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Football is the world's most popular sport. Football popularity has brought various clubs and supporters. One of the biggest football clubs with a fans is Manchester United and Indonesia is a country of followers of Manchester United at most. The large number of followers from Indonesia have an impact on the emergence of several communities of Manchester United supporters in Indonesi . One of them is the oldest European football supporter community in Indonesia, Indonesian Machester United or better known as Indomanutd. Indomanutd, who is 17 years old and has 40 regions, has its own challenges in coordination and communication to each region. This study will examin the communication patterns of central Indomanutd with each region. The purpose of this research to know the message content, information flow direction and communication pattern from central Indomanutd with each region. This research uses descriptive qualitative research metode. Data collection was done through interview stage to four information and observation. The results obtained that the contents of messages in Indomanutd is diverse and the message can be an informative and persuasive the message. The flow of information contained within the Indomanutd community is downward communication, upward communication and horizontal communication. The established communication pattern is the communication pattern of chain for formal communication network and free channel communication pattern for non-formal communication network.

Keywords: Community, Indomanutd, Contents of Message, Direction of Information Flow, Communication Pattern