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Institute of Dedication to the State in the Study of Organizational Communication Patterns

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Abstract



Communication is the most important aspect to build organizational integrity because it can determine the effectiveness and smooth direction of communication that occurs in the organization. The title of this research is "Institutions for State Service in the Study of Organizational Communication Patterns". This study determines the pattern of organizational communication within the Dedication to the Country institution. The research method used in this study is a qualitative method with a descriptive approach. The data used in this study comprised primary data and secondary data. Primary data is as information got from interviews with several informants. While secondary data is as data got from books and other sources. The theory used in this scientific writing research is the theory of Organizational Culture Theory. The data collection techniques used are interviews, observations, and online data searches. The results of this scientific writing research are known that the communication pattern used by dedication institutions to the country is formal communication and informal communication, both of which are used in horizontal and vertical communication. This research uses a qualitative approach with a descriptive approach and a constructivist paradigm. Interviews were conducted with 10 resource persons comprising 1 founder, 4 daily management bodies, and 4 steering committees. Organizational culture theory became an important basis for this study. The organizational culture in Dedication to the Country uses more family systems. The media used in this organization in disseminating information often uses social media such as Facebook, Instagram, TikTok. The problem that often arises is the existence of members and volunteers when communicating.

Keywords: Communication patterns, organizational culture, dedication.

Introduction

This research looks at a communication process that certainly will not be missed in life. This condition is because of the existence of humans as social creatures which of course requires elements of communication in every element of their lives. Communication is also an important part of every organization, there can be built cooperation and collaboration between members in it. Each member can help and interact with each other, this is because of communication.

The flow of information that exists in the organization certainly covers the entire organization, this becomes a complex process. Communication patterns in the organizational structure will certainly describe how relationships occur in it. This pattern includes various types

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of message interactions that occur between members of the organization, both formal and non-formal. Communication constraints also often occur in organizations, both in the internal and external spheres. When faced with an unexpected situation, this communication problem arises, this makes a relationship less effective.

Dedication to the country is an organization engaged in 3 fields, such as humanitarian, social, and educational. The primary attention in this institution is dedicated to regions in Indonesia with the 3T (Underdeveloped, Remote, Disadvantaged) category. The board comprises 55 people with over 300 volunteers and 9000 recipients. Community donations certainly supported the extraordinary amount with 30 programs run.



This research is interesting to conduct an in-depth study because this institution covers the entire reach of Indonesia. The concern of this institution is proven directly by several programs that have been carried out. Researchers saw that DUN became one of dozens of non-profit organizations in Indonesia that helped build the beloved archipelago. As a non-profit organization, it is certainly not easy to manage Dedication to the Country, especially in terms of arousing a sense of care and loyalty from all existing volunteers. Research conducted in the Dedication to the Country institution focuses on organizational communication patterns with a qualitative approach and constructivist paradigm.

Method

An organization is an activity of a group of people and it is coordinated with a specific plan to achieve a goal. The process of achieving this goal is carried out with a division of duties and functions with their respective responsibilities and authorities. An organization certainly has the ability to collaborate with mutually agreed goals and rules. In Indonesia there are various types of organizations, where public organizations are part of the support of the ruler so that they have the ability to survive various changes. This condition is different from private organizations that prioritize cohesiveness between members by maintaining regeneration in it

An organization is described as a political system where then the power in it is divided based on the needs that will later make decisions, and of course its own influence is needed. Organizations are also understood as transformational because the satisfaction of their members can change and evolve through feedback in the communication process. The need for communication to keep information conveyed to all parts of the organization is a big challenge in itself. The existence of this communication system is important because with the efficiency used in this system will provide good results in an organization. A communication system that is developed and can run effectively will help all members in the organization to be able to achieve their common goals, and this is the main goal in the organization. (Steph, 2022)

Another goal in the importance of joint communication here is to maintain a common climate and ethics in an organization, with this the relationship that occurs is well maintained and conflicts between members can be avoided. A leader with higher authority will communicate and convey messages to members in lower positions need to maintain good ethics, otherwise a lot of informal information appears which will cause bad perceptions.

