

Proses Komunikasi Interpersonal Pelatih Kebugaran Kepada Pelanggan *Fitness Center Hotel Le Meridien Jakarta*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis proses komunikasi interpersonal antara pelatih kebugaran dan pelanggan di Fitness Center Hotel Le Meridien Jakarta, khususnya pada tahap perkenalan pelanggan, asesmen pelanggan, dan training session. Penelitian ini dilatarbelakangi oleh pentingnya komunikasi interpersonal dalam menciptakan kenyamanan, kepercayaan, serta keberhasilan program kebugaran. Pendekatan yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui Focus Group Discussion (FGD), observasi, dan wawancara, serta menggunakan Teori Penetrasi Sosial untuk memahami perkembangan hubungan interpersonal antara pelatih dan pelanggan. Hasil penelitian menunjukkan bahwa komunikasi interpersonal pelatih kebugaran kepada pelanggan berlangsung secara efektif dan berkesinambungan, di mana pada tahap perkenalan dan asesmen pelatih menerapkan keterbukaan, empati, sikap mendukung, sikap positif, dan kesetaraan dalam menggali kondisi fisik, riwayat kesehatan, serta tujuan kebugaran pelanggan. Pada tahap training session, komunikasi interpersonal menjadi semakin intens melalui pemberian instruksi, koreksi gerakan, motivasi, serta dukungan verbal dan nonverbal, sehingga membentuk hubungan interpersonal yang semakin mendalam dan berkontribusi terhadap meningkatnya kenyamanan, motivasi, serta kepuasan pelanggan dalam mengikuti program kebugaran.

Kata kunci: komunikasi interpersonal, pelatih kebugaran, pelanggan, fitness center, teori penetrasi sosial.

The Interpersonal Communication Process of Fitness Trainers with Customers at the Fitness Center of Hotel Le Meridien Jakarta

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ABSTRACT

This study aims to analyze the process of interpersonal communication between fitness trainers and customers at the Fitness Center of Hotel Le Meridien Jakarta, particularly during the customer introduction stage, customer assessment stage, and training session stage. The study is motivated by the importance of interpersonal communication in creating comfort, trust, and the success of fitness programs. A descriptive qualitative approach was employed, with data collected through Focus Group Discussions (FGDs), observation, and interviews, and analyzed using Social Penetration Theory to examine the development of interpersonal relationships between trainers and customers. The findings indicate that interpersonal communication between fitness trainers and customers occurs effectively and continuously. During the introduction and assessment stages, trainers demonstrate openness, empathy, supportive attitudes, positive attitudes, and equality in exploring customers' physical conditions, health histories, and fitness goals. During the training session stage, interpersonal communication becomes more intensive through the provision of instructions, movement corrections, motivation, and both verbal and nonverbal support. This communication process fosters deeper interpersonal relationships and contributes to increased comfort, motivation, and customer satisfaction in participating in fitness programs.

Keywords: interpersonal communication, fitness trainer, customer, fitness center, social penetration theory.