

## ABSTRAK

### PROSES KOMUNIKASI ORGANISASI DALAM REKRUTMEN ANGGOTA DI UNIT KEGIATAN MAHASISWA TAPAK SUCI UNIVERSITAS LAMPUNG

Oleh

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Penelitian ini mengkaji proses komunikasi organisasi dalam rekrutmen anggota di Unit Kegiatan Mahasiswa (UKM) Tapak Suci Universitas Lampung. yang dihadapkan pada tantangan ketidakaktifan anggota meskipun telah merekrut sekitar 1000 orang sejak berdiri pada 9 Maret 2000. Kajian teoritis bersandar pada konsep pola komunikasi menurut *Effendy* (2013) dan *Robbins & Judge* (2013), meliputi pola roda, rantai, lingkaran, serta bintang, didukung tinjauan pustaka tentang komunikasi organisasi, kaderisasi formal (PANTAS, *Training* Pengurus) dan nonformal (Pendadaran, OCP), serta profil Tapak Suci Putera Muhammadiyah. Metode kualitatif deskriptif diterapkan melalui wawancara mendalam terhadap 8 informan kunci (ketua umum dan kepala departemen periode 2021-2023), observasi partisipan, dan dokumentasi, dengan analisis data melalui reduksi, penyajian, serta verifikasi triangulasi sumber dan waktu. Penggalan data primer berfokus pada proses kaderisasi via interaksi langsung dan observasi, sementara data sekunder dari laporan organisasi serta *literatur relevan*. Temuan mengungkap pola komunikasi campuran: roda terpusat pada ketua di PANTAS/pendadaran, rantai berjenjang di OCP, lingkaran informal via *WhatsApp*, dan bintang pada rapat terbuka, yang diperkuat media digital untuk efektivitas koordinasi. Secara keseluruhan, pola ini mendukung kaderisasi efektif meski terkendala ketidakaktifan anggota; disarankan optimalisasi pola bintang dan platform digital guna meningkatkan inklusivitas dan keaktifan kader.

Kata Kunci: Proses Komunikasi, Pola Komunikasi, Kaderisasi, UKM Tapak Suci, Komunikasi Organisasi, Organisasi Kemahasiswaan

## **ABSTRAK**

### **THE ORGANIZATIONAL COMMUNICATION PROCESS IN MEMBER RECRUITMENT WITHIN THE TAPAK SUCI STUDENT ACTIVITY UNIT (UKM) AT THE UNIVERSITY OF LAMPUNG**

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This study examines the organizational communication process in the member recruitment of the Student Activity Unit (UKM) Tapak Suci at the University of Lampung. The organization faces the challenge of member inactivity despite having recruited approximately 1,000 members since its establishment on March 9, 2000. The theoretical framework is based on communication pattern concepts proposed by Effendy (2013) and Robbins & Judge (2013), which include the wheel, chain, circle, and star patterns. This study is supported by a literature review on organizational communication, formal cadre formation activities (PANTAS and Management Training), non-formal activities (Pendadaran and Orientation for Prospective Management/OCP), as well as the profile of Tapak Suci Putera Muhammadiyah. A descriptive qualitative method was employed through in-depth interviews with eight key informants (the chairman and department heads during the 2021–2023 period), participant observation, and documentation. Data analysis was conducted through data reduction, data display, and verification using source and time triangulation. Primary data collection focused on the cadre formation process through direct interaction and observation, while secondary data were obtained from organizational reports and relevant literature. The findings reveal a mixed communication pattern: the wheel pattern is centralized around the chairman during PANTAS and Pendadaran, the chain pattern operates hierarchically during OCP, the circle pattern emerges informally through WhatsApp communication, and the star pattern appears in participatory open meetings. These patterns are further strengthened by the use of digital media to enhance coordination effectiveness. Overall, this combination supports an effective cadre formation process, although it remains constrained by member inactivity. Therefore, optimizing the star communication pattern and digital platforms is recommended to improve inclusivity and member engagement in cadre development.

**Keywords:** Communication Process, Communication Patterns, Cadre Formation, Tapak Suci Student Activity Unit, Organizational Communication, Student Organization