



Analysis of the Use of Indonesian in Delivering Strategy by Football Coaches

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Abstract: This study aims to analyze the use of the Indonesian language in the communication of strategies conveyed by football coaches to players in Indonesia's domestic leagues. In the world of football, the effectiveness of strategy delivery highly depends on clear and easily understandable communication for players, especially in high-pressure situations such as matches. This research employs a qualitative descriptive approach, with data collected through document analysis, including news articles, reports, and interviews with coaches published in the mass media. The adaptation findings indicate that the effective use of the Indonesian language enhances players' understanding of coaches' instructions, particularly regarding the clarity of instructions and the language used. These findings are supported by previous research highlighting the importance of clear communication in improving team cohesion and performance. The novelty of this study lies in exploring the role of the Indonesian language as a strategic communication tool, which has been proven to assist players in implementing strategies in the field. This research contributes to the limited literature on the effectiveness of national language in sports communication and provides practical insights for coaches working with local players.

Keywords: Indonesian Language; Strategic Communication; Football Coaches; Communication Effectiveness; Team Cohesion

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INTRODUCTION

Communication between coaches and players is one of the most important components in achieving success in the world of football. Coaches are responsible for conveying strategies and tactics to their players effectively so that they can be implemented well on the field. In Indonesia, the majority of coaches use Indonesian in conveying strategies, especially in the context of domestic leagues. However, the problem statement that arises is the effectiveness of Indonesian as a communication tool in conveying complex strategies. Although Indonesian is the national language, variations in understanding and use of the language, especially in high-pressure situations such as football matches, can be an obstacle in conveying messages appropriately. This study is important because there have not been many studies that specifically discuss the effectiveness of using Indonesian in conveying football strategies.

Previous studies have shown that effective communication between coaches and players greatly influences tactical understanding and team cohesion. According to Ahabba's (2021) research, clear and open communication between coaches and players can improve overall team performance. Another study by Gunarsa (2023) revealed that in a football team, tactical understanding often depends on the coach's communication skills. However, in the Indonesian context, literature reviews on how Indonesian is used in the context of delivering strategies by football coaches are still limited. Several other literatures highlight the importance of choosing the right language to facilitate team understanding (Suseno, 2009). Therefore, this study adds new insights into the role of Indonesian in sports strategy communication, especially in football.

This study has several limitations that need to be considered. First, this study only focuses on verbal communication between coaches and players in the context of delivering strategies in domestic football leagues. Non-verbal communication, such as body language or other signs, will not be discussed in depth. In addition, this study will not cover teams that use a foreign language as their primary medium of communication. The novelty of this study is the specific exploration of the effectiveness of Indonesian as a strategic communication tool in football, which is still rarely discussed in Indonesian academic literature. The objective of this study is to analyze how football coaches in Indonesia use Indonesian in delivering strategies to players and its impact on the understanding and implementation of strategies on the field.

METHOD

This study uses a qualitative descriptive research design, which aims to describe in detail how football coaches use Indonesian in conveying strategies to players. This qualitative descriptive approach allows researchers to study the phenomenon of language use in a sports context in depth. By focusing on real contexts and practices in the field, this design provides flexibility to explore communication patterns that emerge in various situations that occur in the world of Indonesian football.

The subjects of this study include professional football coaches in Indonesia who compete in the domestic league, as well as several news, articles, and reports containing strategies and communication of football teams. The object of the study is the use of Indonesian as a medium of communication between coaches and players. The researcher used a purposive sampling technique to select relevant news, reports, or articles, in which coaches explain strategies or give instructions to players, published in media such as newspapers, sports news portals, and match reports.

For the research instrument, data was collected through analysis of documents and secondary sources such as news, match reports, articles in newspapers or sports magazines, as well as interviews that have been published in mass media or digital platforms. This data collection technique involves searching for news and articles that contain coach interviews regarding the delivery of strategies to players. The data obtained from this media will then be categorized based on certain themes, such as clarity of communication, player understanding, and effectiveness of implementing strategies in the field. The data analysis technique is carried out using the content analysis method, where data from various sources is analyzed to find communication patterns used by trainers in conveying strategies using Indonesian. The results of the analysis will be interpreted to see how the language influences the effectiveness of the player's understanding of the strategy presented.

RESULT AND DISCUSSION

Result

This study aims to analyze the effectiveness of the use of Indonesian language in strategic communication by football coaches in Indonesia. Based on the results of data analysis from existing documents and interviews, several patterns were found in strategic communication carried out by coaches with players, especially in terms of clarity of instructions, language adaptation in high-pressure situations, and player responses to instructions given.

In football strategy communication, clarity of instructions is one of the main factors that influences players' understanding of the strategies that must be implemented on the field. As stated in a study by Ahabba, Widjanarko, and Khasan (2021), effective communication between coaches and players can increase group cohesion, which has a positive impact on team performance. High group cohesion allows players to work together better in understanding and implementing tactics conveyed by the coach. In the context of football in Indonesia, coaches try to convey instructions concisely and directly to ensure that players understand the commands quickly. This is especially important in the middle of a match, where time and situations often limit the duration of instructions. The strategy of conveying commands in simple and structured language is also reinforced by the findings of Gunarsa (2023), which shows that persuasive communication can increase youth activity and involvement in sports, including football.

In high-pressure situations, such as during important matches or when the team is in a disadvantageous position, coaches tend to adjust the language used to convey strategy. In such situations, coaches generally use terms or codes that are generally understood by the players, which allows them to interpret the message quickly. Research by Fajrin, Agustiyawan, Purnamadyawati, and Mahayati (2021) emphasizes the importance of coordination in a soccer team, where the ability of players to respond quickly to the coach's instructions can affect the overall performance of the team, especially in fast-paced match situations. This language adaptation by coaches is a form of strategy to accommodate time constraints and the pressure of the situation on the field. The use of key words or short phrases such as "attack," "defend," or "press the opponent" has been shown to be effective in maintaining player responsiveness to instructions.

