

## ***ABSTRACT***

*This research investigates communication patterns in the Vespa motorbike community in Bandung City, especially the bdgrunway community. By using qualitative methods and an observational approach, this research aims to understand how communication forms and functions in the context of this community. Data was collected through in-depth interviews with community members, direct observation, and content analysis from their social media platforms.*

*The research results show that communication within the bdgrunway Community occurs through a variety of channels, including live chat, social media groups, and regular meetups. There is a strong informal communication pattern, where members share information, experiences and support related to Vespa riding activities and daily life. Apart from that, communication also plays a role in building collective identity and strengthening social ties between community members.*

*This research provides deeper insight into how communication plays a role in forming and maintaining the Vespa motorbike community, as well as its social implications in the context of the city of Bandung. The practical implications of this research can help in the development of more effective communication strategies in strengthening community networks and expanding their positive impact in wider society.*

*Keywords: Communication Patterns, Community*