

ABSTRACT

This study focuses on interpersonal communication between coaches and soccer players in improving performance at SSB ASIOP. The study aims to analyze the phenomenon of interpersonal communication between coaches and athletes in achieving performance. The theory used in this study is Interpersonal Communication by Joseph A. DeVito (2022), which includes seven basic elements: source-receiver, message, channel, noise, context, effects, and ethics. The method used is a qualitative approach with a phenomenological study, involving in-depth interviews with coaches and athletes, as well as direct observations during training sessions and matches. The results of the study indicate that positive communication between coaches and athletes plays a crucial role in improving performance, with an emphasis on clear communication channels, the use of specialized terminology understood by all members of the main team of the ASIOP League 4, and the importance of two-way communication, which creates space for athletes to provide feedback. Communication barriers such as differences in character between coaches and athletes, physical distractions, and miscommunication pose challenges that must be overcome to achieve better performance outcomes. The researchers found that ethics in providing criticism and maintaining athletes' dignity have a significant impact on their motivation and spirit. The conclusion is that good interpersonal communication between coaches and athletes is key to creating productive relationships and supporting the achievement of maximum performance in team sports.

Keywords: *interpersonal communication, coach and athlete, football, achievement, ASIOP*