

ABSTRACT

Football is the most popular sport in the world, some people play it from young people to adults, with the competition being carried out, many soccer clubs compete to win the championship. To get the best results requires practice and good play, special attention is given to the players to support the training process in the team. Various needs of players and coaches are provided for comfort and can support the achievement of the club as much as possible.

In Indonesia there is no training center from a football club in its facilities, such as lack of medical rooms, press rooms, gym rooms, and auditorium rooms, so that it affects the lack of achievements. The needs of the coach regarding the preparation of the next match becomes an important point, they must ensure that players are always in their best condition to compete, as well as the club's management needs to manage all actions taken in the future according to the club's vision and mission, so the coach needs an area to accommodate their activities during the competition. That way the players will further improve the performance of the game, and the club administrators can work well professionally.

Keywords : *Training Center, Persija, Spirit, Branding.*