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MERCU BUANA

Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Program Studi Ilmu Komunikasi  
Bidang Studi Public Relations  
Muhammad Fanny Fansuri  
44218010072

Manajemen Komunikasi Komunitas United Indonesia Chapter Jakarta Dalam Membangun Loyalitas Red Army di Jakarta

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### ABSTRAK

Loyalitas memiliki peranan yang penting bagi perkembangan komunitas. United Indonesia Chapter Jakarta selaku komunitas Fans Manchester United di Indonesia yang berada di Jakarta memiliki aktivitas kegiatan dalam menjadikan wadah para membersya. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan cara Manajemen Komunikasi Komunitas United Indonesia Chapter Jakarta Dalam Membangun Loyalitas Red Army di Jakarta.

Tinjauan pustaka terdiri dari lima penelitian terdahulu. Kajian teoritis dalam penelitian ini terdiri dari enam teori yaitu komunikasi, manajemen komunikasi, Public Relations, Human Relations, komunitas, dan loyalitas.

Penelitian ini menggunakan paradigma penelitian konstruktivis, dengan pendekatan kualitatif melalui metode penelitian Deskriptif. Subjek penelitian terdiri dari lima Informan. Teknik pengumpulan data meliputi data primer berupa wawancara mendalam dan data sekunder berupa tinjauan literatur dari website, portal berita, buku online, jurnal dan artikel. Teknik analisis data menggunakan Reduksi data, penyajian data dan penarikan kesimpulan. dan teknik keabsahan data menggunakan Triangulasi sumber data.

Hasil Penelitian menunjukkan bahwa penerapan Manajemen komunikasi pada United Indonesia Chapter Jakarta tersusun, terencana, dan terukur dengan baik berdasarkan visi dan misi. Hal ini terlihat dari tanggapan baik para membersya serta antusias para member dalam ikut serta program kegiatan yang di lakukan United Indonesia Chapter Jakarta, yang dalam pelaksanaannya berjalan dengan baik sehingga dapat membangun loyalitas para anggotanya.

**Kata Kunci:** *Manajemen Komunikasi, Komunitas, Loyalitas*



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### ABSTRACT

Loyalty has an important role for community development. United Indonesia Chapter Jakarta as a community of Manchester United Fans in Indonesia in Jakarta has activities in making its members a forum. This study aims to identify and describe how the United Indonesia Chapter Jakarta Community Communication Management In Building Red Army Loyalty in Jakarta. The literature review consists of five previous studies. Theoretical studies in this study are communication, communication management, Public Relations, Human Relations, community, and loyalty.

The literature review consists of five previous studies. Theoretical studies in this study consist of six theories, namely communication, communication management, Public Relations, Human Relations, community, and loyalty.

His study uses a constructivist research paradigm, with descriptive research with a qualitative approach. The research subjects consisted of five informants. Data collection techniques include primary data in the form of in-depth interviews and secondary data in the form of literature reviews from websites, news portals, online books, journals and articles. The data analysis technique uses data collection, data reduction, data presentations, and drawing conclusions. And the data validity technique uses data source triangulations.

The results showed that the implementation of communication management in the United Indonesia Chapter Jakarta was structured, planned, and measurable in accordance with vision and mission. This can be seen from the good response from the members and the enthusiasm of the members in participating in the program of activities carried out by the United Indonesia Chapter Jakarta which in its implementation went well so as to build the loyalty of its members.

**Keywords:** *Communication Management, Communication, Loyalty*