

ABSTRACT

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Communication Strategy Between Badminton UKM Members at Gunadarma University Kalimantan in Facing Competition

Keywords: Organization, Badminton ukm, Communication, Communication strategy

(xi + 44 + Appendices)

In Indonesia, badminton is popular with various groups of people, especially students. Gunadarma Kalimantan University has a Student Activity Unit (UKM) which was formed in 2021, intended for students to channel their hobbies and interests in badminton. UKM itself is included in the category of organizations in universities, where UKM has a structure, goals and vision, activities, administration and so on. In recent years, the Gunadarma Kalimantan University Badminton UKM has experienced increased participation in various competitions between universities. However, despite its great potential, team performance is often inconsistent. One factor that is thought to contribute to this is how team members communicate and coordinate, both in preparation for the competition and when facing pressure during the match. The purpose of this study is how the communication strategy between members of the Gunadarma Kalimantan University Badminton UKM in facing the competition. To ensure the validity of the data, triangulation techniques are used. This research method is qualitative with a qualitative descriptive approach. data collection is carried out through interviews and observations. the theory used in this study is based on the Theory of Communication Strategy Stages. The results of this study indicate that the communication strategy of the Gunadarma Kalimantan University Badminton UKM in facing the competition is to get to know the audience by using an approach that is carried out to get to know its members individually and in groups, compiling messages or directions during the competition, including determining the theme and material, very structured and oriented to arouse the attention of its members, using informative methods to communicate with its members, and using WhatsApp, Google Drive, Email, Google Calendar, and Google Sheet media.

Bibliography (1959-2024)