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This concept of a leader is known as a democratic leader. This type of leader will consider themselves part of a community and strive to meet the common goals of that community. Members in the community must take part in various activities, this is done so that each member is responsible. Leaders will see that everyone is considered having valuable potential to achieve common goals. (Tania, 2021)



Organization in this case is considered like an organic life that needs to stay alive, and this is done by adapting to changes in the existing environment. Members in this organization will enjoy a lot of freedom with interactive communication that allows them to survive as well as thrive. This activity is needed to reduce uncertainty about existing information from the environment inside and outside the organization. This condition is necessary to observe because in reality that occurs a lot of information turns out to be unclear.

Organizational culture theory is used in this study, which was developed initially by Michael and Nick. This theory looks at many cultural indicators will describe the life experience of an organization. An organization is a social act with many people gathered in it. The culture of the organization will include a wide array of symbols that exist and are given by members. The meaning and understanding of organizational culture can certainly be achieved by an interaction between the chairman, board and members. Activities in organizations always have integration within a larger activity, often in theory considered as an episode. Each member as a player can distinguish between episodes from one another, it needs an improvisation by the player. Communication episodes can be played various techniques, although the performances are the same and can be repeated but they are never repeated in a way. (Andika, 2023)

Objects in this study are properties, values, or objects that have certain variations that are identified by researchers to be studied and then made conclusions. This qualitative research has the ability to continue to develop according to the times, besides that in this research there are often interdisciplinary influences. A researcher in qualitative research in this study looked at the correlation between organizational communication disciplines with community empowerment. This research a researcher will focus on certain problems related to the Institute of Dedication to the Country. Social interaction will certainly appear in this study both within the organization and outside the organization. Researchers then try to focus attention on the interactions that occur within the organization.

The subjects of this study are founders, administrators and members of the Dedication to the Country institution with an emphasis on qualitative methods. This research uses a qualitative approach by obtaining from direct observation of informants. Provide a description of the research subject as an informant. This can mean that people who are in the research environment are expected to provide information. The information obtained will provide an overview of various social realities related to the Institute of Dedication to the Country through the perspective of informants.

Primary data and secondary data are two important types of data used in this study. Interview and observation techniques conducted by researchers are closely related to primary data. (Moleong, 2019) The interview is important because it will dig up a variety of information from an informant, in this case it is certainly carried out on various parties ranging from founders,

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administrators and members of the Dedication Institute for the Country. The results of the interview are usually in the form of interview transcripts which are the main basis for this study.

Observation in this study became the main thing in data collection, and it was done by researchers directly. Researchers must certainly be able to use a variety of senses including sight and hearing and some use the sense of taste. Observation becomes an activity that seeks to reveal what arises from behind an activity, this is expected to predict the basic reasons for the activity to be carried out. (Muhammad, 2018) Researchers make observations by seeing and following various activities carried out by the Institute of Dedication to the country, and there are expected to understand the important reasons for this organization to work.

Secondary Data is a record or documentation owned by companies, governments, etc. This data is data that will support primary data, this secondary data collection is carried out through various sources such as documents, books, etc. (Wilda, 2021) This research obtained secondary data from various documents in the Dedication Institute for the Country and books owned by the institution. This research uses data validity techniques that will prove and test data that has been obtained in the field. One of the data validity techniques carried out is by triangulation of research. Triangulation becomes a multimethod approach, where researchers try to collect and analyze the data obtained. Phenomena understood by researchers must be studied in different points of view. This triangulation is done so that later it can be reduced as much as possible when data collection and analysis is carried out. (Ketut, 2023) This study uses triangulation between researchers with different perspectives.

Results and Discussion

This social institution focuses on underdeveloped, remote and underdeveloped areas with 3 main areas, namely social, humanitarian and education. Dedekasi Untuk Negeri was originally founded by Ahmad Sulthana Aulia in the empty village area of Tangerang, Banten, driven by several young people who care about the social, educational, and humanitarian sectors. Dedication to the Country is a non-profit social organization that operates on the basis of social and environmental interests and has 55 managers with 30 programs that have been running.

