

ABSTRAK

Muhamad Ijlal Difa: Strategi Komunikasi *Corporate Public Relations* Klub Sepak Bola Riverside Forest di Kota Bandung dalam Upaya Menjalin Hubungan yang Harmonis.

Strategi Komunikasi *Corporate Public Relations* merupakan aktivitas strategis yang bertujuan membangun relasi positif antara organisasi dan publiknya melalui komunikasi yang terencana dan berkelanjutan. Riverside Forest, sebuah klub sepak bola independen yang berakar pada komunitas di Bandung, menerapkan strategi ini untuk memperkuat hubungan emosional dan partisipatif dengan komunitas supporternya, *Birds Death Brigade* (BDB). Keunikan Riverside Forest sebagai klub kolektif berbasis komunitas menjadikannya relevan untuk dikaji, terutama dalam konteks membangun hubungan yang harmonis dan setara di tengah dinamika sepak bola modern yang semakin komersial.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis penerapan strategi komunikasi *Corporate Public Relations* Riverside Forest dalam membangun hubungan harmonis dengan komunitasnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif serta paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam dengan pengurus klub dan perwakilan komunitas, serta observasi partisipatif pasif. Teori yang digunakan adalah *Relationship Management Theory* oleh Ledingham & Bruning, yang mencakup lima dimensi utama: kepercayaan (*trust*), keterbukaan (*openness*), keterlibatan (*involvement*), investasi (*investment*), dan komitmen (*commitment*).

Hasil penelitian menunjukkan bahwa Riverside Forest menjalankan strategi komunikasi yang konsisten, baik melalui media sosial maupun interaksi tatap muka. Penerapan kelima dimensi *Relationship Management Theory* tampak pada berbagai program seperti voting publik, diskusi terbuka, pertandingan kolektif, serta aktivitas sosial yang melibatkan komunitas secara aktif. Pendekatan ini tidak hanya memperkuat hubungan emosional antara klub dan komunitasnya, tetapi juga membentuk citra Riverside Forest sebagai klub yang inklusif, egaliter, dan berorientasi pada kebersamaan. Strategi komunikasi ini berhasil menciptakan hubungan yang harmonis dan berkelanjutan, yang menjadi fondasi kuat bagi keberlangsungan klub di masa depan.

Kata Kunci: *Corporate Public Relations, Relationship Management Theory, Komunikasi Komunitas, Klub Sepak Bola, Riverside Forest.*

ABSTRACT

Muhamad Ijlal Difa: *Corporate Public Relations Communication Strategy of the Riverside Forest Football Club in Bandung in Building Harmonious Relationships.*

Corporate Public Relations Communication Strategy is a strategic activity aimed at establishing positive relationships between organizations and their public through planned and sustainable communication. Riverside Forest, an independent football club rooted in a local community in Bandung, applies this strategy to strengthen emotional and participatory ties with its supporter community, the Birds Death Brigade (BDB). The uniqueness of Riverside Forest as a collective, community-based club makes it a relevant object of study, particularly in the context of fostering harmonious and equal relationships amidst the increasingly commercialized world of modern football.

This research aims to describe and analyze the implementation of Riverside Forest's Corporate Public Relations communication strategy in building harmonious relationships with its community. This study adopts a qualitative approach with descriptive methods and a constructivist paradigm. Data collection was conducted through in-depth interviews with club management and community representatives, as well as passive participant observation. The theoretical framework used is the Relationship Management Theory by Ledingham & Bruning, which consists of five key dimensions: trust, openness, involvement, investment, and commitment.

The research findings show that Riverside Forest implements a consistent communication strategy through both social media and face-to-face interactions. The application of the five dimensions of Relationship Management Theory is reflected in various programs such as public voting, open discussions, collective football matches, and social activities that actively involve the community. This approach not only strengthens the emotional bond between the club and its supporters but also shapes the image of Riverside Forest as an inclusive, egalitarian, and community-driven club. The communication strategy effectively fosters harmonious and sustainable relationships, forming a strong foundation for the club's future sustainability.

Keywords: *Corporate Public Relations, Relationship Management Theory, Community Communication, Football Club, Riverside Forest.*