

Symbolic Interaction Between Personal Trainers and Members At Celebrity Fitness Express Teras Kota BSD

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Abstract - *Celebrity Fitness is a company operating in the largest fitness world in Asia. This research aims (1) To understand further how personal trainers communicate when welcoming members, (2) To understand further how personal trainers use communication when training with members, (3) To understand further how personal trainers use communication in attracting members interest in training, (4) To be able to understand how members perceive the communication used by personal trainers. The research was carried out using a qualitative approach with participant observation to observe the communication between personal trainers and members. In answering this problem, researchers used a symbolic interaction theory approach and conversation analysis through an interpersonal communication process using verbal and nonverbal communication. As a result of this research, researchers constructed personal trainer communication into three categories, namely, personal trainers always pay attention to members both in terms of feelings and health, personal trainers also educate members by providing explanations about everything regarding the field of fitness and professional advice to members, and personal trainers always remind members of their mutually agreed training schedule and fitness goals. Meanwhile, members perceptions of the communication carried out by personal trainers are good. for members, the appearance of a personal trainer is the most important thing, as is an athletic body shape and always appearing fashionable in clothing. She was followed by good skills in the world of fitness, a polite, friendly attitude, and always looking energetic.*

Keywords: *Conversation Analysis, Members, Personal Trainer, Symbolic Intetaction*

INTRODUCTION

A personal trainer plays a vital role in the progress of every fitness club, as is the case at Celebrity Fitness. Each Celebrity Fitness club has its targets every month. To achieve this target, each department needs cooperation to get as many members as possible. Personal trainers play a central role because apart from training members, personal trainers must also be able to sell training programs. So, a personal trainer at Celebrity Fitness emphasizes a proportional physical shape and a good way of communicating with members. For personal trainers, the physiological processes that occur during physical exercise will motivate consumers or fitness center members, and fitness center management is beneficial in carrying out the duties of personal trainers in providing services to consumers or fitness center

members professionally (Pratama, 2020). A personal trainer not only trains individuals and many people but is also a professional, educator, supervisor, facilitator, motivator, and perhaps even an inspirational figure. With a personal trainer, both men and women can be a solution for members to train (Soebari, 2016).

Personal trainers at Celebrity Fitness always explain to each new member that health is a state where the physical and brain conditions are at maximum performance. Health is not limited to being statically healthy but also dynamically healthy. For example, being statically healthy is the condition of someone healthy when not doing heavy activities, such as not exercising. Meanwhile, dynamic health is the condition of a person who remains healthy when doing strenuous activities. In general, humans are only statically healthy. To be dynamically healthy

requires sufficient knowledge and input from other parties who understand the body's condition. Being dynamically healthy will increase a person's passion for life and can also impact forming the ideal body that everyone dreams of. To achieve a dynamically healthy condition and ideal body shape, people need the guidance of a personal trainer. Now, using the services of a personal trainer is aimed at getting a dynamically healthy body and a proportional body shape, and it is also part of people's lifestyles. Someone's lifestyle determines whether they will be healthy or not. Food choices, lifestyle, and exercise are several behavioral factors that influence body health (Jauwinata, 2022).

Lifestyle is a way of life that is related to decision-making (Abdullah, 2022). A person's lifestyle can usually be seen from how he works, what activities he does and what he uses, such as using gadgets that follow the latest models and always updating the latest information. However, currently the lifestyle has had additional elements, so it does not only consist of the elements mentioned above. One lifestyle experiencing additional elements is the increasing number of people who want to have an athletic body. Someone who is intelligent and successful in life is not enough to call it a dream.

Whatever the reason, an athletic body is now the dream of men. Researchers have found that now many people have the resolution to reduce body fat, have an athletic body, and have six-pack abs. Researchers can learn about these factors from friendships and relationships in cyberspace. Having an athletic body with six-pack abs as a symbol of a modern lifestyle has become a trend because athletes do not only own athletic bodies. An athletic body shape has become one of the standards of machoness; it doesn't have to be very muscular like a bodybuilding athlete, but flexible, complete, not fat, and has curves. The general description is like a broad chest, six-pack abs, and muscular arms. With a person's style, they show who they are so that someone is more confident. (Ginting, 2022).

