

ABSTRACT

This study titled organizational communication strategy student activity units nature lovers in UPN "Veteran" Yogyakarta in enhancing the commitment of the members, aims to determine the strategy that is used within the organization Mapala and identify any obstacles that exist in the current development Mapala organization. The theory is used to analyze the theory of social systems and the theory of input output process. The method used is descriptive qualitative trying to express things that happen organized through the pattern and communication strategies that they run. Sources of data from this study were obtained from the primary data and secondary data through observation and in-depth interviews (depth interview) with some informants were selected based on the needs of the research. The results of this study that Mapala is the organization that runs the system with the subjective approach, where the communication that occurs within the consist organization of formal and informal communication. In organizational communication barriers are also derived from the media used, the internal and external public who make the organization's communication strategy is not in line with expectations. Strategies to increase its members divided into two , namely the strategy of the organization in the form of education for the younger members began to be reduced each year , while the communication strategy in the organization with a culture change in the Secretariat Mapala culture , began to decrease juniority and seniority system .

Keywords: organizational communication strategies, patterns of communication, organization, barriers, Mapala Student activity units.