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POLA KOMUNIKASI ORGANISASI MANAJEMEN BORNEO FC DENGAN KELOMPOK SUPPORTER PUSAMANIA

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ABSTRACT

This study aims to determine the pattern of organizational communication carried out by the Borneo FC Management and the Borneo FC Supporters group. In this study, the researcher used a qualitative approach with a descriptive method which seeks to provide an overview and analyze the pattern of organizational communication between the Borneo FC Management and the Supporters' group. Data were collected by researchers through observation, interviews, and documentation related to the title of this study. In this study using 3 elements of organizational communication channels in accordance with the research focus, namely, vertical, horizontal, and diagonal communication. Based on the results of the research that has been done, it shows that the pattern of organizational communication carried out by the management of Borneo FC and the Pusamania Supporters has actually been going quite well. The communication channels that have been built between the two parties are running as they should, even though there are still deficiencies both in the vertical, horizontal and diagonal communication channels. Then the management of Borneo FC had not implemented the concept of interpersonal communication with Pusamania supporters properly, this had an impact on the emergence of bad prejudice because Pusamania supporters felt they were not being considered. Communication barriers that occur between management and supporters are due to individual human differences, differences in perceptions, differences in age, differences in emotional states, listening skills, differences in status, disburbing information, and filtering information.

Keywords: Patterns of Communication, Management, Supporters

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pola komunikasi organisasi yang dijalankan oleh pihak Manajemen Borneo FC dan kelompok Supporter Borneo FC. Pada penelitian kali ini, peneliti menggunakan pendekatan dengan pendekatan kualitatif dengan metode deskriptif yang berusaha memberikan gambaran dan menganalisa mengenai pola komunikasi organisasi antara Manajemen Borneo FC dan kelompok Supporter. Data dikumpulkan oleh peneliti melalui kegiatan observasi, wawancara, dan dokumentasi yang berkaitan dengan judul penelitian ini. Dalam penelitian ini menggunakan 3 unsur saluran komunikasi organisasi sesuai dengan fokus penelitian yaitu, komunikasi vertikal, horizontal, dan diagonal. Berdasarkan hasil penelitian yang telah dilakukan menunjukkan bahwa pola komunikasi organisasi yang dijalankan oleh pihak manajemen Borneo FC dan Supporter Pusamania sejatinya telah berjalan cukup baik. Saluran komunikasi yang telah dibangun antara kedua belah pihak tersebut berjalan sebagaimana mestinya walaupun masih terdapat kekurangan baik itu pada saluran komunikasi vertikal, horizontal, dan diagonal. Kemudian pihak manajemen Borneo FC belum mengimplementasikan konsep komunikasi interpersonal kepada supporter Pusamania dengan baik, hal demikian berdampak dengan munculnya prasangka tidak baik karena supporter Pusamania merasa tidak dianggap. Hambatan komunikasi yang terjadi diantara manajemen dan supporter dikarenakan adanya perbedaan individual manusia, perbedaan persepsi, perbedaan umur, perbedaan keadaan emosi, ketrampilan mendengarkan, perbedaan status, pencairan informasi, maupun penyaringan informasi.

Kata Kunci: Pola Komunikasi, Manajemen, Supporter.

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