The trend of building an athletic body is growing along with the increasing number of fitness centers in urban areas. From the mall to the corner of a small alley, all members have the same goal: living a healthy life and building an athletic body. This shows that the increasing number of men who want an athletic body can be seen as a dynamic shift in the concept of maleness or masculinity. If we look at history, the masculine side is synonymous with muscles or the human body. This can be seen in Greek statues, which are slightly opened to highlight the muscles or parts of the body. In its development, the concept began to shift. Many members used to think that grades, material things, and achievements measured masculinity. People only need courage and firmness of attitude to be considered masculine. People can also replace it with achievements or material possessions. However, values or materials

are still lacking. Finally, a new development regarding masculinity emerged, namely from the aspect of grooming and cleanliness in men, which is now better known as the metrosexual concept, where the fundamental characteristic of metrosexual men is their attention to appearance (Raemon, 2022). However, now it is back to the body as the central aspect, and men also want an athletic body shape.

Activities to cultivate the body that is now widely carried out are usually called fitness. Fitness is a fitness activity that involves various movements, including cardiovascular exercise and weight training. Fitness training through weight training has become a physical activity that interests teenagers and adults. (Prakoso, 2022). By training with weights, the body will become fit, and the muscles will become firm. In order to achieve their dream posture, many individuals undergo intensive fitness training for three months and continue with a body management program with the target of increasing muscle mass and having an ideal body shape. To achieve appropriate targets, they need a personal trainer, a person who helps other people train. A personal trainer is different from an athletic trainer; usually, a personal trainer does not have a higher education in health sciences, nor does he need a specific type of professional certification for employment purposes, or may have a special certificate. Generally, personal trainers only require courses and are not recognized nationally or internationally.

More and more people are realizing the importance of exercise. From the results of observations made by researchers at Celebrity Fitness clubs in Jakarta and Tangerang, the clubs began to fill with members in the morning or late evening, before or after they worked. Usually at 06.00 or 07.00 in the morning they start training in the gym. At 08.00, they are neat and ready to go to the office and start their routine. Meanwhile, the afternoon towards evening is the right time for those who do not have time to come to the club in the morning, around 18.00 to 21.00. The reason is that apart from maintaining fitness, they also avoid the traffic jams that usually occur during work hours like this. Those with more flexible working hours generally come before or after lunch around 13.00. They can choose various types of exercise, such as cardio training or joining an exercise group. In a group exercise, they can do aerobics, body combat, yoga, or RPM (the rhythm of powerful music).

Many of them also train alone, accompanied by a personal trainer. Those who generally use the services of a personal trainer are very serious about improving their fitness or losing weight. The costs involved are relatively expensive, but hiring a personal trainer can also be profitable.

There is only one place where complete equipment to support fitness is available in fitness centers or clubs such as Celebrity Fitness. For someone who wants to shape their body or improve

their fitness by using sports equipment, the Celebrity Fitness Club is the right place. The relationship or interaction occurs between the personal trainer and the members of this place.

Tangerang City has the three largest international-scale fitness centers, Gold's Gym Express and Celebrity Fitness. There are two Celebrity Fitness locations in Tangerang: Karawaci and Teras Kota. Researchers discovered the uniqueness of the research location to explore further the interaction between personal trainers and members, namely at Celebrity Fitness Express Teras BSD City. The uniqueness researchers see is that Celebrity Fitness Express Teras Kota is the largest fitness center in Tangerang and has the most complete facilities. With a strategic location in the elite area of BSD, which is developing, the existing members are also very diverse and extensive.

From here, the researchers tried to dig deeper into the interactions that occur in fitness centers and the use of communication symbols by personal trainers when interacting with members, whether when they first meet, when they are training, or when the personal trainer attracts members' interest in returning to training. Usually, members will quickly give up and stop practicing when they have not gotten results quickly. Even though fitness sports require quite a long process to achieve results, The workout is one reason for an activity to make the body optimal. By having an optimal body, this can make the body healthy (Ramadhan, 2021).

Researchers see that in everyday life, humans cannot be separated from relationships with other humans (interaction). Ultimately, these relationships will become a communication process, like the interaction between personal trainers and members. The communication process can be carried out in various ways, from the most straightforward to communication processes that use media. The communication process is every step from the moment the message is created until the message is understood by the communicant so that the communicant can respond (Hamzah, 2022).

