

## ABSTRACT

School of Football Uitspanning nu Inspanning Bandung or commonly called the SSB UNI Bandung is the best soccer schools in the city of Bandung and even entered into the ranks of the best SSB in Indonesia. Uitspanning nu Inspanning is Dutch and has a meaning in Bahasa Indonesia which is "Get Fun after working hard". This Football School located on ciwastra street and has been established since 1903 and officially under the auspices of the highest soccer organization PSSI in Indonesia since 1978. In 2017, football school UNI Bandung has 600 the number of players who are divided into several age groups. Starting from five years to seventeen years. And the subject of research by researchers is SSB UNI players in the age group of ten years. the researcher chooses a research subject to a ten-year-old age group because this age group is the team that most often contributes to achievement for this SSB.

The formulation of the problem in this research is the Effectiveness Effectiveness of Instructional Communication of the Football School Coach When The Game Takes To The Player Performance in the field. Data analysis techniques in this study using quantitative techniques with simple linear regression method. Of the 600 populations, researchers took a sample of 50 respondents. The independent variable is the effectiveness of instructional communication and the dependent variable is the performance of the player. Data collection was done by distributing questionnaires to students of SSB UNI Bandung group of 10 years old.

Using descriptive analysis techniques, the percentage of average independent variables is in very good category, and the dependent variable is also in very good category. based on the results of simple linear regression test, it is known that there is a significant positive influence between independent variables with dependent variable.

Keywords: Communication Effectiveness, Instructional, player performance.