

## **ABSTRACT**

### **ROLE OF COMMUNICATION IN THE ORGANIZATION OF ISLAMIC STUDENTS SET TO FORM PERSONALITY KADER**

**(Studies on the Ordinary Members HMI Analysis of Social and Political  
Commissariat of Lampung University, Kedaton, Bandar Lampung).**

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Given the students who are members of the Islamic Student Association is pluralistic (many different), because almost all cultures can be found there. However, there is the most dominant culture students are grouped, the culture of hedonism, which develops in accordance with the changing times that conflict with the teachings of Islam itself. With the background of these cadres, the HMI Komsospol Unila have a very important role is through socialization of activities one of which is formal training ie Training kader I, which focuses on character and character formation of cadres HMI (Ordinary Member) of intellectuals, professionals through the transfer of value, insight and skills as well as providing stimulus and motivation to actualize their ability.

The formulation of the problem in scientific malakah (thesis) is: What Role of Communication Organization of Islamic Students Association in Shaping Personality Kader. This study aims to determine the role of Islamic Student Association UBL Branch in Social and Political Commissariat Unila as container external organizational communication campus in shaping the personality of kader (ordinary members) are positive through the implementation of activities. This study used a qualitative method that aims to describe a set of events or conditions current population. The focus of this research is the set of organizational communication role of Islam in shaping the personality of student kader. The author uses the technique of snowball sampling, where the informants were selected based on key informant guidelines, meaning the researchers asked key informants to indicate other informants who can be contacted by the researchers to obtain information/ data related to the research problem. Data collection techniques used in this study are in-depth

interviews (indepth Interview), observation and literature study. The data analysis technique used in this study is qualitative analysis. Reduction of data, display data (data preparation), Verification (draw conclusions).

Based on the research role of the Islamic Student Association Organization of Communication in Shaping Personality Kader is the approach taken by holding a board HMI against ordinary members through communication with the organization's approach to what is called Attention to Action Procedure or simplification of a process that shortened AIDDA, namely through the Role of Attention (Attention), The Role of Interest (Interest), The Role of Desire (Desire), The Role of Decision (Decision) and the Role of Activity (Action). Therefore, to support this role will require an indicator for ordinary members to create a positive personality, among them tend to truth, progressive and dynamic as well as Muslims, intellectuals and professionals.

From there it can be concluded that the approach taken by the board of Islamic Student Association of Social and Political Commissariat of the role of organizational communication through attention, interest, desire, decision and the role of activities to create a kader intensity especially on ordinary members more active in the involvement in each activity conducted, one of which is kader Training I (basic training), When the purpose of these activities is achieved then it will create a positive personality ordinary members prior to the application of dynamics to think and behave as a whole is a kader of human nature HMI and actualized in real terms through, character and personality cadres or ordinary members is through positive attitudes that tend to the truth (hanif), progressive, dynamic, Muslims, intellectuals and professionals.