Communication is a social process where each individual uses symbols to create and give meaning to meaning in their environment. Symbols have different meanings for each individual and are formed based on individual perceptions. There is also socialization, which is a process of interaction with the public regarding information or knowledge. (Gunadi, 2023). Communication can also be defined as the process of sharing meaning through behavior verbal and nonverbal behavior. Any behavior can be called communication if it involves two or more people. Symbols can also represent a more abstract concept or idea. This can be seen from the symbols used by personal trainers when interacting with members, both verbal and nonverbal communication.

Although the functions of communication can be differentiated, a communication event often has functions that complement each other. Similar to the communication that occurs in interactions between personal trainers and members at the fitness center, the interactions that occur involve social, expressive and instrumental communication functions. Communication occurs through a process where a communicator conveys stimuli (usually symbols in the form of words) to change the behavior of other people. The meaning of symbols can of course only be understood by the actors involved in the communication process. Symbols in the communication process can be divided into two things, namely verbal symbols and nonverbal symbols.

Verbal symbols are symbols used in communication both verbally and in writing. These two forms are most widely used in interpersonal communication because spoken language can represent concrete and abstract phenomena. According to Mulyana, verbal communication only accounts for 35% of all communication, and language is limited (Wicaksono, 2021). Meanwhile, nonverbal symbols are symbols shown by changes in attitude, facial expression, personality, appearance, and thinking. The imperfection of words in describing the meaning we mean makes us use nonverbal symbols to complete our communication (Parapat, 2020). Terkait di dalam penelitian ini, peneliti mencoba untuk menggali lebih jauh mengenai simbol-simbol yang digunakan oleh personal trainer ketika berinteraksi dengan member.

A symbol has been mutually agreed upon and arranged systematically, and society has recognized its existence as a standard of communication in social life. Body movements such as clapping hands, hugging, stroking, sitting, and standing straight are nonverbal symbols that translate ideas, desires, or intentions into our hearts. When conveying information, this communication is usually not just sounds conveyed using body movements or what is currently known as sign language. The objects used are usually pieces of hair, hands, and clothing. (Mustofa, 2021). There are six types of nonverbal communication, namely:

1. Kinesics or body movements
2. Paralinguistics or sound
3. Proxemics or use of space
4. Olfaction or smell
5. Skin sensitivity
6. Artifacts such as clothing and cosmetics.

The thing that needs to be noted is that although the form of communication symbols differs in each society, all the symbols, symbols, or signs that have been agreed upon have a meaning, function, purpose, and specific social goals. In addition to nonverbal communication, spoken language or what is included in verbal communication symbols also greatly determines the success of the communication

process if both components, namely the communicator and the communicant, have one main goal in communicating. Communication is a symbolic process, one of the basic human needs, symbolizing or using symbols (Efendi, 2023).

Interaction using symbols in communication or symbolic interactionism is a social-psychological perspective especially relevant for sociological investigations. This theory deals with social structures, concrete forms of individual behavior, and conjectural mental traits. Symbolic interactionism explains how individuals, seen together with others, create symbolic systems and how the world shapes human behavior. An individual's understanding of their environment takes place over a long period (Jermias, 2022). Symbolic interactionism also focuses on the nature of the interaction, dynamic patterns of social action, and social relationships. Interaction is considered the unit of analysis, while attitudes are placed in the background.

The basis or view of behaviorist theory is that individual behavior can be observed, meaning studying human behavior objectively from the outside, from behavior that elicits a response, without involving hidden mental (Derung, 2017). Society is not static; it always influences and shapes us; it is an interaction process. Individuals have thoughts and a self, which is not a psychological entity but an aspect of a social process that emerges in the process of experience and social activity. In addition, the entire interaction process is symbolic, where meanings are formed by human reason. So, symbolic interaction refers to the unique and distinctive nature of interactions between individuals. The specificity is primarily in the fact that humans interpret or define each other's actions and do not merely react to each other's actions.

The interactions that occur are mediated by the use of symbols, interpretation, or determining the meaning of other people's actions. All interactions between human individuals involve an exchange of symbols. One focus of symbolic interaction is the effect of interpretation on the person whose actions are being interpreted. When we interact with others, we constantly look for clues about appropriate behavior and how to interpret what the other person means (Yohana, 2019). Symbolic interactionism directs our attention to interactions between individuals and how this can be used to understand what others say and do to us.

