



KOMUNIKASI ANTARA INSTRUKTUR DAN MEMBER KELAS TRANSFORM DI GOLD'S GYM MALL OF INDONESIA

(ANALISA MODEL KOMUNIKASI DAVID KENNETH BERLO)

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ABSTRACT

Gold's Gym is a fitness center that is included in the top 17 Jakarta's Best Gyms. One of Gold's Gym branches in Jakarta is Mall of Indonesia. Gold's Gym Mall of Indonesia also provides many kinds of classes as a facility for its members. One of the classes is called Transform. The presence of a class at Gold's Gym Mall of Indonesia is one of the challenges for the Transform class Instructor of how to communicate with the Transform members in class at Gold's Gym Mall of Indonesia according to the analysis of David Kenneth Berlo's Communication Model. The theory used in this research is Interpersonal Communication Theory. In particular, interpersonal communication theory has several communication models, one of which is David Kenneth Berlo's communication model, namely S-M-C-R (Source, Message, Channel, Receiver). Researcher found that Transform instructors and their members can establish a relationship with the stages of communication. The stages of communication can be by how the instructor conveys his message properly and professionally so that there is no misunderstanding between the two individually.

Keywords: *instructor, member, communication model, advance training, manager/manager*

ABSTRAK

Gold's Gym merupakan salah satu tempat fitness yang masuk kedalam top 17 Jakarta's Best Gyms. Salah satu cabang Gold's Gym di Jakarta adalah Mall of Indonesia. Gold's Gym Mall of Indonesia juga menyediakan banyak macam kelas seperti sebagai suatu fasilitas untuk para membernya. Salah satu kelasnya adalah *Transform*. Hadirnya kelas di Gold's Gym Mall of Indonesia menjadi salah satu tantangan untuk Instruktur kelas *Transform* bagaimana mereka berkomunikasi dengan member di kelas *Transform* di Gold's Gym Mall of Indonesia menurut analisa Model Komunikasi David Kenneth Berlo. Teori yang digunakan dalam penelitian ini adalah Teori Komunikasi Antar Pribadi. Secara khusus, teori komunikasi antar pribadi memiliki beberapa model komunikasi salah satunya adalah model komunikasi David Kenneth Berlo yaitu S-M-C-R (*Source, Message, Channel, Receiver*). Peneliti menemukan bahwa instruktur *Transform* dengan membernya bisa menjalin hubungan dengan adanya tahapan-tahapan komunikasi. Tahapan-tahapan komunikasi tersebut bisa dengan cara bagaimana instruktur menyampaikan pesannya dengan baik dan profesional sehingga tidak adanya kesalahpahaman diantara keduanya secara individu.

Kata Kunci: *instruktur, member, model komunikasi, advance training, manager/pengelola*

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INTRODUCTION

As humans, we want to keep our bodies healthy and fit. To get a healthy lifestyle and also a fit body, we need something called exercise, especially during a pandemic like this. According to the Ministry of Youth and Sports, based on data from the Central Statistics Agency (BPS) in 2018, only 35.7 percent of Indonesia's population was active in sports. But due to the Covid-19 pandemic, research found that there was a 24 percent increase in exercise activity. Quoted from the International Journal of Cardiovascular Science (Darya Varia Laboratoria, 2020, accessed on April 21, 2021), that exercise or physical activity can support the immune response and increase the body's resistance to disease. Good exercise can be done for a minimum of 10-15 minutes, and a maximum of 1 (one) hour. The sport or physical activity is mainly of moderate intensity and duration.

Usually a fitness center is an option for those of us who want to shape our bodies, get motivated, and also have relationships like friends. The fitness relationship is not only with friends or members, but the relationship can also be built with the instructors. One of the fitness in Indonesia is Gold's Gym.

Gold's Gym was first established in 1965 in Venice, California USA to date Gold's Gym has been present in 630 locations in 32 countries. Gold's Gym itself began to enter Indonesia since the end of 2006. In Indonesia, Gold's Gym is present in 8 locations.

One of the Gold's Gym locations in Indonesia is Gold's Gym Mall of Indonesia. Gold's Gym Mall of Indonesia also provides many of the same facilities as Gold's Gym in other locations in Indonesia. One of the facilities is class. The class may change every month.

