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**KEMAHASISWAAN
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SPORT AS A COMMUNICATION BRIDGE IN THE UNIVERSITY

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Abstract. Communication is one of the human base necessities that cannot be handle. However, it is a process which based on every human activity. For that case, human cannot separated from communication process. Communication is a process to convey a message (ex: idea, concept) from a person to others in order to influence one another. Sport is a tool for increase a communication between human. Sport can be a communication without talking each other. In means, with sport activity, communication can achieved without any conversation. A university becomes one of place for communication from every department into university it self. Communication can happens from students to other students, students to the lectures or other officials. Sport can help a person to do a communication activity far away that is to share one another, share the same message, share information, expressing ideas or a start to make a cooperation or to develop the university.

Key words: communication, sport, university