

ABSTRACT

The communication process process within the company is carried out intensively by the elements of the company that exist, especially leaders and staff. Communication activities between leaders and staff are carried out repeatedly every day. Communication carried out repeatedly in an organization including companies will form communication patterns. In this case, the communication pattern can be said to be a system of sending messages from the communicator to the communicant with a view to changing behavior, attitudes and opinions. Internal organizational communication that occurs within the company between the leader and his staff produces vertical communication both vertically down and vertically upward, horizontal communication and diagonal communication both diagonally downward and diagonally upward.

This research was conducted to determine the communication patterns of internal organizational communication carried out by the leadership and its staff at the Bandung Syariah Bank DKI Branch in maintaining work discipline. The research objective is to find out what are the results obtained from the existence of vertical communication, horizontal communication and diagonal communication conducted at the DKI Bank Syariah Branch of Bandung.

This research uses descriptive qualitative method. Data collection techniques carried out by observation, discussion, interview and literature study. The data analysis technique of this study systematically described the data from interviews.

The results of this study are activities from vertical downward communication in the form of: orders, work instructions, reprimands, providing company work information, granting assessments, giving directives, and controlling. Upward vertical communication in the form of requests for information, delivery of accountability, submission of complaints, submission of opinions, and submission of proposals. The results of horizontal communication are integrated meetings, ensuring data, coordinating processes, delivering and receiving consideration, exchanging information, avoiding overlapping work. Diagonal downward communication takes the form of requests for opinions, requests for documents, cross-checking truth of information and providing clarification. Whereas diagonal communication upwards results from the delivery of opinions, ensuring certainty of meetings, consultation of ideas and confirmation of schedules.

Keywords: *Communication Pattern, Internal Organizational Communication.*