

## ABSTRACT

*Differences in generational characteristics often pose challenges in establishing effective communication within team sports environments, including in cheerleading, which relies heavily on cooperation, trust, and unity. This phenomenon is evident in the Crown Allstar cheerleading team, which consists of millennial and zelineal members with distinct communication preferences. This study aims to understand intergenerational sports communication between millennial and zelineal generations within the Crown Allstar team. The research focuses on three main aspects: the relationship between coach and athlete, team dynamics and collectivity, and the role of the captain as a communication bridge. This study employs a qualitative method with a case study approach through in-depth interviews, observations, and documentation. The results indicate that intergenerational communication requires flexibility in approach and awareness of different communication styles. Millennial coaches tend to use a more personal and reward-based approach, while zelineal athletes are more responsive to digital and visual forms of communication. Harmonious team dynamics are achieved through polite, open, and respectful interactions among team members. The team captain plays a crucial role in bridging communication across generations and aligning the team's shared vision. This study highlights the importance of understanding intergenerational communication to build cohesion in modern sports teams.*

**Keywords:** *Sport communication, millennial generation, zelineal generation, cheerleader, Crown Allstar*