By taking these classes, you can build a relationship between the instructor and the members. Especially in the Transform class. This Transform class is a new program from Gold's Gym starting in early 2021.

The bond between instructors and Transform members can become more informal when members take Transform classes after two to five times. The closeness also depends on the instructor and the members whether they want to be closer to each other, and most importantly whether they are comfortable with each other. Each member and

instructor also have different characters, so they are comfortable with each other's characteristics as well. The Transform class also tends to have fewer followers than other classes because this Transform class is a serious class and requires heavy movement and weight. And this Transform class is a new program from Gold's Gym, so members don't necessarily want to try and follow it. There are several members who take this Transform class because they already know the instructors from other classes at Gold's Gym Mall of Indonesia at the beginning, so members want to come and try it. With the presence of followers who tend to be less than other classes, instructors can pay more attention and communicate freely with members of the Transform class followers. Frequent interactions between instructors and members form a close relationship in communication called interpersonal communication.

The closeness of the relationship between the communicating parties will be reflected in verbal and nonverbal communication such as touch, expressive eye contact, and very close physical distance (Sunarto, 2011: 27). Interpersonal communication used by Transform instructors to their members is in the form of communication involving two or more individuals. The characteristics of communication carried out in the form of communication at close range and communication through the media in the form of sending messages.

Through effective interpersonal communication, Transform Gold's Gym Mall of Indonesia instructors could find out how to be an effective message sender, become a recipient and become a more sensitive person, as well as how to become an attractive person. Thus, knowledge of good and effective interpersonal communication is very important for instructors so that they can become professional instructors who can provide services as well as good friends for members. Members also have to give good feedback to their instructors, because every instructor also wants definite answers from their members.

The success of the instructor can be seen when the members understand what the instructor has said, and whether the members want to come back again to take part in the Transform class that has been taught by different instructors. The results of interpersonal communication between instructors and members can motivate members to continue to be enthusiastic and can add to the burden that is getting heavier after a few classes. When practicing, the member's level of trust will continue to increase in the instructor.

1. Dengan menggunakan bahasa yang lugas dan komunikatif, serta memperhatikan aspek kebahasaan, penulisan kritik dan tinjauan suatu masalah.
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LITERATURE REVIEW

INTERPERSONAL COMMUNICATION

Humans are social creatures. Humans cannot be separated from social relations with other humans. Remember that every person and every relationship is unique. What we see from the relationships of other people or other groups is not necessarily true or applies to us or our relationships.

According to Mulyana (2009: 1) suggests interpersonal communication as communication between people face to face that allows each participant to capture the reactions of others directly, either verbally or nonverbally. Furthermore, in Ahmad & Harapan, 2014: 4, interpreting interpersonal communication as a process of exchanging information between a person and at least one other person or usually between two people whose response can be known immediately.

This communication process runs according to the situation and conditions of the participants. In this interpersonal communication involves two people in close proximity (dyadic communication). Interpersonal communication is closely related to the relationship that exists between the communicant and the communicator. Their communication is mutually involved in a mutually beneficial and interdependent relationship and creates satisfaction for both parties (Suranto, 2010: 27).

By doing good interpersonal communication will produce good feedback as well. Interpersonal communication is needed to regulate the manners of interpersonal relationships, because good interpersonal communication will have a direct influence on the structure of a person in his life. Interpersonal communication can be said to be successful if there is openness, mutual acceptance, a person's sensitivity in reading body movements, and feedback from the recipient. (Cangara, 2013: 33).

NONVERBAL COMMUNICATION

According to Deddy Mulyana, nonverbal communication comes before verbal communication because we do nonverbal communication earlier such as touch, smile, eye gaze, and so on. (2013: 343)

Nonverbal communication (nonverbal communication) occupies an important portion.

Many verbal communications are ineffective simply because the communicator does not use nonverbal communication well at the same time. According to Michael Argyle (Hidayat, 2012: 14), nonverbal messages are messages that are expressed intentionally or unintentionally through movements, actions, behaviors or vocal sounds that are different from the use of words in verbal language.

