

ABSTRAK

Penelitian ini membahas strategi *public relations* PSS Sleman dalam membangun kembali hubungan dengan suporter setelah degradasi dari Liga 1 musim 2024/2025. Degradasi tidak hanya menjadi kegagalan kompetitif, tetapi juga memperlihatkan adanya persoalan relasional dan kesenjangan komunikasi antara manajemen dengan suporter. Penelitian ini bertujuan untuk menganalisis strategi *public relations* PSS Sleman dalam membangun kembali hubungan dengan suporter selama masa transisi menuju kompetisi Liga 2 musim 2025/2026. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam dengan enam informan yang terdiri atas pihak manajemen PSS Sleman, perwakilan Brigata Curva Sud dan Slemania, serta jurnalis olahraga lokal. Data pendukung diperoleh melalui dokumentasi media sosial resmi klub, kanal PSS TV, pemberitaan media, dan dokumen lain yang relevan. Hasil penelitian menunjukkan bahwa strategi *public relations* PSS Sleman dilaksanakan melalui pembukaan ruang dialog, penempatan *Executive Representative* sebagai jembatan komunikasi, penyelenggaraan forum bersama suporter, komunikasi mengenai rekrutmen dan retensi pemain, keterbukaan persiapan tim, pelaksanaan program Tribun Inklusif, serta komunikasi dukungan sponsor. Ditinjau melalui Model Komunikasi Simetris Dua Arah, strategi tersebut menunjukkan kecenderungan komunikasi yang lebih dialogis melalui proses mendengarkan aspirasi, menerima umpan balik, dan membangun pemahaman bersama. Dalam perspektif *Organization–Public Relationships*, proses pembangunan kembali hubungan tersebut berkaitan dengan dimensi kepercayaan, komitmen, kepuasan, dan *control mutuality*. Penelitian ini menyimpulkan bahwa strategi *public relations* PSS Sleman pascadegradasi merupakan proses pembangunan kembali hubungan yang berlangsung secara bertahap dan membutuhkan konsistensi komunikasi serta tindakan organisasi.

Kata kunci: *public relations*, PSS Sleman, suporter, pascadegradasi, pembangunan kembali hubungan

ABSTRACT

This study examines PSS Sleman's public relations strategy in rebuilding its relationship with supporters following relegation from Liga 1 in the 2024/2025 season. Relegation was not merely a competitive failure but also revealed relational problems and a communication gap between the club's management and its supporters. This study aims to analyze PSS Sleman's public relations strategy in rebuilding this relationship during the transition toward the 2025/2026 Liga 2 season. A qualitative approach with a case study method was employed. Data were collected through in-depth interviews with six informants, consisting of a representative of PSS Sleman's management, representatives of Brigata Curva Sud and Slemania, and a local sports journalist. Supporting data were obtained from the club's official social media accounts, the PSS TV channel, media reports, and other relevant documents. The findings show that PSS Sleman implemented its public relations strategy by opening spaces for dialogue, appointing an Executive Representative as a communication bridge, organizing supporter forums, communicating player recruitment and retention, providing greater transparency regarding team preparation, implementing the Tribun Inklusif program, and communicating sponsorship support. Viewed through the Two-Way Symmetrical Communication Model, these efforts indicate a more dialogic communication tendency through listening to aspirations, receiving feedback, and building mutual understanding. From the perspective of Organization–Public Relationships, the rebuilding process is reflected in the dimensions of trust, commitment, satisfaction, and control mutuality. This study concludes that PSS Sleman's post-relegation public relations strategy constitutes a gradual relationship-rebuilding process that requires consistency between organizational communication and action.

Keywords: *public relations, PSS Sleman, supporters, post-relegation, relationship rebuilding*