

ABSTRACT

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Public relations Strategy of The Jakmania Supporter Organization in Building a Positive Image.

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The role of supporter organizations in sports, especially football, has a significant impact on the image of the club and the society involved. Supporters do not only serve as fans in the stadium but also act as communication agents capable of shaping public opinion. The Jakmania, as one of the largest supporter organizations in Indonesia, faces major challenges in building a positive image amid negative perceptions of supporter groups in general. Therefore, it is important to understand how the public relations strategies implemented by The Jakmania contribute to improving their image. This study aims to identify the public relations strategies of The Jakmania supporter organization in building a positive image. The research method used is descriptive qualitative with a constructivist paradigm. Data collection was carried out through observation, in-depth interviews, and documentation. Informants were selected using purposive sampling, including active members and central administrators of The Jakmania who understand the organization's public relations strategies. Data analysis used an interactive model consisting of data reduction, data presentation, and conclusion drawing. The validity of the data was tested using source and technique triangulation. Theories used in this study include image theory and public relations theory. The results show that The Jakmania has implemented various strategies to build a positive image, including establishing a clear organizational structure, obtaining legal status, being active on social media for peace campaigns, and engaging in community activities. The conclusion of this research is that The Jakmania's public relations strategies have gradually succeeded in improving the organization's image in the eyes of the public. For future research, it is recommended to examine the long-term effectiveness of The Jakmania's public relations strategies and compare them with those of other supporter organizations in Indonesia.

Bibliography (1985 – 2024)