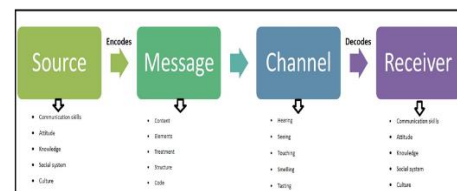
VERBAL COMMUNICATION

Verbal communication is a form of communication that is conveyed by the communicator to the communicant by means of written (written) or oral (oral). Verbal communication occupies a large portion. Because in fact, ideas, thoughts or decisions, are easier to convey verbally than nonverbally. According to Amir Purba, et al in the book Introduction to Communication Studies, verbal communication is communication by using words, both spoken and written. Verbal communication is all kinds of symbols that use one or more words. (2010: 30-31)

COMMUNICATION MODEL

Werner J. Severin and James W. Tankard Jr. say models help formulate theories and suggest relationships. Because the relationship between the model and the theory is so close, the model is often confused with the theory. Because we choose certain elements to include in the model, a model implies an assessment of relevance, and this in turn implies a theory about the phenomena being theorized.

In 1960, David K Berlo developed a new model in his book The Process of Communication. Berlo's model states that meaning and conveying messages to humans are not only with words, in other word, the meaning and delivery of a message is in the gestures of the communicants, not the message itself.



Communication Model
David Kenneth Berlo

1. Dilarang menyalin, mengutip, atau menjiplak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
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In David Kenneth Berlo's communication model, it is known that communication consists of 4 main processes, namely SMRC (Source, Message, Channel, and Receiver) then added 3 secondary processes, namely Feedback, Effects, and Environment.

The source is someone who gives a message or in communication can be called a communicator. Although sources usually involve individuals, in this case sources also involve many individuals.

The message is the content of the communication that has value and is conveyed by someone (the communicator). Messages are entertaining, informative, educative, persuasive, and can also be propaganda. Messages are conveyed in two ways, namely verbal and nonverbal. Messages can also be face-to-face or through a communication medium. Messages can be regarded as messages, content, or information.

A communication channel consists of 3 parts, namely oral, written, and electronic. Media here is a tool to send the message. For example personally (interpersonal communication), the communication media used are the five senses or can use telephone, telegram, cellphone media, which are personal.

The receiver is the person who gets the message from the communicator through the media. The receiver is an important element in carrying out a communication process.

RESEARCH METHODS

In this research, researcher uses a qualitative approach. The type of qualitative used in this research is descriptive. According to Kriyantono (2012: 69), this type of research aims to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or object. Researcher already have a concept (usually one concept) and a conceptual framework. Through the conceptual framework (theoretical foundation), the authors carry out the operationalization of the concept that will produce variables and their indicators. This research describes the reality that is happening without explaining the relationship between variables.

The choice of a qualitative approach in this research was based on the reason that the problem

studied in this research of how the instructors Transform Gold's Gym Mall of Indonesia interact from the beginning to the end to their members.

According to Afrizal (2014: 17), in qualitative research the data collected is generally in the form of words both written and spoken and human changes, without any effort to calculate the data that has been obtained. The data obtained by the researchers in this study cannot be calculated like the data in quantitative research. Researchers use two types of data to collect data which will then be studied. The first data is primary data and the second data is secondary data.

Primary data according to Sugiyono (2011: 225), primary sources are data sources that directly provide data to data collectors. Researchers obtained primary data from interviews with informants from actors related to the problems studied. According to Esterberg, an interview is a meeting conducted by two people to exchange information or an idea by means of question and answer, so that it can be used as a conclusion or meaning in a particular topic. (Sugiyono, 2015: 72). Researchers conducted interviews by face-to-face and also through the zoom application.

In addition to interviews, researchers also made observations. Observation is an activity to observe directly without a mediator an object to look closely at the activities carried out by the object. The author can be a participant or observer in witnessing or observing an object of the event being studied. (Kriyantono, 2010: 110).

Meanwhile, according to Zainal Arifin, observation is a process that is preceded by observation and then recording that is systematic, logical, objective, and rational towards various phenomena in actual situations, as well as artificial situations. (Kristanto, 2018). Researchers conducted observations by paying attention to all events in the Transform Gold's Gym Mall of Indonesia class.

The last one is documentation. Documentation is collecting data by taking data from records, documentation, administration in accordance with the problem under study. In this case, documentation is obtained through documents or archives from the institution under investigation (Kriyantono, 2010: 120). Researchers do documentation by means of photos and videos that show what activities are carried out during class and how the Transform instructor conveys messages along with techniques during class.



