Abstract

Communication Strategy Fansclub Indonesian Football Association (IFFA) Through the Inter Futsal Ties In Football Club Fans In the city of Bandung

By:
Fridsal Sula
NIM: 41806898

This thesis under guidance of:
Desayu Eka Surya. S.Sos, M.Si

This study aims to determine the Communication Strategy Fansclub Indonesian Football Association (IFFA) Through the Inter Futsal Ties In Football Club Fans In the city of Bandung. To answer this strategy, the researcher picked up sub focus objectives, plans, activities, messages, and media to measure the focus of research.

Research approach is qualitative research method is descriptive (descriptive reaserch). Research data collection is done by in-depth interviews and direct observation of spaciousness, the study of literature, internet searching, and documentation. Informants in this study were six people who know about the futsal conducted by Indonesian Fansclub Football Association (IFFA). The technique used was purposive sampling (sampling technique aims) where samples were taken through certain consideration in accordance with the objectives of the study. Before conducting interviews, the researchers first prepare interview questions according to what will be studied. Answers obtained from the interviews was then analyzed and discussed in the discussion.

The results showed that the Indonesian Football Association Fansclub (IFFA) has previously been planned goals through Futsal in The Closer Ties Between Football Club Fans In the city of Bandung. In its activities, Indonesian Fansclub Football Association (IFFA) produces a positive image of the community for them. Message in the campaign through Futsal style formal message and have two forms of message that is persuasive and informative. Media used were effective in conveying information from the Indonesian Futsal Fansclub Football Association (IFFA).

Conclusion This study shows that the Communications Strategy Fansclub Indonesian Football Association (IFFA) Through Futsal is inseparable from the goals, plans, activities, messages, and also the media that is used or is used to achieve the ultimate goal of Closer Ties Between Football Club Fans In the city of Bandung.

Advice To Indonesian Football Fans Club Association (IFFA) can innovate on its activities. Not only futsal but activities associated with other sports. That is, activities that can be a Sports Basketball, Badminton or women's Futsal.