

ABSTRACT

An online ticket is a method of obtaining a ticket where the traditional ticketing options include telephone, fax, face-up and paper tickets replaced with electronic media. Supporters can buy tickets for Persib Bandung's home match through a ticket selling website in cooperation of Elevation. Supporters can purchase tickets by registering their personal data first on the website www.persib.co.id, then making payments via bank transfer or other methods available on the website.

This research aims to determine the communication strategy done by Persib Bandung in relation to the online ticket of Persib Bandung's match. This study uses a descriptive research method in qualitative research, with a post-positivism paradigm. Researchers obtained data from sources' interviews, literature studies and also supported from observation results. Data results are then analyzed, presented in a short description, and reformed in a conclusion.

Researchers get results in the form of communication strategy conducted by Persib Bandung regarding online ticket sales of matches; various ways have been done in communicating tickets online. First, Persib Bandung visited communities in West Java. When visiting these communities, Persib Bandung was socializing about the applied online ticket and payment method when purchasing the ticket. Persib Bandung also asked the supporters in the communities about the difficulties they experienced when accessing the online ticket. Most supporters feel difficulties of being able to adapt from conventional tickets to online tickets. In this case, Persib Bandung asked for assistance from supporter communities' head to help convey the convenience in getting tickets online of Persib Bandung's match. Second, Persib Bandung also uses social media assets owned to socialize the online ticket method, social media is considered as the right media to use considering the followers of social media Persib Bandung reached 4 million followers.

Keywords: Communication Strategy, Online Ticket, Persib Bandung, Qualitative Research, Community