In this research, researcher indirectly obtained data from intermediary media, namely the Live Gold's Gym website. Through Live Gold's Gym, researchers can observe and also document by capturing Transform class Live Streaming for analysis in this study.

According to Sugiyono, Secondary Sources are sources of data obtained by reading, studying and understanding through other media sourced from literature, books, and documents (2021: 141).

In analyzing, the researcher also uses secondary data in the form of books, literature reviews and electronic literature that are relevant to the research topic to be studied. The topic studied in this study is the Communication Pattern of Transform Gold's Gym Mall of Indonesia instructors with their members.

Data collection techniques used in this research are interviews, observation, and also documentation. In this research, researcher used semi-structured interviews. According to Sugiyono, the semi-structured interview is to find problems more openly, where the parties invited to the interview are asked for their opinions and ideas. The basis of consideration for the selection of semi-structured interviews is because the implementation is more free than structured interviews so that there will be intimacy between researchers and existing respondents, which will ultimately facilitate researchers in collecting data. (2010:233).

Here the researcher uses observation in the form of recording. Recording is an attempt to record events using field notes, category systems, and other methods. Every incident should require recording. Observing without being balanced with notes causes the observer to forget what he is observing. The observer's ability is weaker than it should be remembered, and memory abilities vary.

And the last is documentation, the documentation that researchers do is in the form of photos and videos. Documentation is one method of collecting qualitative data by viewing or analyzing documents made by the subject himself or by others about the subject. A large number of facts and data are stored in materials in the form of documentation.

RESULTS AND DISCUSSION

SOURCE

The first analysis is Source. In communication skills (communication skills). According to research results, instructors can motivate their members well so that they are more motivated during Transform training. Transform's instructors also delivered messages in good language with clear intonation and volume. Especially during online classes, instructors try to maintain their connection with their members.

The second is the stage of attitude (attitude). According to the results of the study, instructors have a good attitude towards their members, and when there are instructors who are not good the manager / instructor manager will reprimand the instructor hoping to change, or gradually. Attitude also determines feedback from members who take classes from the instructor, especially the Transform instructor.

The third is the stage of knowledge (knowledge). According to research results, instructors already have very good knowledge. It can be seen from the delivery of the message and also the techniques taught by the Transform instructor, from the beginning of the class (warming up) to the end of the class (cooling down).

The fourth stage is the social system (social system). According to research results, there are instructors who want to have their own time because they have given all their energy to their members. And members also often hang out and also communicate with members after class or before class. But because of a pandemic situation like this, there are instructors who don't prioritize hanging out, and when they are done communicating with members, they must wear masks and face shields.

The last is the stage of culture (culture). According to research results, instructors never discriminate against members based on race, religion, culture. But the Transform instructor distinguishes between regular members and new members. Regular members are more pushed by the instructor, while new members are more lightened by the instructor. There are also instructors who differ in terms of age because members who are older in age are more likely to not have more energy, and also from a physical point of view whether the member is pregnant, injured, and so on.

MESSAGE

The second is the analysis in the stages of the Message. In the content stage, according to research results, Transform instructors can provide Transform materials to their members by knowing or digging up



information first from the members. What are the difficulties of the members, what do the members want when participating in the Transform class, then the instructor will provide material according to the wishes of the members.

The second stage of Message is elements, the element itself is that Transform instructors can complete their message or content by using appropriate language and gestures to individual Transform members. Language also affects the content or content.

The third stage of the message is treatment. According to the results of the analysis, the treatment was not only in terms of communication, but also the way he gave action to his members. There are also instructors who are more strict with their members, so he doesn't discriminate between the members, all are the same, the learning must also be the same. And extra treatment is also not only done inside the class but also outside the classroom, such as teaching movements that people don't understand, or stretching, because stretching is also the most important thing to do after class.

The fourth stage is structure. According to the results of the analysis, the Transform instructor can teach in a structured manner starting from warm-up, content (exercise), and cool-down. Structured Transform exercises are very important to prevent members from getting injured.

The last stage in the message is code (code). According to the results of the analysis, a code can be a hallmark for the Transform instructor. Such as growling, moving his hands when speaking, sarcasm using the code "ckck", and also showing the correct posture next to the individual members. smiling, smacking his tongue and whistling which means paying attention, and tilting his head while raising his eyebrows which means starting.

