



**MERCU BUANA UNIVERSITY**  
**FACULTY OF COMMUNICATION SCIENCE**  
**MAGISTER PROGRAM STUDY OF COMMUNICATION**  
**SCIENCE**

Name : Jarot Sumarjono  
NIM : 55207110022  
Subject : **POLA KOMUNIKASI PENGURUS PARTAI KEADILAN SEJAHTERA (Studi Komunikasi Organisasi Pada Taklim Rutin Kader dan Kader PKS DAPIL 5 Kota Tangerang Dalam Pembentukan Kinerja Partai)**  
Bibliography : 103 Halaman;

**ABSTRACT**

Communications play an important role in an organization of political parties in the present time. Patterns of communication and the management of the party cadres who have become important when the performance began to form a party. The establishment of the performance of the party-starting from the development of the cadres and managers, who have a pattern of communication and unique. Guidance-guidance is running continuously, or continuously through a small groups, so that the process of formation of the party's performance can be realized.

This study aims to identify and analyze how patterns of communication Taklim Routine Kader Partai Keadilan Sejahtera on DAPIL 5 Tangerang city in the formation of the party's performance. For it is then using this research method with the type of qualitative research in a way explorative and field research.

Results of research that form the profile ten cadres and Partai Keadilan Sejahtera superintendent Karang Tengah district and subdistrict Prohibition, which is a good coach of a group Taklim Rutin Kader and only as a member Taklim Rutin Kader, along with statements and the results of their observations, and then categorized similarity based on their answers and behavior. Communication patterns obtained from this research is the communication pattern of the management of cadres and Partai Keadilan Sejahtera DAPIL 5 Tangerang city, and its symbol, supporting system, and the activities Taklim Rutin Kader Partai Keadilan Sejahtera DAPIL 5 Tangerang city. Background understanding that Islam is a strong capital and organized propaganda for them.