An organization communication becomes very important and necessary, without communication in an organization it will hinder and cause many problems caused by communication discrepancies and confusion. Dedication to the Country has made various organizational communication efforts to realize the success of the organization, which was specifically clarified by several informants of dedication to the country about the importance of organizational communication of dedication institutions for the country in establishing an organization

Of course it is indispensable. Actually, communication is very important in our lives. One of them is in organizing. Because without communication, the organization will be difficult to run, flawed and not even achieved than the goals that have been determined. In addition, without communication, there is a high possibility of miscommunication with other administrators, which has a considerable impact on individuals and the organization itself. So basically communication

is very necessary and even becomes a basic need to interact with each other, various information for the success of the organization." (Minaha Nisatul Kholis)

The conclusion of the interview with the Dedication to the Country institution, illustrates that organizational communication is needed to build chemistry with each other. Communication in an organization also plays a role in the exchange of leader information with its members or fellow members. For example, to solve problems, find new ideas, or innovations in the organization in the future. In addition, communication in organizations can also avoid miscommunication. Without communication, organizational movement can be hampered. The organization will not work, it can even be fatal because lack of communication leads to misunderstandings.

Researchers see that the above conclusion can be that how important communication is as the main running of an organization. Here there are 2 forms of communication in the organization, namely vertical and horizontal. This form of vertical communication will occur when a leader talks to members and vice versa. Communication that occurs between members is often known as horizontal communication. The form of vertical communication contained in the institution dedicated to the country can be seen from the statements of several informants from the organization. This can be seen from the following quote.

"For leaders to members, a leader, of course, things that need to be communicated with members include the leader can motivate, direct, and make decisions. The pattern of communication shown to each member of his team also has a big influence. The right way can create close relationships that can have an impact on HR motivation, such as reducing stress, increasing productivity, and increasing active involvement of these members." (Selawati)

"For leaders to the members of the Dedication to our country, there is a coordination flow, there is a secretary treasurer, a Steering Committee or equivalent to a manager, there are also division staff, for communication of the divisional staff program from the division staff, then continued to communicate with the steering committee, then the steering committee is coordinated by the secretary and then the communication reaches the founder." (Ahmad Sulthan A)

The explanation above can be concluded that things communicated by the leader to the members include work programs, be it to be implemented, ongoing, or evaluations carried out after the program. A leader distributes tasks to members or simply provides information related to programs or events, both internal and external. In addition, the leader also gives direction and motivation to the members to be more enthusiastic and directed. In addition to discussing activities within the organization, sometimes leaders also talk about things outside of work, such as post-activity walking agendas as entertainment or rewards for members.

Dedication to the Country describes how vertical and horizontal communication is. Communication between members and leaders in the Dedication to the Country organization can be grouped into 3 important subjects. The first subject is about work programs in the organization such as reporting and evaluating work programs that have been implemented, asking for suggestions and input on programs to be carried out, and providing ideas for a program.

The second subject is the provision of information. For example, members provide input to leaders, provide information on findings on the ground when taking action and meet directly

with the community. The third subject is related to cooperation involving the organization, such as when members convey to leaders when there is an invitation for collaboration from external parties. The following is the result of an interview that shows horizontal communication in the organization of Dedication to the Country.

"Fellow members discuss the continuation of the work program that is being run, discuss any problems encountered while the program is running, decide together what is the best step to solve an existing problem, then report to the leader." (Disa Nursanti)

"Fellow members: Socialize about what will be implemented specifically if in the networking division it focuses on social media or the organization's website discussing the content of the content that will be displayed." (Zsuraty R)