CHANNEL

The third is analysis in stages in the Channel. The first stage in the channel is hearing (listening). According to the results of the analysis, the instructor can listen to complaints well, even though the complaints are complaints about members' selfishness such as increased schedules, hours, and also fatigue problems in running the Transform class. From the manager/instructor manager's statement above, even though the

instructor is as good as he is, no matter how patient the instructor is, there are people who don't like his behavior. And here, we can also find out that each member and person has their own way of receiving the message. Even good messages can be caught badly by members, and on reverse, bad messages can be considered good by members.

The second stage in the channel is seeing. According to the results of the analysis, Transform instructors can pay close attention to members from around, or from afar. According to the Transform members, the members pay close attention to the instructor, although sometimes they also make mistakes in their movements. The Transform instructor also had a good posture. Transform members also agree more that Transform instructors don't have armpit books so they can look cleaner. Even clean armpits can make members focus wrong, especially if they have a lot of armpit hair. Although armpit hair is a natural thing, the members also hope that the instructors can also manage their body hygiene even more. And it turns out, the cleanliness that is in the instructor is the instructor's own choice. The following is the response from the manager / instructor manager.

The third stage in the channel is touching. According to the results of the analysis, every Transform instructor before touching a member will say sorry or sorry. And members also have no problem with the instructor having to touch the member because the touch is for positive things, not negative ones. The last stage is smelling. According to the results of the analysis, the instructors have also experienced or treated members with body odor and bad breath. But the instructor must stay professional to the members. Or you can also ask your fellow members who have body odor problems, is it true that the member has body odor problems, then after that, the new instructor conveys this to his superiors. The point is that members who take the Transform class can stay comfortable and not be bothered by the problem of body odor experienced by the member. Members have never smelled the body odor or bad breath of the instructors.

RECEIVER

The last one is analysis in Receiver stages. The first stage is communication skills (communication skills). According to the results of the analysis, members prefer instructors to communicate with a lot while moving.

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The second stage is attitude (attitude). According to the results of the analysis, the members' attitudes clean up their tools after finishing class. Because that attitude is not only seen from their words, but also from their behavior. By tidying up the tools, it is not only good in the eyes of the instructor, but also good in the eyes of others. Then there is also an attitude of respect such as greeting the instructor, not playing with cellphones when class is in progress, and also saying thank you when class is over. A good attitude can also be with a smile and a good response from both parties. In addition to completing prayers, attitude can also be seen from our nonverbals, such as smiling. A smile which means a sign of gratitude.

The third stage is knowledge (knowledge). According to the results of the analysis, members already know the techniques of lifting weights from other classes and from their own training. Knowledge from the instructor can be a lesson for yourself and others.

The fourth stage is the social system (social system), according to the results of the analysis, members do not discriminate between the instructor to be a friend, as well as a teacher. And here, members and instructors can open up to each other when they already know each other, trust each other, and also get along well with each other. They can know more about each other's life. Not only from changing numbers, but also from changing social media.

The last stage is culture (culture). According to the results of the analysis, culture can also consist of a treatment of individual members. For example, during a pandemic like this, members will spray their tools using hand sanitizer before use, because surely these tools are used by many people. And during class, members don't wear masks to do exercises because this is a high intensity workout, so they can't wear masks. Can feel stuffy and stuffy. Due to the current pandemic situation, there are stickers in the classroom so we can keep our distance from each other. So we have to stand or occupy right on the sticker. The times are getting newer, the more there is a new culture that we apply.

According to the manager's statement above, it can be concluded that the most important thing in choosing an instructor is a schedule issue. With different schedules, members can choose to join the Transform class on what day, what time and with whom. The difference in hours, days, and instructors in teaching Transform is made varied by the manager/instructor manager so that members don't get bored.

Wiwied is also a manager and only manages the class, not because of the instructor's technique and teaching. Because the program leader has also stated that the instructors Aldie, Reggio, and Alfonso can already teach the Transform class, so the problem of complaints and so on is a recent problem because there is already a program leader who monitors from CCTV and also managers/managers who also assist in monitoring the Transform instructors the. Managers/managers also negotiate hours and days so as not to clash with other instructor activities. This negotiation is also a respectful attitude between instructors, because the manager/manager does not force the instructor's schedule, and so that the class runs smoothly, comfortably, and not by force.

