

ABSTRAK

Nuha, M Dimas Ulin, 2026. *Eksplorasi Makna Dalam Permainan Flying Ball Pada Kegiatan Outbound Oleh Gesha Adventure*. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing Drs. Hery B Cahyono, M.Si

Kata Kunci : Outbound, Flying Ball, Pemaknaan, Komunikasi Kelompok, Experiential Learning.

Kegiatan outbound merupakan salah satu bentuk pembelajaran berbasis pengalaman (*experiential learning*) yang banyak dimanfaatkan sebagai media pengembangan kemampuan individu dan kelompok. Salah satu permainan outbound yang sering digunakan adalah permainan flying ball, yang menekankan kerja sama, komunikasi, dan koordinasi antarpeserta. Penelitian ini bertujuan untuk mengetahui pemaknaan permainan flying ball dalam kegiatan outbound yang diselenggarakan oleh Gesha Adventure serta memahami makna yang dibangun peserta melalui proses komunikasi kelompok selama permainan berlangsung. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam kepada peserta kegiatan outbound, observasi selama permainan berlangsung, serta dokumentasi pendukung. Informan penelitian dipilih secara purposive, yaitu peserta yang terlibat langsung dalam permainan flying ball. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa permainan flying ball dimaknai oleh peserta sebagai simbol kerja sama tim dalam mencapai tujuan bersama. Bola dimaknai sebagai tujuan yang harus dicapai, sementara alat permainan lainnya merepresentasikan peran, tanggung jawab, dan koordinasi setiap individu dalam kelompok. Perbedaan pemaknaan antar peserta dipengaruhi oleh pengalaman pribadi, persepsi individu, serta proses komunikasi yang terjadi selama permainan. Permainan flying ball terbukti efektif sebagai media pembelajaran berbasis pengalaman yang mampu menumbuhkan nilai kerja sama, komunikasi, dan tanggung jawab dalam konteks komunikasi kelompok.

ABSTRACT

Nuha, M Dimas Ulin, 2026. *Exploring the Meaning of Flying Ball in Outbound Activities by Gesha Adventure*. Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Supervisor: Drs. Hery B Cahyono, M.Si.

Keywords: *Outbound, Flying Ball, Meaning, Group Communication, Experiential Learning.*

Outbound activities are a form of experiential learning that is widely used as a medium for developing individual and group skills. One of the most frequently used outbound games is flying ball, which emphasizes cooperation, communication, and coordination between participants. This study aims to determine the meaning of flying ball in outbound activities organized by Gesha Adventure and to understand the meanings constructed by participants through group communication during the game. This study used a qualitative approach with descriptive methods. Data collection techniques were conducted through in-depth interviews with outbound participants, observations during the game, and supporting documentation. Research informants were selected purposively, namely participants directly involved in the flying ball game. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results showed that participants interpreted the flying ball game as a symbol of teamwork in achieving a common goal. The ball represented the goal to be achieved, while the other game equipment represented the roles, responsibilities, and coordination of each individual within the group. Differences in interpretation among participants were influenced by personal experiences, individual perceptions, and the communication processes that occurred during the game. The flying ball game proved effective as an experiential learning medium that fostered the values of cooperation, communication, and responsibility within the context of group communication.