivity, and obstacles encountered in communication that may impede character formation. This approach facilitates the extraction of fundamental elements within communication patterns, establishing

a basis for further investigation.

Data Presentation is the subsequent phase of the Miles and Huberman Model is dedicated to the presentation of the revised facts in a coherent and organized fashion. The researchers systematically arrange the identified themes, patterns, and discoveries in a meaningful manner. The data may be effectively represented through the utilization of topical charts, diagrams, and textual summaries. This presentation will showcase instances of good communication that have led to character development, as well as difficulties identified by the focus groups (Al Zaidan, 2023). The objective of this stage is to offer a comprehensive perspective on the communication patterns seen inside the Kine Club and their assessed influence on the character development of students.

Conclusion Inference is the ultimate phase of the study is utilizing the provided data to derive significant inferences. The present study aims to evaluate the cumulative influence of communication within the Kine Club on the personal growth and character development of its members. Conclusions may pertain to the efficacy of existing communication tactics in promoting inclusion, the identification of communication areas that require enhancement, and the broader influence of communication patterns on the development of student character. Furthermore, this stage provides researchers with the opportunity to propose practical suggestions for improving the communication atmosphere within the club, with the objective of augmenting character development encounters.

3. RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 Organizational Communication Patterns

KINE CLUB UMS is one of the student organizations engaged under the auspices of the Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta, by prioritizing training and filmmaking or cinematography. KINE CLUB UMS focuses on prioritizing cinematography training from pre-production, production, to post-production stages. So that students or members of KINE CLUB UMS are students who have the same interests or hobbies, namely in the field of cinematography. To achieve organizational goals, KINE Club UMS applies directed communication patterns both vertically and horizontally. One informant with the initials NAF said that "If the pattern is later for members to communicate with the heads of their divisions, after that the heads of divisions will communicate with the deputy chairman, after that it will be communicated with the general chairman but for the secretary and treasurer, they will communicate with the cadres and members regarding administration in the Kine

program". It is clear that the communication carried out is by applying vertical and horizontal communication where communication is carried out between subordinates and superiors while horizontally carried out between members and between administrators who have equivalent positions. Even another informant with the initials RP clarified that "So in Kine there is still vertical and horizontal communication. Vertical communication is from the chairman to the management. So, for example, if we get information from the dean or BEM, the first to know is the chairman, then the chairman will first describe it to the core management body after that he will hold a meeting with other core management Later the core management consisting of the chairman, vice chairman, general secretary, and general treasurer will explain the information to other members. Horizontally, if there is collaboration between divisions in carrying out a work program, they will coordinate between divisions ". In this case, vertical and horizontal communication is very directed because the administrative culture or order that is carried out internally makes the flow of communication and coordination very massive so that it has an impact on many lines in the organization.

3.1.2 Impact of Organizational Communication Patterns

Organizational communication that is carried out regularly and massively can help organizations achieve common goals easily, not only that, the intensive communication also has an impact on individual members in character building. The informant with the initials ANF said that "maybe for example from the general secretary to the division secretary and then to the committee secretary. The committee secretary exists because of a work program, in that case we will definitely tell the committee secretary what to do, such as in making invitation letters, delegation letters, proposals, and work program accountability reports. From there it can be seen that the character that is formed is a thoroughness, agile, careful and must be on time ". From the vertical communication that is applied, it has an impact on character building in individual members, this is because of the function of directions and rules that are carried out. Students who have higher positions in the organization will give directions to their subordinates in doing something, this not only aims to achieve organizational goals, namely the implementation of a work program, but also has a positive impact on individual members, namely character building. Another informant with the initials RP clarified by saying that "the impact is that we are more communicative, and also increase cooperation as well", this is due to the intensive communication and administrative activities carried out so as to produce a positive impact onboth the organization and its individual members. The informant with the initials NAR also emphasized that "the impact of character building is probably very impactful so that members understand better what to do, well that's the positive impact", from this

communication pattern provides a lot of value for members, especially in terms of coordination, character building, and also the direction of the organization, as well as the ease of achieving common goals.

3.1.3 Character Building

KINE CLUB UMS members who have applied communication patterns get a positive side for each individual, one of which is character building. The informant with the initials ANF explained that "if in the organization it is related to many people, well then I become more assertive and after that I can also manage time better and after that for example the problem of talking to people becomes more organized and more directed", one type of choleric character is formed and developed due to a fairly long organizational process involving the application of organizational culture and communication patterns that are carried out. The informant with the initials RP clarified that "there are actually a lot of characters formed because from the beginning we did not only focus on film but we also had an organization, and also in my opinion in the organization that character arises, such as leadership can be, discipline can also be because of the discipline that we imposed the on time system earlier". The organizational environment that contains various programs, members, and also the communication process that is carried out provides results in character building for each individual. The informant with the initials US said that "when they are given responsibility and are really zero there and then given responsibility, they inevitably learn, so maybe the character building starts from there when they are given responsibility", in addition to the organizational culture applied and the communication flow that is carried out, it turns out that the environment also has an additional influence on character formation and development.

