

ABSTRACT

This research was entitled "Komunikasi Kelompok Jemaat Ahmadiyah Dalam Menjaga Eksistensi Di Yogyakarta.". Ahmadiyah Community is an organization that has a controvertion in the society today. There have been many cases was faced by Ahmadiyah in Indonesia, but it's existence remains and exist in the society.

The type of research is qualitative research, and use a descriptive method research to develop concepts and gather the facts but the research was not intended to test the hypothesis (assumption temporary) based on particular theory. In this research, the data obtained through by interviews, documentation, and literature. Data were analyzed qualitatively, and presented in detail description and systematically arranged.

Ahmadiyah community in Yogyakarta attempt to exist as a group must be approach in the society. Ahmadiyya's approach taken by using two methods that cognitive and affective way. Ahmadiyah also used the media to maintain the existence of their community in Yogyakarta. Ahmadiyya feels there is a misunderstanding with society about the Ahmadiyya's reliance and it make the conflict was occurd.