

# Representasi Sportivitas Komunitas Suporter Sepak Bola Di Media Sosial (Studi Pada Akun @Infokomjakmania di Instagram) = Representation Of Sportsmanship Of Football Supporters Community In Social Media (Study on the @Infokomjakmania account on Instagram)

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## Abstrak

Penelitian ini memfokuskan pada pembentukan makna dalam unggahan media sosial Instagram komunitas suporter sepak bola The Jakmania, @infokomjakmania. Kekerasan antar suporter sepak bola berbanding lurus dengan perkembangan penggunaan media sosial. Media sosial seringkali digunakan untuk menyebarkan konten kekerasan yang terjadi antar suporter. Komunitas suporter sepak bola terus memperbaiki diri dalam aktivitasnya. Media sosial dipilih menjadi wadah untuk merepresentasikan sikap solidaritas yang komunitas suporter lakukan dengan materi unggahan yang dipilih. Penelitian ini menggunakan teori semiotika Charles Sanders Peirce untuk melihat makna pada unggahan. Unggahan yang dipilih sebanyak dua belas gambar diunggah dalam periode Juli 2022–Maret 2023 berdasarkan jenis gambar yaitu poster pertandingan dan suasana stadion dalam hubungannya dengan komunitas suporter yang lain. Penelitian ini merupakan penelitian kualitatif konstruktif. Penelitian ini bertujuan untuk mendeskripsikan representasi sportivitas oleh Peter Arnold terhadap komunitas suporter sepak bola di akun media sosial Instagram. Hasil penelitian menunjukkan dalam unggahan akun Instagram @infokomjakmania terdapat unsur sikap sportivitas komunitas suporter dalam mendukung timnya, yaitu sportivitas sebagai persatuan sosial, promosi kesenangan, dan sikap altruisme. Hal tersebut tergambar dalam pemilihan unsur yang selalu ditampilkan pada akun Instagram @infokomjakmania. Beberapa hal yang ditonjolkan dalam unggahan adalah hubungan kedekatan antar komunitas suporter, suasana tribun yang penuh dengan suporter yang memberikan dukungan, dan bertukar tanda mata.

.....This study focused on the formation of meaning in Instagram social media uploads of The Jakmania football supporter community, @infokomjakmania. Violence between football fans was directly proportional to the development of the use of social media. Social media was often used to spread violent content between fans. The football supporter community continued to improve itself in its activities. Social media was chosen as a vessel to represent the solidarity that the supporter community did with the selected uploaded material. This study used Charles Sanders Peirce's semiotic theory to see the meaning of uploads. Twelve selected uploads were uploaded in the period July 2022–March 2023 based on the type of image, namely match posters and the atmosphere of the stadium in association with other supporter communities. This research was a constructive qualitative research. This study aimed to describe the representation of sportsmanship by Peter Arnold towards the football supporter community on Instagram social media accounts. The results of the study showed that in uploads to the Instagram account @Infokomjakmania there were elements of sportsmanship in the supporter community in supporting football club, namely sportsmanship as social unity, promotion of pleasure, and altruism. This was reflected in the selection of elements that were always displayed on the Instagram account @Infokomjakmania. Some of the things highlighted in the upload were the close relationship between the supporter communities, the atmosphere of

the stands which were full of supporters giving support, and exchanging gifts between supporter communities.