

**GAYA KOMUNIKASI MEDIA OFFICER PERSIJA
JAKARTA SELAMA TORABIKA SOCCER
CHAMPIONSHIP 2016**

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ABSTRAK

Penelitian ini membahas tentang bagaimana gaya komunikasi media officer Persija Jakarta selama Torabika Soccer Championship 2016. Penelitian ini bertujuan untuk mengetahui penerapan gaya komunikasi media officer Persija Jakarta selama Torabika Soccer Championship 2016. Penelitian ini menggunakan metode kualitatif. Teori yang digunakan adalah Lima Hukum Retorika yang digagas oleh Aristoteles. Penulis mengumpulkan data dengan melaksanakan wawancara dengan media officer Persija Jakarta, dan chief media & membership engagement Persija Jakarta. Hasil penelitian yang telah dilaksanakan media officer Persija Jakarta selama Torabika Soccer Championship 2016, yaitu dengan mengimplementasikan gaya komunikasi asertif dan gaya komunikasi agresif, cukup rutin menyelenggarakan 'Happy Night', kelas Public Speaking, dan menerapkan giliran kepada para pemain untuk menghadiri konferensi pers. Upaya tersebut menunjukkan bahwa, gaya komunikasi memiliki peran dan dampak yang signifikan kepada dunia sepakbola sebagai industri olahraga.

Kata Kunci: Gaya Komunikasi, Lima Hukum Retorika, Media Officer, Persija Jakarta

**PERSIJA JAKARTA MEDIA OFFICER
COMMUNICATION STYLE DURING THE 2016
TORABIKA SOCCER CHAMPIONSHIP**

FAIZ ALFIFAKHRI

ABSTRACT

This study discusses the communication styles of Persija Jakarta media officers during the 2016 Torabika Soccer Championship. This study aims to determine the application of Persija Jakarta media officer communication styles during the 2016 Torabika Soccer Championship. This research uses qualitative methods. The theory used is the Five Laws of Rhetoric initiated by Aristotle. The author collected data by conducting interviews with Persija Jakarta's media officer, and Persija Jakarta's chief media & membership engagement. The results of the research carried out by the Persija Jakarta media officer during the 2016 Torabika Soccer Championship, namely by implementing an assertive and aggressive communication style, quite routinely holding 'Happy Night', Public Speaking classes, and implementing turn for the players to attend press conferences. These efforts show that the style of communication has a significant role and impact on the world of football as a sports industry.

Keywords: *Communication Style, Media Officer, Persija Jakarta, The Five Laws of Rhetoric*