The use of Indonesian as a medium of communication between coaches and players has provided quite significant results in improving player understanding. According to Suseno's research (2009), players' understanding of instructions is greatly influenced by the coach's self-efficacy in conveying messages that are easily accepted by players. In this context, Indonesian is an effective choice for coaches in conveying complex strategies so that they are easier to understand by players, the majority of whom are native speakers of the language. However, there are obstacles in conveying instructions that involve complex strategic concepts, where some players still have difficulty capturing all the nuances of the desired tactics. This condition is in line with research by Sempana, Cahyono, and Winarsih (2017), which shows that language used in stressful or formal situations tends to experience changes in meaning that can reduce the clarity of the message conveyed.

Discussion

The results of this study emphasize the importance of clear and effective communication between coaches and players, especially in the competitive environment of football in Indonesia which has unique characteristics. This finding is in accordance with the theory put forward by Ahabba et al. (2021) regarding the importance of social

interaction in increasing team cohesion. High team cohesion can reduce the risk of misunderstanding and increase collaboration between players, especially when implementing strategies that have been designed by the coach. In Indonesia, the use of Indonesian in the context of delivering strategies allows coaches and players to understand each other better, which in turn can positively affect team performance.

This study also provides new insights into the literature review on communication effectiveness in football, where language choice plays a crucial role in the success of strategy implementation. This underlines what has been stated by Gunarsa (2023), that persuasive communication is an important factor in increasing participation and involvement in sports. In the case of football teams in Indonesia, coaches who are able to communicate effectively with players in a language they understand better will be more successful in conveying tactics. This confirms that Indonesian is not only a communication tool, but also a means to build a deeper understanding between coaches and players.

This study also has important novelties in the context of the use of Indonesian in sports strategy communication. Unlike previous studies that generally focus on interpersonal communication in general contexts or communication in a foreign language in multicultural teams, this study specifically discusses the role of Indonesian in improving the effectiveness of strategy delivery in football. These findings suggest that in a domestic context, the use of Indonesian can provide additional benefits to teams by increasing clarity and understanding among players.

This study extends the perspective previously presented by Suseno (2009) on interpersonal communication, by applying it to the context of soccer strategy. In Indonesian soccer teams, Indonesian has been shown to be an effective communication tool in high-pressure situations on the field. However, there are still some limitations in the use of Indonesian when the strategy being delivered is complex, requiring additional effort from the coach to simplify the message. This opens up opportunities for further research that can explore how more specific language adaptations or the use of sign language can improve understanding of strategy in a broader context.

Thus, this study not only provides practical contributions for football coaches in Indonesia, but also provides new perspectives in the study of language and communication in sports. This study shows that Indonesian as a national language has great potential to be used as the main medium of communication in conveying sports strategies, especially domestically.

The results of this study indicate that the use of Indonesian as a medium of strategic communication by football coaches in Indonesia has quite high effectiveness, especially in terms of clarity of instructions and language adaptation in stressful situations. Clarity of instructions is an important factor that allows players to receive directions better, in accordance with the findings of Ahabba, Widjanarko, and Khasan (2021), who highlighted the importance of effective communication in increasing team cohesion. This cohesion is evident in how players can quickly respond to instructions in a match, leading to increased collaboration on the field. This finding is also supported by Fajrin et al. (2021), who emphasized that team coordination, supported by clear communication, plays an important role in technical skills such as dribbling, especially in situations that require quick reactions. In addition, the pattern of language adaptation carried out by coaches in stressful situations shows that the use of simpler and easier-to-understand language increases player responsiveness, as shown in research by Gunarsa (2023) on persuasive communication in sports. In contrast to studies conducted in multicultural teams that rely on foreign languages, this study shows novelty in the context of the use of

the national language, namely Indonesian, which turned out to be more effective in improving the understanding and application of strategies by local players.

This study offers a novelty in sports strategy communication by exploring the use of Indonesian as an effective tool between coaches and players at the domestic level. Unlike previous studies that have focused on multicultural teams or the use of foreign languages, this study shows that Indonesian can improve tactical understanding in high-pressure situations, such as matches. Thus, this study adds to the literature on the effectiveness of national languages in delivering sports strategies, providing practical insights for coaches in optimizing communication with local players.

CONCLUSION

This study shows that the use of Indonesian in strategic communication by football coaches in Indonesia has a positive impact on improving players' understanding and response to instructions given. Clarity of instructions, language adaptation in stressful situations, and player involvement through a language they understand naturally help to improve the effectiveness of strategy delivery. In the context of the domestic league, Indonesian allows coaches to deliver tactics more efficiently, which suits the needs of local players who are accustomed to the national language. These findings emphasize the importance of proper communication as a supporting factor for team cohesion, especially in creating quick and accurate responses on the field.

In addition to providing practical contributions for football coaches in Indonesia, this study also enriches the academic literature related to the role of the national language in sports communication. The results of this study show that Indonesian is not only a tool for everyday communication, but also a strategic medium that supports the understanding of tactics in competitive situations. The success of Indonesian in supporting this understanding of tactics indicates the potential of the national language to play a broader role in the professional realm. Thus, this study provides a basis for further studies that can explore more deeply the effectiveness of the national language in various aspects of communication in the world of sports

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CONFLICT OF INTEREST

Clearly explain whether there are any conflicts of interest related to the reported research.

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