

ABSTRAK

Skripsi ini berjudul “Komunikasi Instruksional Pelatih dalam Memotivasi Pemain Tim Basket SMAN 20 Bandung” . Permasalahan yang diangkat mengenai Proses Komunikasi Instruksional yang dilakukan pelatih sehingga dapat meningkatkan motivasi pemain dari tim basket SMAN 20 Bandung.

Tujuan penelitian ini adalah untuk mengetahui : Bagaimana spesifikasi isi dan tujuan instruksional pelatih dalam memotivasi pemain tim basket SMAN 20 Bandung, Bagaimana penafsiran perilaku mula (*assessment of entering behavior*) pelatih dalam memotivasi pemain tim basket SMAN 20 Bandung, Bagaimana penetapan strategi instruksional pelatih dalam memotivasi tim basket SMAN 20 Bandung, Bagaimana organisasi satuan satuan instruksional Pelatih dalam memotivasi tim basket SMAN 20 Bandung dan Bagaimana umpan balik pemain terhadap pelatih dalam memotivasi tim basket SMAN 20 Bandung. Metode yang digunakan penulis dalam penelitian ini adalah metode deskriptif kuantitatif. Sedangkan data untuk menunjang penelitian ini diperoleh melalui menyebar kuisisioner, wawancara, observasi dan studi pustaka. Penulis meneliti komunikasi insruksional yang dilakukan pelatih dalam memotivasi pemain tim basket SMAN 20 Bandung menggunakan teori proses komunikasi instruksional dari Hurt, Scott, dan Croscey.

Teknik pengumpulan data penelitian ini didapat dengan menyebarkan kuisisioner kepada 42 responden dengan menggunakan teknik total sampling. pemilihan sumber data atau *sample* dipilih berdasarkan pertimbangan penulis atas kebutuhan untuk mendapatkan data secara mendalam dari permasalahan yang diteliti. Adapun *sample* yang dimaksud dalam penelitian ini adalah seluruh siswa yang mengikuti latihan dan menjadi bagian dari tim basket SMAN 20 Bandung.

Adapun hasil kesimpulan dari penelitian ini pada Komunikasi Instruksional Pelatih dalam Memotivasi Tim Basket SMAN 20 Bandung secara keseluruhan masuk dalam kategori baik.

Kata Kunci : **Pelatih, Komunikasi Intruksional, Proses Komunikasi Intruksional, Motivasi**

ABSTRACT

This thesis entitled "Communication Instructional Coaches in Motivating Players Basketball Team SMAN 20 Bandung". Issues raised regarding the Communication Process Instructional coaches who do so may increase the motivation of the players on the basketball team SMAN 20 Bandung.

The purpose of this study was to determine: How specifications contents and purpose motivating instructional coach player basketball team SMAN 20 Bandung, How early behavioral interpretation (assessment of entering behavior) coaches in motivating players basketball team SMAN 20 Bandung, How-setting strategies for motivating instructional coach basketball team SMAN 20 Bandung, How organisasi unit instructional unit in a motivating coach basketball team SMAN 20 Bandung and How feedback in motivating coach basketball team SMAN 20 Bandung. The method used in this research is descriptive quantitative method. Here the author tries to describe how the instructional communication is done so that the coach can motivate players on the basketball team SMAN 20 Bandung. While the data to support this research was obtained through spreading questionnaire, interview, observation and literature. The author examines the communication insruksional done in motivating players coach basketball team SMAN 20 Bandung using instructional communication process theory of Hurt, Scott, and Croscey. This theory is mentioned there are 5 steps berangkaian set consisting of the specification content and targeted objectives, early behavioral assessment, determination of strategy, organizational units and instructional feedback.

The research data collection techniques obtained by distributing questionnaires to 42 respondents using total sampling technique. selecting the data source or sample selected based on consideration of the author of the need to get the data in depth of the problems studied. The samples referred to in this study were all students who take the training and become part of the basketball team SMAN 20 Bandung.

As for the conclusions of this study Specifications Fill in Communication and Instructional Objectives Instructional Basketball Coach in Motivating Team SMAN 20 Bandung overall fall into either category. Behavior interpretation Mula (Assessment of Entering Behavior) in Instructional Communication Motivating Team Basketball Coach in SMAN 20 Bandung overall fall into either category. Instructional Communications Motivating Team Basketball Coach in SMAN 20 Bandung overall in the category very well. Organizational units instructional unit on Communication Instructional Coach coach in Motivating Team Basketball SMAN 20 Bandung overall fit in either category. Feedback Player to Coach at Instructional Communications Motivating Team Basketball Coach in SMAN 20 Bandung overall fall into either category.

Keywords: Coach, Intruksional Communication, Communication Process Intruksional, Motivation