

## **ABSTRACT**

*Football is known as the sport with the largest fanbase in the world, particularly in Indonesia. One of these fans includes supporters of the English football club, Manchester United, known as United of Bandung. The purpose of this research is to describe the communication patterns of Manchester United supporters in United of Bandung and also to describe the communication patterns of Manchester United supporters in maintaining fan loyalty in United of Bandung. The research method used is descriptive with a qualitative approach. The research results show that the communication pattern within this community focuses on conveying important information to members, such as match schedules, club news, and community activity plans. Diverse communication channels, such as social media and email newsletters, are utilized to reach members in ways that align with their communication preferences. Positive feedback from members indicates that this communication has been successful in keeping members connected to the latest activities and news about Manchester United. United of Bandung employs an active communication approach, involving members in message exchanges, discussions, and various forms of interaction through multiple channels, such as social media and email. Recognition of dedicated members through awards programs and acknowledgments on social media provides positive reinforcement for members to remain engaged and contribute actively. Involving members in planning and organizing community activities also plays a crucial role in deepening their bonds and involvement.*

**Keywords: Communication Patterns, Manchester United Supporters, Loyalty**