

ABSTRACT

Subculture Religious Communication in Intercultural Communication in Bandung Islamic University (Unisba)

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Communication is culture. Each culture has communication dimension. In terms of Islamic culture in Indonesia, we can explain that the diversity of Islamic groups brings various cultural characteristics and Islamic group communication. The various characteristics are cultivated in the process of subculture perception while weaving intercultural communication.

In Islamic world phenomenon, Indonesia has various subculture powers. Some of the formations are, through organization grouping, NU, Muhammadiyah, Persis and the likes. In its development, each grouping represents certain powers. Unisba as a vessel labeled university becomes a magnet. The magnet attracts numerous groups or genres—in this matter Persis, SI, NU, Muhammadiyah.

This research use descriptive method with interview as primer data. The interview done with lecturer whose representasion from NU, Muhammadiyah, Persis, and SI. The consepts use in this research are; value and communication culture, interculture, and religious communication. The conclution are; Unisba as a vessel labeled university becomes a magnet. The magnet attracts numerous groups or genres such as Persis, SI, NU, Muhammadiyah, etc. to show noble morals among the groups in one objective: to develop Islam through academic sector. While communicating by “trans-culture”, each shows their vision and mission based on their Islamic organizational “genres”. However, each stays in the awareness of “Unisba” culture domain developing Islamic *ruhuiddin*. This can be observed from the elements of their perception process towards “Unisba”.

Key word: Interculture communication, religious communication, subculture religious communication