Figure 1. Communication among Members



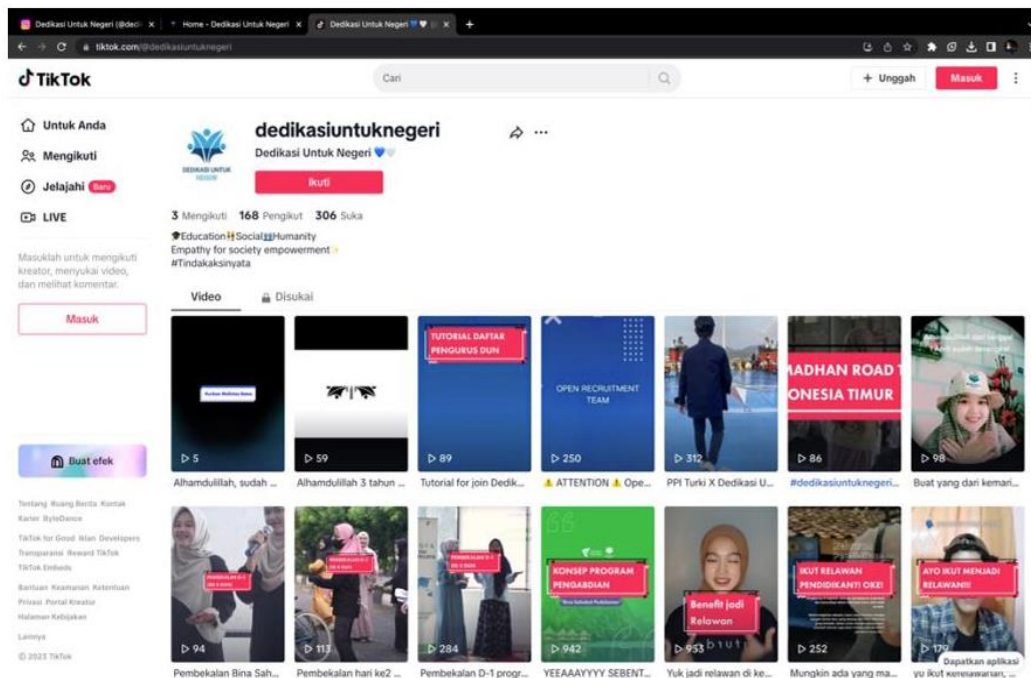
Social media is one of the media used by DUN institutions to carry out their activities through organizational communication. Social media is used to disseminate information about work programs, events, speeches, and events. In the process, the right communication channel is needed according to the type of information to be conveyed. This was explained by several informants regarding the communication channel of Dedication to the Country as follows.

"If the media is enough WhatsApp, Instagram and other online channels to meet online, we use zoom and google meet. But more effective directly usually, for dissemination to members of the media it is done through such aspects in almost all media we do. Both verbal, non-verbal, visual media and the like." (Emilia Khoirunnissa)

"Dedication to the country in conveying information can be by using wa groups in large groups of Dedication to the Country, member groups, and volunteer groups, using the Dedication to the Country website, Instagram, youtube, facebook and tiktok. For the dissemination of information thoroughly to members, we use media that are commonly used to conduct

comprehensive communication to members, it can be via zoom meet, or google meet or also wa groups to communicate virtually." (Alviana Damayanti)

Figure 2. Tik Tok DUN



Communication in an organization certainly does not always run smoothly and encounters obstacles. This also happened to the Dedication to the Country institution. The barriers in organizational communication that occur are described in the following exposé sourced from members of the Dedication to the Country.

Each person has a different flow of coordination and communication in the obstacles of the parent organization, there are times when there are times when arguments are not appropriate so as to cause debate in terms of designing program discussions. But we can still overcome this with a cool head. because it is the concept of kinship that makes us not only as program partners, but also as families." (Ahmad Sulthan A)

There are, when running a work program there are obstacles from the presence of members in the meeting forum to discuss technical related to the procedural work program. There is a submission of information by the 2nd and 3rd parties, sometimes the members involved still do not understand the points discussed in the meeting and are reluctant to ask again. That's what triggers the ineffectiveness in communicating." (Selawati)

