ABSTRACT

STRATEGY COMMUNICATION OF BIGREDS REGIONAL BANDUNG THROUGHACTIVITIES"OFF SEASON" IN DEEPENING SOLIDARITYBETWEENLIVERPOOLFOOTBALLCLUB SUPPORTERSIN THECITY OFBANDUNG

By

ARIEF RANDY

NIM : 41807091

***This Research Under Guidance* :**

Desayu Eka Surya, S.Sos.,M.Si

Analyze *research goal is to find out how the regional strategy Big reds Off Season Bandung through the strengthening of solidarity between supporters of Liverpool FC in the city ofBandung. So theresearchers triedtoanalyzefrom thegoals, plans, activities, messagesandmedia.*

Type of research is a qualitative research method used isdescriptivemethod. Most of the data obtained through interviews, literature and internet searching. For this research in formant was a member of the organization Big reds obtained by purposive sampling technique with a number 3 informant research and 2for support in from ant with data analysis techniques.

Purpose of the research results of this activity is to strengthen the solidarity between members, the ***plan*** *is carried out fairly successful so far in any of his off season activities, while* ***activities*** *in the off season is an* ***element*** *of fun that makes the many participants, the* ***message*** *delivered in this very worth while activity for participants,* ***media*** *used were quite successful in getting as many people to participate in activities off this season.*

Conclusion The study shows that the current strategy with success and solidarity is created in this off-season activity, in every sense of the organization there's always needed solidarity between the members ofthatis what encouragesthe creation ofan activitywithin the organization.

Suggestionisthateverystudyundertaken inthe off seasonlongerandmore variedgames-games and activity like a workshop and etc. That are more interesting to the participants who take part in this season off even more.