

ABSTRACT

As the only competition from Telkom University Sports UKM that consistently organizes national events every year, TUNFC set a record for the most participants in the last nine years in 2024 with an increase in participation of 43.38% from universities and 31.03% from the number of teams compared to the previous year. This achievement shows the effectiveness of the committee's organizational communication in managing information, building trust, and engaging audiences. This research aims to analyze the role of organizational communication in supporting the success of TUNFC 2024. This research uses qualitative method with interpretive paradigm as well as Arnold and Feldman's organizational communication approach, and rhetoric to analyze the role of organizational communication in the success of TUNFC 2024. The results showed that TUNFC applied organizational communication strategies through four stages, namely attention with active forums and visual media, comprehension through two-way communication with clarification and feedback spaces. At the acceptance as True stage, the committee built trust through experience and formal position. Meanwhile, at the retention stage, the committee strengthens members' memory through note-taking, message repetition, and discussion. This research is expected to contribute to the field of public relations by providing a deeper understanding of the importance of effective organizational communication in supporting the success of organizational activities, especially in a campus event.

Keywords: Acceptance as True, Attention, Comprehension, Organizational Communication, Retention, TUNFC