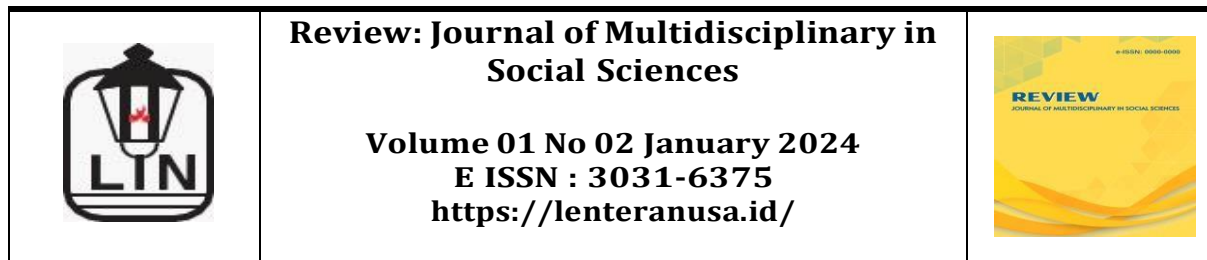
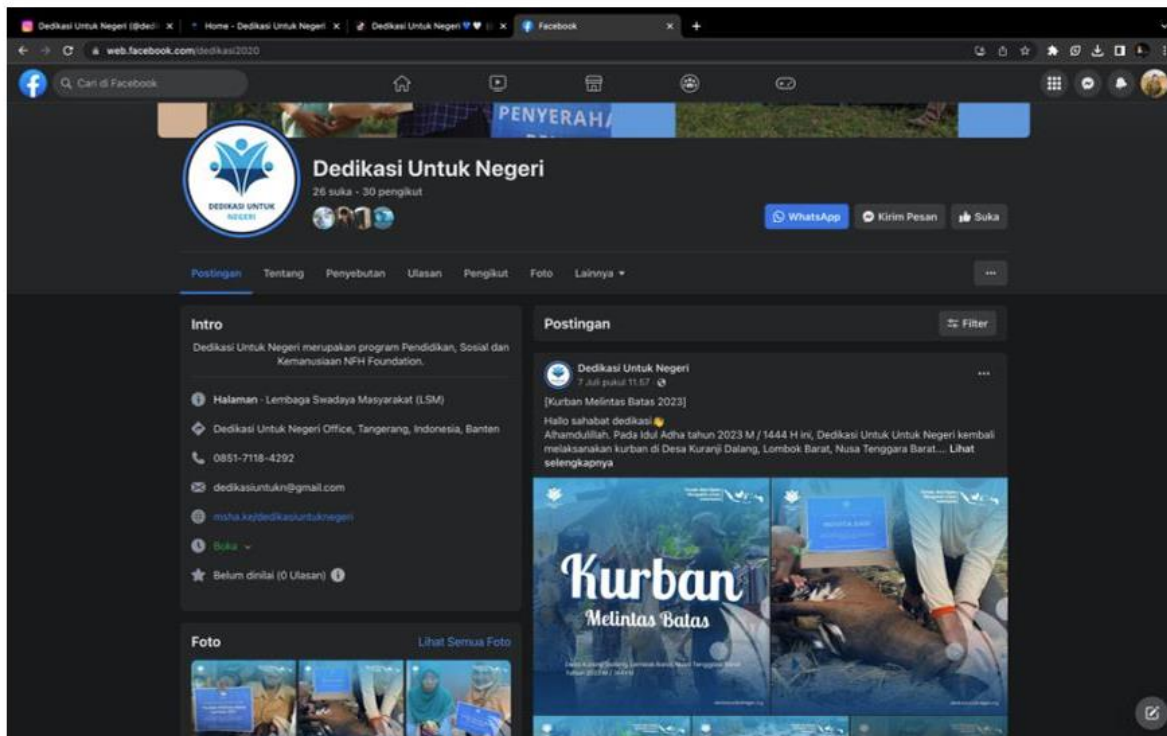


Figure 3. Facebook DUN





The presence of members of the organization in different areas, makes it difficult to plan regular meetings in person. The next obstacle factor besides distance is the busyness of existing individuals because most of them are still students. For meetings that can be held online, communication barriers that are often encountered are related to bad internet signal/network during the meeting. Other obstacles such as differences of opinion when designing program discussions, miscommunication, not understanding the discussion at a meeting, and reluctant to ask questions. In the end, these barriers reduce the effectiveness of communication in an organization.

Organizational Communication Patterns

Organizational communication will include various forms of communication both companies, government agencies and non-profit organizations. It serves to develop and has a correlation with stakeholders and society. Every organization has different communication patterns and approaches. Communication patterns are defined as relationships between two or more people who send and receive messages in an appropriate way so that the message can be understood. (Nurhamila, 2022)

The Institute of Dedication to the Country in this case has several stages in communicating such as:

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"Regarding communication with leaders or founders in each organization, it must have its own stages. In dedication, the stages of communication in achieving common goals have a system that is not so complicated but adapted to the circumstances that occur so that communication can be conveyed directly from members to founders or in terms of operationalization of the organization is delivered gradually through several steps. What is conveyed directly to the founder is the times when there is a very important and sudden need, being operationalized in its management, usually the communication system used is from the field member to the head of the field, from the head of the field to the SC and from the SC will be conveyed and informed to the SC of other fields and finally from the SC conveyed to the founder of the SC steering Committee." (Minaha Nisatul K)

"When you want to communicate with the founder, there must be procedures and stages depending on what needs, if you want to invite as a speaker, you can go through the stages by contacting the official Dedication to the Country number listed on the web or on social media. If you want an audience with the founder, it can also be with the same stages and will later be directed according to existing procedures. This institution prioritizes kinship, there is no separation skat between officials, managers, members and even members." (Ahmad Silanul)

