

**PENGARUH GAYA KOMUNIKASI
SPORTCASTER TAYANGAN SEPAK
BOLA INDONESIA TERHADAP
PERUBAHAN SIKAP MASYARAKAT
(STUDI PADA FOLLOWERS AKTIF
AKUN INSTAGRAM
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ABSTRAK

Pandemi Covid-19 memaksa seluruh kegiatan dihentikan. Semua hal tak terkecuali termasuk aktivitas berolahraga dan kompetisi profesional di dalamnya. Salah satu yang terdampak datang dari olahraga sepak bola, yaitu Liga 1 2020. Kompetisi sepak bola tertinggi di Indonesia itu terpaksa menghentikan kompetisinya hingga satu tahun lamanya. Ketika akhirnya situasi sudah memungkinkan, penyelenggara mulai mencari cara agar kompetisi perlahan bisa kembali lagi. Untuk memanaskan para pemain yang sudah lama tidak bermain di kompetisi, diselenggarakan lah sebuah kompetisi pra musim bertajuk Piala Menpora 2021. Sebagai turnamen yang digelar pertama kali saat pandemi, tentu stasiun televisi ingin bisa ikut berkontribusi dengan menjadi penyiarinya. Kala itu, Emtek Group menjadi pihak penayang dan juga menghadirkan beberapa sportcaster atau komentator ternama guna memeriahkan jalannya pertandingan. Kompetisi pun dimulai dan semuanya berjalan lancar. Hingga akhirnya pertandingan Bali United vs PS Sleman membelah penonton menjadi dua kubu akibat sportcaster pada pertandingan tersebut. Satu sisi menyebut bahwa komentator dari Valentino Simanjuntak tidak layak didengar karena gayanya yang hiperbola sehingga memantik tagar viral #GerakanMuteMassal, di sisi lain menyebut bahwa komentar Valentino Simanjuntak justru lebih seru karena gaya khasnya. Teori efek media massa akan digunakan sebagai pedoman dalam penelitian ini. Penelitian ini akan meneliti pengaruh gaya komunikasi sportcaster tayangan sepak bola Indonesia terhadap perubahan sikap masyarakat, dengan cara menyebarkan kuesioner berisi beberapa pernyataan yang berkaitan dengan penelitian ini kepada sejumlah sampel dari *followers* akun Instagramscoresheet.id. Hasil yang didapatkan dari penelitian ini menunjukkan bahwa gaya komunikasi sportcaster tayangan sepak bola Indonesia memiliki pengaruh yang kuat terhadap perubahan sikap masyarakat.

Kata Kunci: Sportcaster, Gaya Komunikasi, Pengaruh, Instagram, Perubahan sikap

THE INFLUENCE OF INDONESIAN FOOTBALL SPORTCASTER COMMUNICATION STYLE ON CHANGES IN COMMUNITY ATTITUDE (STUDY ON ACTIVE FOLLOWERS OF INSTAGRAM ACCOUNT @SCORESHEET.ID)

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ABSTRACT

The Covid-19 pandemic forced all activities to be suspended. All things involved in sports and professional activities in it. One of them came from soccer, namely Liga 1 2020. The highest soccer competition in Indonesia was forced to stop its competition for up to a year. When the situation finally became favorable, the organizers began to look for ways so that the competition could slowly return to life. To warm up the players who have been playing in the competition for a long time, a pre-season competition for the 2021 Menpora Cup tournament will be held. As the tournament was held for the first time during a pandemic, television stations can certainly contribute by becoming broadcasters. At that time, Emtek Group became the publisher and also brought several well-known sports broadcasters or commentators to enliven the match. The competition started and everything went smoothly. Until finally the Bali United vs PS Sleman match praised the audience for being two camps due to the sportcaster in the match. One side says that the commentator from Valentino Simanjuntak is not worth listening to because of his hyperbolic style that has sparked the viral hashtag #GerakanMuteMassal, on the other hand it says that Valentino Simanjuntak's comments are actually more exciting because of his distinctive style. The theory of mass media effects will be used as a guide in this study. This study will examine the influence of the communication style of Indonesian football broadcasters on changes in people's attitudes, by distributing several questionnaire related to research on several samples from the followers of scoresheet.id Instagram account. The results obtained from this study indicate that the communication style of Indonesian football broadcasters has a strong influence on changes in people's attitudes.

Keywords: Sportcaster, Communication Style, Influence, Instagram, People Attitude