Then Herbert Mead in Soeprapto said in symbolic interaction theory that human behavior is the product of their interpretation of the world around them, so it does not admit that behavior is learned or determined. Moreover, according to him, symbolic interactionism is based on the premise: 1) Individuals respond to a symbolic situation. They respond to the environment, including physical objects and social objects (human behavior), based on the meaning that environmental components contain for them. When

they face a situation, their response depends on how they define the situation faced in social interactions. So, individuals are seen as active in determining their environment. 2) Meaning is a product of social interaction; therefore, meaning is not attached to objects but is negotiated through language. Negotiation is possible because humans can name everything, not only physical objects, actions, or events (even without the presence of the physical object, action, or event) but also abstract ideas. However, the names or symbols used to name objects, 3) The meanings interpreted by individuals can change over time, in line with changes in situations found in social interactions (Soeprapto, 2022).

Changes in interpretation are possible because individuals can carry out mental processes, namely communicating with themselves. Interpretation is a communication process that aims to make visitors discover the meaning of things, places, people, and events (Hasanah, 2015). Humans imagine or plan what they will do. In this process, individuals anticipate other people's reactions, looking for alternatives for the words or actions they will take. Individuals imagine how other people will respond to their words or actions.

This theory is in line with research on the symbols used by personal trainers when interacting with members while they are at the Celebrity Fitness Express Teras Kota BSD. Here, the researchers assume that the interactions will be interesting when a personal trainer uses scientific terms regarding types of exercise and muscle parts of the human body, so members also have interpretations that may differ according to their knowledge. The meaning of verbal communication used by personal trainers often has to be followed by nonverbal communication so that members understand what the personal trainer instructs them to do.

Most of human life is filled with communication activities. Communication can be defined as a message that someone sends to one or more recipients of the message with the conscious intention of influencing the recipient's behavior (Supratiknya, 1997). It means that the communication process that is taking place is an activity process that is carried out consciously to form an effective communication network, so the communicator does it consciously with specific goals for the communicant, such as expecting reciprocity.

In the communication process, nonverbal communication feedback usually takes place immediately, so the nature of nonverbal communication is still in the order of interpersonal communication. This means that symbols in the communication process must bridge the interests of the communicator (personal trainer) with the communicant (member). This aims to create effective communication. Interpersonal communication is a communication process that takes place between two or more people face to face.

Jalaludin Rakhmat further noted that three factors in interpersonal communication foster good interpersonal relationships: trust, a supportive attitude, and an open attitude (Rakhmat, 1994).

Interpersonal communication has the potential to carry out an instrumental function as a tool to influence or persuade other people because we can use our five senses to increase the persuasiveness of the messages we communicate to our communicants. As the most complete and perfect form of communication, interpersonal communication plays an important role forever, as long as humans still have emotions. Face-to-face communication makes people feel more familiar with each other, which is different from communication through mass media such as newspapers, television, or even through the most sophisticated technology.

Personal trainers do the same thing when interacting with members. How do they offer a relatively expensive program for members to train with a personal trainer? However, the closeness that has been established and the members' trust in the personal trainer means that they both benefit. On the one hand, the member gets results from training; on the other hand, the personal trainer gets income from members who buy the program. This can be created by interpersonal communication.

Interaction cannot be avoided in communication because the socialization of values is introduced through interaction. Nina Syam explained that interaction means mutually beneficial social action. For example, individuals communicate with each other (what they do is shown in their actions towards each other). According to Simmons in Syam, interactions when one action depends on the actions of others must have a mutually beneficial impact (Syam, 2009).

Furthermore, Blumer in Syam calls interaction, where people adjust their actions as joint action (Syam, 2009). Joint actions carried out by personal trainers with members at the fitness center, for example, when training together, showing how to use sports equipment, discussing exercise programs, and proper nutritional management, is an activity of symbolic interaction between individuals.

Interaction as a tool for communication offers an ordinary meaning in symbols. Humans often communicate through symbols both verbally and non-verbally as a symbol of communication with others. Interaction symbols include interpretation, affirming the meaning of every action or spoken word towards others and defining it, conveying various signs towards other people, as seen in every action.