The pattern of organizational communication at the Dedication to the Country institution, the first is the stage of communicating to the leadership. But the procedure depends on the needs, which exist such as if giving invitations or audiences to the leadership, can send emails to official dedication to the country either via email or social media provided can be whatsapp, DM (direct massage) via Instagram. The message received will then be forwarded to the leadership. In addition, there are other stages such as discussion or program proposals that can be through their respective divisions first. Communicate with the head of the division so that later it will be forwarded to the steering committee in the division and will be reviewed and considered with the founder. Related to very important things, you can directly communicate with the founder. Finally, the authority in DUN is not too strict because it uses a family system.

The decision-making process in an organization such as Dedication to the Country is certainly based on making choices among a variety of alternative actions. The ability to increase effectiveness in decision making is an important part of maximizing effectiveness. Making a decision in an organization is very important to guide the course of the organization. Wrong decisions can be fatal and not run efficiently. (Ketut, 2023) Dedication to the Country has a strategy for making a decision, this was answered by several informants from the Dedication to the Country as follows.

Usually, for decision making, my friends and I are deliberate, and there if there is a leader, it is usually immediately decided, but if there is not, we usually send the results, then wait for the decision from the leader, that's it." (Minaha Nisatul K)

"Of course, if we leave the decision making to the leadership, because if everyone decides, it will probably be ambiguous and even cause problems with one umbrella. And our approach is participatory certainly because, through discussion, dialogue of all members." (Alviana Damayanti)

If for a decision in dedication to the country, the system must hold a meeting, we will discuss a project that wants to be undertaken, all of them give views, and later what kind of good and effective appearance it is, then the decision is decided together through our superiors / leaders, and dedicated because it prioritizes discussion so our approach is participatory." (Fiki Zulfadillah)

The decision making contained in the dedication institution for the country is carried out by deliberation. As well as holding meetings to facilitate joint discussions to discuss a project, which later members provide views and input. After the discussion has been completed, it is fixed by the leader. For the approach is participatory, all can communicate with each other, give their views.

When expressing an opinion, members sometimes have feelings of hesitation towards the leadership due to hierarchy or distance. A staff will have a lack of confidence when talking to the leader, in this context known as the management approach. Management approach becomes an important part of the organization, the ability of a leader to direct staff will be the same as the ability of a staff to communicate with the leader. One of the good effects of this communication model is to prevent miscommunication in the organization. (Tania, 2021).

At the Institute of Dedication to the Country communication must be delivered for the good of the organization, when it is not done it will hamper the program implemented. This condition can be seen in several results



From interviews with informants as follows;

"Maybe if the new management feels hesitant if they want to convey a message to the leader, but here we try to build a mindset that we are a family and relatives who have had closeness for 5 years this motto that makes us more close, so whatever we feel try to convey whatever it is, both criticism and suggestions that can build teamwork so that harmony and effectiveness can be established, it's like that anyway." (Disa Nursanti)

"There must be a sense of hesitation from subordinates to leaders. However, this happened to some new members and the less active members never even participated in the live action held by Dedication. The way to overcome it is more of a persuasive approach and an invitation to get to know each other, provide motivation and the like so that the feeling of hesitation or awkwardness is long gone, which is actually a process, over time it also does not hesitate anymore." (Selawati)

"I am quite hesitant when I want to convey a message to the leader and what I do to eliminate that hesitation is to prepare the message that I will convey in good language, choose the right time, and think that the progress of my work program will be hampered if I do not immediately deliver the message or coordinate with the leader." (Emilia Khoirunnissa)

DUN members when delivering messages and input to leaders based on several statements said they did not hesitate to argue, because leaders were open to accept opinions and criticisms given. Hesitation occurs when the member either just entered the DUN because he is still shy and awkward, some are because the member is rarely present in joining DUN activities. Researchers see that members can anticipate hesitancy by preparing messages in advance. The prepared message will then be delivered in good and polite language and at the right time. This condition will result in the message conveyed can be easily understood and coordinated with the leaders.

