

ABSTRACT

This research analyzes the communication patterns of the Street Workout Barstard Community in Bandung in increasing public participation in sports considering challenges such as limited facilities and difficulties in coordination due to a large number of members. The research aims to analyze the communication patterns, group communication, and community culture of Barstard that shape sports motivation and participation. Utilizing a constructivist paradigm and ethnographic methods with participatory observation, interviews, and documentation, this study seeks to gain an in-depth understanding of the community's internal communication dynamics.

The results show that the implemented communication pattern maximizes the involvement of all actors within the community to increase participation. This includes the chairman who plans activities such as events and internal competitions, the social media and content creator division that consistently produces information and content on Instagram, the marcom team that communicates with external parties like other communities or public figures, coaches who serve as mentors for members and liaisons between members and management, senior members who motivate through their physical abilities and skills, and even regular members who contribute by inviting relatives or friends to join the Barstard community. These efforts allow the community to remain active and attract a large number of members. This research is expected to inspire other sports communities in determining effective communication patterns to attract public interest in participation.

Keywords : *Communication Pattern, Community, Community Participation, Sports Motivation, Street Workout Barstard.*