

ABSTRAK

IDENTIFIKASI MODAL SOSIAL SUPORTER SEPAKBOLA: PERSEPSI SUPORTER BRIGATA CURVA SUD, SLEMAN

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Komunitas suporter sepakbola memiliki kesan negatif di masyarakat. Fakta di lapangan memang menunjukkan realitas tersebut, tetapi apakah komunitas suporter sepakbola memiliki realitas tersembunyi yang menampilkan tindakan positif? Penelitian ini memiliki fokus untuk memahami tindakan komunitas suporter Brigata Curva Sud (BCS) dan peluangnya memajukan klub sepakbola di Kabupaten Sleman.

Penelitian ini menggunakan metode kualitatif untuk mengetahui modal sosial, kontribusi, dan pengaruh modal sosial terhadap kontribusi suporter memajukan klub sepakbola. Sumber data diperoleh melalui observasi, wawancara, dan dokumentasi yang dimiliki komunitas suporter Brigata Curva Sud (BCS). Proses tahapan riset mengikuti empat alur Miles dan Huberman secara teliti.

Hasil penelitian menunjukkan bahwa modal sosial efektif dapat diidentifikasi dengan jelas pada komunitas suporter Brigata Curva Sud (BCS). Brigata Curva Sud (BCS) mempunyai jejaring anggota yang banyak, efektif untuk pengurusan dan penjualan tiket pertandingan secara cepat, memiliki sumbangan koreografi pertandingan yang indah, dan sasaran pasar yang efektif untuk penjualan *merchandise*, dan bahkan sumbangan pendanaan langsung kepada pengelola klub sepakbola. Temuan tersebut memastikan bahwa Brigata Curva Sud (BCS) berpeluang memajukan klub sepakbola daerah. Namun, kajian ini juga masih menemukan bahwa Brigata Curva Sud (BCS) kadang bertindak melanggar etika dan norma supertivitas di lapangan atau luar lapangan. Akhirnya, penelitian ini menyarankan Brigata Curva Sud (BCS) seharusnya mampu menampilkan lebih banyak sisi positif mereka.

Kata Kunci: Modal Sosial, Kontribusi, Komunitas Suporter Brigata Curva Sud (BCS), PSS Sleman.

ABSTRACT

IDENTIFICATION OF SOCIAL CAPITAL FOOTBALL SUPPORTERS: PERCEPTIONS OF BRIGATA CURVA SUD, SLEMAN

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The football supporter community has negative impression on society. The facts on the ground do show this realities, but does the football fan community have hidden reality that displays positive actions? This study focuses on understanding the actions of the Brigata Curva Sud (BCS) supporter community and its opportunities to promote football clubs in Sleman Regency.

This study uses qualitative methods to determine social capital, contribution, and the effect of social capital on the contribution of supporters to promote football clubs. Sources of data were obtained through observations, interviews, and documentation owned by the Brigata Curva Sud (BCS) supporters community. The process of research stages follows the four paths of Miles and Huberman carefully.

The results show that effective social capital can be clearly identified in the Brigata Curva Sud (BCS) fan community. Brigata Curva Sud (BCS) has a large network of members, is effective for managing and selling match tickets quickly, has beautiful match choreography contributions, and is an effective target market for merchandise sales, and even direct funding contributions to football club management. The findings confirm that Brigata Curva Sud (BCS) is helping to advance regional football clubs. However, this study also still finds that Brigata Curva Sud (BCS) sometimes acts in violation of ethics and norms of support on the field or off the field. Finally, this study suggests Brigata Curva Sud (BCS) should be able to show more of their positive side.

Keywords: Social Capital, Contributions, Brigata Curva Sud Supporter Community, PSS Sleman.