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Communication is not only from a staff to the leader but also from the leader to the related staff. This communication model pattern is known as Top-Bottom management organizational communication. This model pattern strongly emphasizes the ability of leaders to convey messages to staff, this model is also done to provide the same direction so that goals can be achieved. Leaders in DUN institutions can use a top down approach well when a lot of information is obtained from members, especially members understand well about the goals and vision of the organization. This similarity is the main basis for achieving goals in the organization. (Steph, 2022)

The organization certainly needs motivation and encouragement for the members. The ability of the leader is very influential in providing motivation to work together. This is made clear by some of the informants below



Dedication always upholds human, educational and social values as well as its values. Therefore, the movement of dedication to the country always leads to the good in it. If the encouragement and motivation given are things like for themselves and the organization, as the manager of the organization can run and support it together with the team, so surely every leader gives encouragement or motivation to each member, and to be accepted well or not, back again to each member is certainly different but so far, When what is conveyed can be lived well, I think it can be received well." (Ahmad Sulthan A)

"There is. Usually in the form of a persuasive approach earlier, which is related to motivation to contribute together. It can be in the form of direct or indirect communication. So far it is acceptable yes by most members. That is the purpose of a persuasive approach and provides motivation and invitation to contribute. Usually a motivated member will be seen from a change in his behavior that is better than before. For example, Members are more active than before. Now this moment, of course, we make it an opportunity to give tasks / trusts to these members in an existing program. With the aim of maintaining his motivation, fostering a sense of family, both gaining knowledge and experience as well as continuing to actively contribute with other members." (Minaha Nisatul K)

The Institute of Dedication to the Country leaders often provide encouragement to motivate and support every step of kindness carried out by members. Form a persuasive approach related to motivation to contribute together, can be in the form of direct or indirect communication and the encouragement can be well received by the members. This condition is because the leader not only gives encouragement but also participates in joint activities, so that the members feel accompanied.

This research uses the theory of organizational culture communication. This theory states that the reality and culture of an organization are also determined as symbols that are a representation of meaning. Organizational culture is a characteristic that exists in an organization and is used as a guide in behavior that distinguishes it from other organizations. An organizational culture is often said to be a system of beliefs, norms and values accepted by members in the organization that determine how they behave and achieve goals. (Renaldo, 2017)

The effectiveness of a symbol or slogan depends on the media and how members of the organization use it for organizational activities. In the institution of Dedication to the country also has its own culture / characteristics in carrying out an activity, this is clarified by informants from the Dedication to the Country.

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There are many programs implemented, ranging from providing assistance for school children, natural disaster relief, community development activities. The implementation adjusts to the needs of the community, usually before the activity there is an assessment of what is needed by the community. We process this into a program that can help and develop the community, of course by communicating with the community." (Beautiful Khoirunnissa)



"Because Dedication to the Country is an institution engaged in social and educational and humanitarian fields, we are not far from that pillar when there are activities, for example, coming down directly when there is a disaster, or serving for several months to be teachers of children in the interior, or provide happiness to poor or poor people." (Zsuraty Rahmany)

"There are many good things that Dedication has carried out, so far it is still an activity that is charity, in the field of education there are programs to Help Vulnerable Students Drop Out of School, National Education Commemoration etc. In the Social Sector there are Safari programs throughout the country, Help Empowered Single Mothers, Ramadhan Camp etc. In the humanitarian sector, we are also active in disaster response in Jabodetabek and outside it, and many more activities, You can check it directly on www.dedikasiuntuknegeri.org website." (Ahmad Silanul J)

DUN is carried out in accordance with the direction of the dedication movement for the country, namely social, educational and humanitarian. So far there are still activities that are charity, in the field of education there are programs to Help Students Vulnerable to Dropping Out of School, National Education Commemoration and others. In the Social Sector, there are Safari programs throughout the country, Help Empowered Single Mothers, Ramadhan Camp, etc. In the Humanitarian Sector, we are also active in disaster response in Jabodetabek and outside it. For example, come down directly when there is a disaster, or devote for several months to being a teacher of children in the countryside, or giving happiness to poor or poor people. The implementation adjusts to the needs in the community, usually before the activity there is an assessment so what is needed by the community. We process this as a program that can help and develop the community. Dedication to horror also has a distinctive feature that is different from other organizations, dedication to the country has a differentiator, this is explained by informants from Dedication to the Country.

