

ABSTRACT

ANALYSIS TNI AD OFFICERS' COMMUNICATION IN CHARACTER BUILDING EFFORTS OF OFFICERS

(Case Study on TNI AD Officers at Batalyon Infanteri 143 Tri Wira Eka Jaya)

Communication is needed in every aspect of human life, especially in establishing the character at military. Character building efforts at military which have a commando need a lot quite good communication, so the message can be accepted and understood well to form the same perception that the institutional objective can be accomplished in the communication process. TNI's main duty is to enforce the sovereignty of state, preserve the stability of NKRI (Negara Kesatuan Republik Indonesia) which are based on Pancasila and Indonesian Constitution 1945, and also protect Indonesian nation altogether from the threat and obstruction to the stability of nation and state. Then, character building in TNI officers gets essential a lot. The objective of this research is to analysis how TNI AD officers in higher level (Perwira in Bahasa Indonesia) communicate with TNI AD officer in lower level (Prajurit/ Bintara in Bahasa Indonesia), concerning in character building. This research used descriptive qualitative method. The result of this research is TNI AD officers in higher level (Perwira in Bahasa Indonesia) at Batalyon Infanteri 143 Tri Wira Eka Jaya don't only use instructional communication, but also persuasive communication who emphasize psychological approach with the officers.

Keywords: TNI AD, character, communication analysis