Human togetherness is a process in which interpretation and definition can be carried out. Human interaction is a symbolic process of exchanging and sharing signs or symbols in which there is a process of interaction and understanding. In this research, what happens when two people communicate can be seen when a personal trainer

shares knowledge about sports, especially fitness, with members and provides exercise programs according to the member's health goals.

RESEARCH METHODOLOGY

This research is a case study, and the appropriate method to use is an explanatory method to dig deeper into personal trainers' interaction with members and qualitative analysis. This means that researchers do not test hypothetical theories but seek new knowledge and combine and interpret them to obtain a unified interpretation (Rakhmat, 1994). Through this method, it is also possible to find subjective or formal theories (Moleong, 1998). Remember that qualitative communication research is carried out in natural settings by viewing a phenomenon as it is. Qualitative data is data used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2019).

The research subjects in this research will be the personal trainer component, which consists of the Fitness Manager (FM), Team Leader (TL), Personal Trainer (PT), and members at Celebrity Fitness Express Teras BSD City. Meanwhile, the object of this research is related to personal trainer communication with members, both verbal and non-verbal communication symbols. Apart from that, in this research, researchers will explore the interactions between personal trainers and members using participant observation. With such a method, it is hoped that the data and information obtained will be as desired and that the results of this research will explain in more depth the communication that occurs, both verbal and nonverbal communication, used by personal trainers when interacting with members.

RESULTS AND DISCUSSION

The members who come to the club daily have different backgrounds and activities. This includes physical condition and level of health, whether the member is a heart disease patient, post-injury rehabilitation patient, who has diabetes, asthma sufferer, child or adult, or older adult. Personal trainers who act professionally can consistently accept their situation and are ready to help them achieve their healthy targets and realize the fitness program they want. This professional attitude is demonstrated by being open to training members.

Before interacting with members, the condition and position of the personal trainer must be ready, standing straight with an adjusted posture and an enthusiastic attitude to welcome members to Personal Trainer Booking (PTB). Smiling and shaking hands is the initial nonverbal communication that personal trainers must carry out; the aim is to show a friendly

attitude and that the personal trainer is physically, emotionally, and mentally in optimal condition. The things that personal trainers need to remember when dealing with members for the first time are:

1. Members are the most important people related to the work of a personal trainer.
2. Providing the best service to members is the most important thing.
3. First impressions usually last a long time, so when someone meets members, they convey an excellent professional and personal impression.
4. Create good cooperative relationships from the first time.
5. Always smile and be friendly.

The purpose of members coming to the club is to train to achieve their various fitness goals. In general, men aim to shape their bodies to be more athletic by increasing muscle mass, stamina, and height. Meanwhile, for women, their goal is generally to reduce body weight, body fat, water, and tone muscles, so an exercise program that suits their fitness goals has been designed in such a way by a personal trainer while considering the member's previous health history. The goal is to avoid injury and quickly get the results members want. Every personal trainer has a different way of interacting, but they never forget the following:

1. Listen

When a personal trainer offers a Rapid Results Training (RRT) program to members with a different number of sessions and prices for each session, they will ask directly which program they will take. Then, members will respond by arguing for various reasons. The personal trainer will listen carefully and nod his head interspersed with saying "Okay" and "Yes."

2. Agree

Of all the reasons members give, they usually refuse to take this RRT program for various reasons, such as being busy or not having time. The personal trainer will agree to all these reasons by saying, "I agree with you." The goal is for members to feel understood.

3. Provide solutions

All reasons submitted by members will be given solutions by personal trainers and professional advice.

4. Provide encouragement

Personal trainers must always be enthusiastic when facing members, encouraging them to continue training by saying, "Come on!"

5. Congratulations

Good communication skills must also be accompanied by a friendly attitude and the ability always to smile. The goal is to create a relaxed and not too tense-atmosphere.

In general, members who are still beginners and have just come to the club will still feel confused and

nervous because they may have never played sports using so many machines. Personal trainers must create a relaxed atmosphere so that members are not tense. Exercise must be done in a calm, carefree mood. The tense atmosphere created can more or less impact the training results obtained.

Personal trainers must have a firm and clear voice because this supports a personal trainer's friendly attitude. Every club always plays songs with loud sounds and a type of music flow of 40 bpm (beats per minute). The aim is to encourage members' enthusiasm to continue practicing. Personal trainers must be able to speak firmly and clearly so that members can hear and understand what the personal trainer is saying.