"There are many institutions like Dedication to the Country, the difference is from its vision and mission, dedication seeks to empower young Indonesians with programs that focus on remote parts of the country. Why in remote areas, why not the closest ones? Because we see that there are not many institutions that target and focus there and from the beginning we are committed to implementing programs in the 3T area by prioritizing social empowerment, education, economy and tourism in the village." (Ahmad Silanul)

"What makes it different may be that the family is dedicated to the country once, I will join other institutions, but here I see the difference is more familial warmer." "Transparency, Professionalization, accountability and superior human resources. Because no matter how big the program is, no matter how short the HR program planning is, it is always superior and ready and always strives to be trustworthy in carrying out its duties." (Minaha Nisatul K)

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"The difference with other organizations in dedication to the country is that there is no seniority, everything is done together, and it is good that we are always accompanied if there are difficulties." Cohesiveness between members and members by providing opportunities to participate in activities even though they no longer serve as members but can still participate in activities held by the organization but only as members." (Fiki Zulfadillah)

The Institute for Dedication to the Country has its vision and mission, dedication seeks to empower young Indonesians with programs that focus on remote parts of the country. DUN sees that there is still a lack of institutions and organizations that focus on implementing programs in the 3T area. Every organization has a unique size, scope, and activity in the form of actions. For example, the Dedication to the Country institution has identification tags such as lanyards and hats designed by themselves, or a blue ribbon tied on the left arm when carrying out fundraising actions carried out to help disaster victims so that it distinguishes it from other organizations.

Monthly routine activities such as meetings both online and online for brainstorming, making programs or just chatting, have annual activities including Helping Vulnerable Students Drop Out of School, Qurban Across Borders, Cheap Bazaars and several other annual activities, Khotmil Al-Qur'an One Day One Juz which is held in Ramadan which is open to the public, and the committee is the management and members of the Dedication Institute for the Country, so that it becomes its own characteristic or characteristic.

Organizational culture theory exists in this DUN study to try to see how organizational members will create and maintain a sense of togetherness as an organizational reality. The organizational culture of the institution of dedication to one's own country such as the scope of association was conveyed by the informants that in DUN like a family that supports each other and is far from a toxic environment. There are also those who say that DUN is like a second home, said one of its members. Each other complements each other's shortcomings for future development and good.

Researchers see that in organizational culture theory a symbol becomes a representative of meaning that plays an important role in determining reality as well as culture. An organization like DUN that consists of many members, they will create and use and interpret existing symbols. The activities that take place in DUN are carried out in accordance with the direction of the dedication movement for the country, namely social, educational and humanitarian. So far there are still activities that are caritas, in the field of education there are programs to Help Students Vulnerable to Dropping Out of School, National Education Commemoration and others. In the Social Sector, there are Safari programs throughout the country, Help Empowered Single Mothers, Ramadhan Camp, etc. In the Humanitarian Sector, we are also active in disaster response in Jabodetabek and outside it. For example, come down directly when there is a disaster, or devote for several months to being a teacher of children in the countryside, or giving happiness to poor or poor people.

The implementation adjusts to the needs of the community, usually before the activity there is an assessment of what is needed by the community. We process this as a program that can help and develop the community. This last assumption relates to cultural differences between organizations. The interactions that occur in an organization every day will eventually form a



culture of its own. This interaction occurs in the work and responsibility of all members of the organization both formally and non-formally both inside and outside the organization.

Conclusion

Communication in this study consists of external and internal, in addition to formal and informal communication. Vertical and horizontal relationships occur between leaders to members and vice versa. While informal communication, usually occurs during working hours and daily activities within the Dedication to the Country institution, the flow of communication is horizontal and diagonal, where each other can interact freely and influence each other. The communication culture formed at the Dedication to the Country Institute adheres to a family system, where each member and leader has almost no boundaries in communicating, the leader always provides encouragement and motivation and then the members can give advice and input for the institution to the leadership. The information media used is face-to-face and also virtually using websites and social media such as Whatsapp, Instagram, Facebook and tiktok. The pattern of organizational communication at the Dedication to the Country Institute has been effective, although sometimes it has communication obstacles such as the distance between each different member, and communication misses that occur due to not attending meetings held or signal obstacles when meeting online, but this can be overcome by the minutes at each meeting provided by the secretary in order to reinforce the points that have been discussed and the results at the meeting. Researchers see that this research can be developed by expanding studies and different perspectives, not only in the study of organizational communication but communication between individuals, groups, cultures. Communication theory can also be used with a variety of different communication theories so as to provide different study results.

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