ABSTRACT

Research is called “The R15, Bandung, Motorcycle Club”. The purpose of this research is to figure out how the phenomenon R15, Bandung, Motorcycle Club and reveal what the motive, action, and the meaning that carried out by members of the R15, Bandung, Motorcycle Club.

Communication of the Organization is a process of communication or the exchange of messages and information in an organization that has a connection between each other. It can be between members and members, members with leadership. Communication Organization also plays an important role in creating a good climate in an organization, because everything goes well when supported by effective communication.

The research method used in this study is the method of qualitative. Because methods of research a qualitative researchers were able to obtain data is complete and accurate by using the techniques of in-depth interviews and observations directly so as to produce data descriptive form of words written from the informant.

Based on the results of research The R15 Bandung Motorcycle Club then obtained, a hobby with two wheels especially the variants R15 which underlies the members to join R15 of Bandung Motorcylce Club. with the various contributions to the love of the members of the club to make R15 Bandung Motorcycle Club to club R15 the first and with the biggest members in Indonesia and a parameter for the club – the other out, especially the club with the variant R15 that carries a city with one club.

As for a few things that are recommended or suggested by researchers to partners in R15 of Bandung Motorcycle Club, which is expected to be more taped more closeness between each other, making it a lot of positive activities involving elements of society, continue to facilitate a variety of the members of an increasingly diverse, to accommodate a variety of input, and had to be able to stay as a pioneer in traffic.