A firm and clear voice does not mean shouting, but a voice with a high pitch but still with an intonation that is pleasing to the ear and does not give the impression of being commanding. In this case, the role of a Fitness Manager is to provide input to the personal trainer when they want to talk to members, especially on the floor, so that they can be heard talking in a place where the sound of the music is low and talk closer to the members. However, if they want to speak more clearly and be more accessible to hear, go to the PTB area. This place is designed so that the music in the club is quiet, and input and suggestions or evaluation of training results given by personal trainers can be heard clearly by members.

Body posture is also a concern for members. How does a personal trainer feel when walking, accompanying members, or sitting? Personal trainers must be upright, not slouched, because this shows that the personal trainer is still fit and ready to help members train. Apart from that, a straight body posture also shows that the personal trainer looks energetic. From a health perspective, it is also revealed that an upright posture can help circulate blood and oxygen throughout the body so that it is always fit. After the member has committed to continuing to train with the personal trainer and has determined a fixed schedule, the trainer will congratulate him and promise to help the member achieve his fitness goals.

This research also opens up the insight of researchers who, at the start of conducting the research, were still of the opinion that only the upper classes and celebrities could afford to hire the services of a personal trainer at a fitness center such as Celebrity Fitness. However, it turns out that these services are not only for minorities because, as already stated, researchers noticed that during the research period, most people now use personal trainers. Regardless of the economic aspect, people who use personal trainer services are more concerned with the health and fitness they will get.

The services of a personal trainer also help many ordinary people to understand more about achieving the body shape they dream of. However, researchers and all personal trainers in this study agree

that keeping the body healthy and fit cannot be done shortly and instantly but requires a long-term and consistent strategy. Recently, exercise and physical health are no longer issues that are only expected from people who often appear in front of the camera. As it progresses, sport has become an essential part of the lives of the general public for the present and the future.

Researchers believe that the cost of using a personal trainer's services could be a long-term investment in health and fitness. The costs involved are not small, but people can get around this by using the services of a personal trainer in a group or by taking a yoga or aerobics class.

The personal trainer in communication is the dominant person, meaning that while he is with the members, the personal trainer must continue to be active in speaking. Many things about the world of fitness can be discussed. For example, when welcoming members, there are several points of verbal communication, such as "Good morning/afternoon," which is the initial sentence when welcoming new members to the club. Then, do not forget to introduce yourself first by saying, "I am your trainer today" so that the member knows he is a personal trainer who will help him exercise and get the body shape he wants—followed by "Welcome, sir/madam," which shows that the personal trainer is the host at the club and allows members to enjoy the facilities at the club. A question that is also an important point is, "How are you feeling right now?" this can show the personal trainer's attention to the member, so it does not rule out the possibility that the member is not in a pleasant condition and can tell the personal trainer, of course. Outside of practice hours, it can create a much more intimate atmosphere. The final question, "Have you eaten before?" is also a form of personal trainer attention to members. From a health perspective, eating first before exercising at least two hours beforehand is recommended.

Physical appearance supports the profession of a personal trainer. With a good physique, they will gain much trust from members. Celebrity Fitness often holds an event to select the best personal trainer every six months. The goal is to continue to motivate personal trainers to shape their bodies more proportionally. Meanwhile, the muscles that can be highlighted are the Biceps Brachii or arm muscles and Forearm Flexor. Personal trainers' nonverbal communication must also be energetic, friendly, smiling, and fashionable. The goal is to make it more interesting, and members will also be enthusiastic about practicing.

When training with members, personal trainers must also be active in communicating verbally. For example, when practicing aerobics, endurance, or flexibility and when trying exercise machines, they must always explain to the member by saying, "Okay,

sir/madam, I will explain about this," so that apart from the member getting the benefits of exercising, they also gain knowledge. The critical points that personal trainers must explain are the meaning of exercise, how to do it, the benefits of the exercise, and what programs suit the member's fitness goals. At the end of every explanation or exercise, the personal trainer always says, "Are there any questions?" the aim is to allow members to discuss, or if there are things they do not understand, this also aims to educate members, especially in the fitness world. When a member does a particular movement, besides the personal trainer counting the repetitions that must be done, they must also provide motivation or encouragement such as, "Come on, sir/madam, you can do it!" and after the member does a movement, the personal trainer will say, "You did it." Very well done, congratulations!" which aims to give appreciation for the efforts that members have made when training and is accompanied by the words, "How do you feel after doing it?" it is also a form of attention from a personal trainer to his members.

