

## **ABSTRACT**

*Humans are born as social beings who can not live alone. Humans need to join the community in order to mingle with other human beings who have the same background, hobbies, interests, and skills. Insta Nusantara Bandung aims to introduce and helped preserve the natural beauty and diversity of Indonesian culture through photography. Insta Nusantara Bandung is a gathering place for human beings who have the same hobby, which is photography. In Insta Nusantara Bandung Community certainly there is a process of communication in it. This study examined the offline meeting that held by Insta Nusantara Bandung. The purpose of this study was to determine the content of messages exchanged, the direction of flow of information, and communication patterns of offline meeting Insta Nusantara Bandung. This is a qualitative study described descriptively. Based on the results of observation and in-depth interviews, there are diverse content of the message exchanged. There is an informative message and persuasive message. The direction of flow of information that occurred downward communication, upward communication, communication horizontally, and informal communication. Communication patterns are formed when an offline meeting Insta Nusantara Bandung is the communication patterns of stars or all channels. These communication patterns can strengthen interpersonal relationships between members of Insta Nusantara Bandung.*

***Keywords: Community, Message Content, Direction Flow of Information, Communication Patterns***