3.2 Discussion

Based on the data above, the application of communication patterns that have beeninstilled and carried out since the beginning of the period provides convenience in the organizational process and has an impact on individual character building and makes it easier to achieve common goals. In its application, the communication pattern applied by KINE CLUB UMS uses the Y communication pattern. Where the General Chairperson acts as the mainindividual involved with two or more individuals in his subordinate position, and his subordinateshave the ability to also engage in communication with each other. This is what makes the type of vertical communication carried out and integrated into direction or rule, where the chairman provides information to his subordinates in the form of directions or orders so that the information captured by his subordinates is carried out in accordance with the direction of the chairman. So that the order or direction will be carried out by subordinates to have an impact on the

achievement of organizational goals and also have a character building impact on individuals. This is similar to other studies that in this case, organizations in universities and faculties can be applied as a strategy for student character building (Pertiwi et al., 2021). The effectiveness of communication patterns caused by the application of organizations in it also has a positive impacton the organization. This is similar to research which states that each individual student has their own characteristics and thoughts. This is where students can both learn how to deal with/respond to other people wisely. Even in the organization, they also get the experience of talking / dealing with important people in higher education (for example: talking to the dean, or the rector) (Jovanka Sirait & Siahaan, 2020).

Organizational culture that can be combined with organizational communication will havean impact on the sustainability of an organization. Collaboration between the application of organizational culture and organizational communication not only facilitates the pattern of organizational communication that is carried out but also has a significant impact on carrying out individual tasks and activities in the organization, and the long impact will be useful for running the organizational wheels in achieving common goals. This is similar to research conducted by Gutama in (Gutama, 2010), with the results stating that organizational culture combined with organizational communication will create a sense of member involvement in maintaining the survival of the organization.

Furthermore, when organizational members have implemented intensive and massive communication patterns into the organization, this will unwittingly facilitate the flow of coordination and cooperation both between individuals and teams, and can have a positive impact on individuals, namely character building. This is similar to research conducted by Susanti in (Susanti, 2020), with the results stating that there are several benefits of organizations, such as being able to solve existing problems, broaden their horizons, expand their relationships and manage time, have a high sense of responsibility, have a strong mentality when facing pressure. Character building in organizations tends to be a choleric character characterized by having a firm personality in making decisions, likes to manage both managing time and other things, likes adventure, likes challenging things, and is optimistic or does not give up easily.

4. CLOSING

4.1 Conclusion

Based on research and discussion, the organizational communication pattern applied is a Y communication pattern by conducting vertical and horizontal communication, which can

facilitate coordination, smooth tasks and activities of individual organizations, positively impact the formation of individual characters in the organization, and direct to common goals. If the chairman instructs the head of the relevant division, the division head will inform the division members, completing the vertical communication pattern. However, horizontal communication will prioritize joint discussions between members and with all organizational circles outside of organizational activities by positioning themselves as students with equal positions to avoid awkwardness between discussion relatives, so that intensive and massive communication patterns both within and outside the organization have an impact on conveniences like ease of coordination, ease in carrying out the organizational process's numerous stages also affects character development and collective goals. Some of four human personality qualities are generated in the organizational process. Assertiveness, time management, daring to try, and never giving up create a choleric character. Sanguinis character emphasizes responsiveness, enthusiasm, friendliness, talkativeness, and cooperation. Analytical, industrious, disciplined, meticulous, and gifted character with melancholy. phlegmatic traits through supporting calm, organization, objectivity, and efficiency. Individuals will also feel more about leadership, public speaking, and accountability. Characters and new skills grow along with organizational skills. They realize the importance of applying communication patterns to the organization so that each employee builds character. The organization's direction and norms, carried out by the general chairman, division chairman, or committee chairman, and understood by subordinates, also shape character. This is an important point for the organization in achieving common goals, because if the recipient of the direction has understood what was conveyed, then the individual will carry out the direction to achieve the common goal desired together as well, not enough until there, gradually the function also has an impact on the character building of individual members, such as if individuals receive directions to become committee chairmen, not only the organizationa Character building takes time, collaboration, and structured and controlled communication. This formation needs leadership guidance and member understanding.

4.2 Advice

Based on the results of the research above, the researcher would like to provide advice to the organization to continue to improve organizational commitment and performance, such as periodically holding outbound activities, or upgrading or training that prioritizes activities with other members in the organization and strengthens good organizational patterns so that character building in members can be better too. Researchers also hope that not only intensive and massive communication patterns are maintained but also maintain valuable work programs

and make work program innovations if it is felt that the organization needs a breakthrough to support value and public attention. And for the members of the organization, please process correctly, carry out the directions and instructions of superiors, and try new things. If later members do not understand the essence of the direction, it wouldbe nice to ask the direction giver so that later when leaving the organization it brings a lot of benefitsto the organization and to the individual himself. The next suggestion is addressed to future researchers who are interested in researching the same topic or theme in order to expand the range of research subjects to get new views and more complex results, and be able to dissect and analyze unique communication patterns in student organizations and can further dissect the impact of organizational communication patterns from each line.

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