CONCLUSION

The results also showed that the Transform instructor was chosen not because of his technique, but because of his schedule. According to the manager's statement above, it can be concluded that the most important thing in choosing an instructor is a schedule issue. With different schedules, members can choose to join the Transform class on what day, what time and with whom. The difference in hours, days, and instructors in teaching Transform is made varied by the manager/instructor manager so that members don't get bored. Wiwied is also a manager and only manages the class, not because of the instructor's technique and teaching. Because the program leader has also stated that the instructors Aldie, Reggio, and Alfonso can already teach the Transform class, so the problem of complaints and so on is a recent problem because there is already a program leader who monitors from CCTV and also managers/managers who also assist in monitoring the Transform instructors the. Managers/managers also negotiate hours and days so as not to clash with other instructor activities. This negotiation is also a respectful attitude between instructors,

HOW MANAGERS CHOOSE TRANSFORM GOLD'S GYM MALL OF INDONESIA INSTRUCTORS



because the manager/manager does not force the instructor's schedule, and so that the class runs smoothly, comfortably, and not by force.

The researcher finally found that before becoming an instructor, the instructor would do training in the context of connecting. This can also be called advance training. This Advance training is also sponsored by the teaching of Les Mills. Just like a psychologist, the instructor will be taught and also know the types of members in the class like. This was also stated by the manager/instructor manager that usually things are about how the instructor behaves, uses language, and how we can keep contact with our members up front, so that they are willing and enthusiastic about attending classes. By doing advance training for 2 days, instructors can develop by themselves, because being an instructor is not just a job but something that exists within the instructors. From the results of the research, instructors already have a lot of potential of all kinds, such as the ability to communicate, be professional in dealing with something, become a leader, and so on. With this advance training, it is very influential for the instructors because they can teach and convey messages well.

Richard L. Weaver II put forward the characteristics of interpersonal communication (Budyatna, 2011: 15-21) including the involvement of at least two people. In this Transform class, the instructor can talk to the members individually, and also perform nonverbal communication such as looking into the eyes of the individual members on stage.

The second is feedback. In this Transform class, there must be direct feedback because they are face to face, and when the instructor conveys a message or a technique, members can provide immediate feedback, maybe not verbally, but also nonverbally, for example putting on a confused face.

The third is not having to face to face. In this Transform class, there is indirect communication with the members, namely the Live Streaming class. Although not face to face, members can put comments on the Live Streaming.

The fourth is to produce some influence or effect. The research results can be exemplified in terms of Live and Previous Live. Even though the members exercise at their respective homes by following the instructor they like, they still produce some effects, namely fatigue, sweat a lot, and also burn calories.

Finally, messages are sent and received in verbal and nonverbal forms. In the results of the study, when the Transform instructor encouraged individual members, the member gave him a smile as a thank you for being encouraged.

SUGGESTION

For the next research, the researcher hopes that it can be continued by using other theories besides the Interpersonal Communication Theory and also analyzing it with the David Kenneth Berlo S-M-C-R communication model. In addition, for researchers who want to continue this research, it is hoped that they can find out other factors that can improve communication patterns and also the relationship between instructors and Transform members.

Researcher also hope that Transform instructors will motivate their members more often so that members can be more enthusiastic mentally and physically when they are practicing. Furthermore, the researcher hopes that the manager/manager can be more assertive in paying attention to the attitude of the instructor, because attitude determines the feedback and also the image of the instructor, especially the Transform and Gold's Gym Mall of Indonesia instructors. The researcher also hopes that the members who read this research could be more fair in assessing the instructors. For example, a member who reads this research feels that the Transform instructor is not as good as what has been stated in this study, even though the instructor is not from Gold's Gym Mall of Indonesia or does not teach the Transform class. It should be noted that every human being has different characteristics, as well as the characteristics of the Transform instructors.

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1. Dalam penelitian ini, penulis menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan adalah analisis isi. Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Penelitian ini bertujuan untuk memahami pengalaman dan persepsi orang-orang yang telah mengikuti program studi Ilmu Komunikasi di Institut Bisnis dan Informatika Kwik Kian Gie.

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