

STRATEGI KOMUNIKASI VINDES *SPORT* DALAM MEMPERTAHANKAN EKSISTENSI *EVENT SPORTAINMENT* PADA TAHUN 2023

ABSTRAK

Perkembangan digitalisasi sangat berdampak pada industri kreatif yang terus berpacu dalam memenuhi ekspektasi dan keinginan masyarakat. Saat ini platform digital telah mengalami akselerasi digital dengan membentuk program *event olahraga*. Program yang sebelumnya hanya ditayangkan melalui media televisi, saat ini dapat disaksikan melalui *platform digital* seperti Youtube. Vindes merupakan perusahaan yang bergerak dalam industri media dan ritel yang dibentuk oleh Vincent Rompies dan Deddy Mahendra Desta. Maraknya *event sportainment* serupa membuat Vindes harus memiliki *unique selling* untuk mempertahankan eksistensinya di tengah masyarakat. Hal yang membuat Vindes menjadi salah satu *event sportainment* terbesar di Indonesia karena selalu menyajikan produk digital yang *out of the box*. Salah satu keberhasilan Vindes adalah mengadakan event “Bahkan Voli” dengan 8,6 juta penonton dan trending nomor 1 di Youtube dan Twitter.

Penelitian ini bertujuan untuk menganalisis strategi komunikasi Vindes Sport dalam mempertahankan eksistensi di tengah maraknya *event sportainment* di tahun 2023. Pendekatan penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan metode pengumpulan data wawancara, observasi, dan studi pustaka. Pendekatan tersebut dipilih untuk menjelaskan fenomena yang peneliti angkat mengenai strategi komunikasi Vindes dalam mempertahankan eksistensi mereka. Peneliti juga menetapkan empat informan penelitian untuk mendapatkan informasi seputar topik penelitian, yaitu: General Manager Vindes, Marketing Communication Vindes, Senior Social Media Specialist Vindes, dan Direktur Vindess. Informasi yang peneliti himpun dari informan akan dianalisis dengan model analisis *Who says in which channel to whom with what effect* Harold Lasswell.

Berdasarkan hasil analisis strategi komunikasi Vindes Sport peneliti menemukan bahwa seluruh produk digital yang dibentuk melalui perencanaan yang

matang. Hasil dari penerapan dimensi komunikasi tersebut menghasilkan produk digital dengan *unique selling point* dan *out of the box*. Selain itu Vindes juga memanfaatkan Instagram dan media konvensional serta new media untuk melakukan promosi. Strategi komunikasi yang organik dan *unique selling points* menjadi strategi komunikasi Vindes Sport mencapai kesuksesannya. Sehingga disaat banyak program *sportainment* serupa, Vindes Sport telah memiliki citra yang baik kepada audiens dan partner.

Kata Kunci: Strategi Komunikasi, Media Sosial, Sportainment, Vindes Sport

VINDES SPORT COMMUNICATION STRATEGY IN MAINTAINING THE EXISTENCE OF THE SPORTAINMENT EVENT IN 2023

ABSTRACT

The development of digitalization has had a huge impact on the creative industry which continues to fulfill people's expectations and desires. Currently, digital platforms have experienced digital acceleration by forming programs for sporting events. Programs that were previously only broadcast on television can now be watched via platform digital, such as YouTube. Vindes is a company operating in the media and retail industry which was formed by Vincent Rompies and Deddy Mahendra Desta. The rise of events and sportsmanship makes Vindes a must-have unique selling to maintain its existence in society. The thing that makes Vindes one of the event sportainment largest in Indonesia because it always presents digital products out of the box. One of Vindes' successes was holding the "Bahkan Voli" event with 8.6 million viewers and trending number 1 on YouTube and Twitter.

This research aims to analyze Vindes Sport's communication strategy in maintaining its existence amidst the proliferation of events sportainment in 2023. The research approach used is a descriptive qualitative approach using interview, observation, and literature study data collection methods. This approach was chosen to explain the phenomenon that researchers raised regarding Vindes' communication strategies in maintaining their existence. Researchers also determined four research informants to obtain information about the research topic, namely: General Manager Vindes, Marketing Communication Vindes, Senior Social Media Specialists Vindes, and Director Vindes. The information that researchers collect from informants will be analyzed using an analytical model Who says in which channel to whom with what effect by Harold Lasswell.

Based on the results of the analysis of Vindes Sport's communication strategy, researchers found that all digital products were formed through good planning. The results of applying these communication dimensions produce digital products

with unique selling points and out of the box. Apart from that, Vindes also uses Instagram and conventional media as well as new media to carry out promotions. An organic communication strategy with unique selling points became Vindes Sport's communication strategy to achieve its success. So when there are many programs sportainment Similarly, Vindes Sport has a good image with its audience and partners.

Keywords: Communication Strategy, Social Media, Sportainment, Vindes Sport