Nonverbal communication from the personal trainer when training with members is that the personal trainer's body position is always upright to show that the trainer is ready to help the member. Personal trainers must also always appear energetic in front of members. When explaining a movement, always indicate the parts of the body that will be trained because some body parts need to be used in scientific terms. Then, walking must also always be next to the member and around the member during resistance training so that they can evaluate if there are wrong movements. Personal trainers must always maintain eye contact, have a firm and clear voice, and pat members on the shoulder when they finish training to show appreciation.

A personal trainer can do little to attract members' interest in training because it can usually only be done over the phone. However, there are several things that personal trainers need to pay attention to when carrying out verbal communication over the telephone, such as saying hello and introducing themselves, "Good afternoon, sir/madam, I am your trainer," and asking how you are, "How are you today?". When calling a member, a personal trainer must be able to immediately ensure that the member can come and not ask first, such as immediately saying, "I am waiting for you today at the club!". To attract the interest of members and personal trainers, they must prepare a more exciting training program, "I want to show you," and if an agreement has been reached, then end with, "Okay, I will wait for you at the club today!", to further emphasize. Communication via telephone by personal trainers to members is also a reminder.

Personal trainers communicate verbally and non-verbally, such as when welcoming members,

practicing with members, and attracting members' interest in practicing, which members perceive as sound. This can be seen from how they interact; they look very friendly, and there is no awkwardness when practicing. They are occasionally accompanied by jokes so that the training atmosphere is relaxed. Members also try to follow the advice given by the personal trainer, be it exercise programs, healthy lifestyles, and diet patterns. The personal trainer's appearance is the most important thing for members, as is the body shape and fashionable clothing. Followed by good skills in the fitness world, a polite, friendly attitude, and always looking energetic, what is no less important is that their voice must be firm and clear.

CONCLUSION

Based on the description reviewed in the previous chapter regarding personal trainer communication with members at Celebrity Fitness Express Teras Kota BSD, it can be concluded that a personal trainer is a role model for its members. Therefore, every movement and lifestyle, including diet patterns, will always be followed by members; therefore, the first impression when welcoming members is the most important thing to pay attention to. Verbal communication is more about paying attention to members, such as introducing them at first, asking how they are or how they feel that day, and reminding them whether the member has eaten before. Personal trainers must also pay attention to their appearance in non-verbal communication, such as a straight body position, friendly, always smiling, energetic, and a firm voice. Personal trainers must pay attention to members, from their feelings to their health, especially before training.

Training with members is the right time for personal trainers to get closer to members. All personal trainers' skills and knowledge can be used to show they are professional. Verbal communication is essential because personal trainers must be dominant in interactions. Personal trainers still have to pay attention to members and invite discussions such as explaining everything in the club to educate members about the world of fitness, asking questions, encouraging them, and congratulating them when they finish training. Nonverbal communication must also be paid attention to, such as always having a straight body position, appearing energetic, always walking beside the member, surrounding the member during resistance training so that they can evaluate if there are wrong movements, eye contact, a firm, and clear voice, using scientific terms and not forgetting to show the parts of the muscles that will be trained and patting the member's shoulder as a form of appreciation. After the training sessions, the personal trainer will offer an RRT (Rapid Results Training) program. Some things that personal trainers usually do when offering an RRT program are Listening, Agreeing, Providing Solutions, Encouraging and

Congratulating.

Usually, members who need more understanding of the fitness field will immediately give up if they do not get results after one month of training. So, personal trainers must also pay attention to members' attitudes by continuing to provide motivation. However, there is little that personal trainers can do to contact members; this can only be done via telephone because members usually rarely come to the club, so personal trainers can only remind them. When calling, the critical thing to pay attention to is not to ask questions that could make members look for reasons not to attend; in this case, the personal trainer must firmly determine the following training schedule.

Members also pay attention to four things from personal trainer communication: appearance, behavior, ability, and voice. Members perceive that Celebrity Fitness Express Teras Kota BSD personal trainer communication is good. This can be seen from how they interact; they look very friendly, and there is no awkwardness when practicing.

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