

# **POLA KOMUNIKASI PADA KOMUNITAS HAMMERS BANDUNG**

## ***PATTERNS OF COMMUNICATION ON HAMMERS BANDUNG COMMUNITY***

### **Abstract**

Hammers Community Bandung is a community of English football club supporters, West Ham United, an underdeveloped football team, which makes this community belongs to a minority. However, with the loyalty shown by the members, the community survived up to this day and is known as a community with high loyalty supporters. Loyalty can be seen from several factors and one of them is by the way of communicating, through the pattern of communication, an attitude of loyalty can be built and formed just as it happens in this Bandung Hammers community. This study discussed how the communication patterns used in Hammers Community Bandung and how to build the attitude of loyalty of its members. This research is using qualitative research methods with constructivism paradigm and descriptive approach to explain or describe the process experienced by members of Hammers Community Bandung. This study used collecting data technique through interview and observation where the results obtained was processed and analyzed for conclusions, and the results of this study shown the communication patterns that occurred in Hammers Community Bandung was a multi-directional communication pattern and by using forms of verbal and nonverbal communication as a way to build or maintain loyalty attitude of members in this community.

**Keywords: Communication Pattern, Community, Club Supporters, Loyalty**