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Fajar Junaedi & Helmy Muhammad

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# Media community of football fans in Indonesia: Conditions, problems, and challenges

Fajar Junaedi<sup>1\*</sup> and Helmy Muhammad<sup>2</sup>

<sup>1</sup> Department of Communication, Universitas Muhammadiyah Yogyakarta, Indonesia; email: fajarjun@umy.ac.id

<sup>2</sup> Malaysian Inclusive Development and Advancement Institute (MINDA), Universiti Kebangsaan Malaysia, Malaysia

\* Corresponding author

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**Abstract:** This study examines the conditions, challenges, and problems faced by such media in 2022 - 2025. Five community media are the focus of this research, namely Ongisnade, Simamaung, Football Fandom, Sleman Football, and Emosi Jiwaku. Data were collected using semi-structured interviews with key personnel from each media outlet and through systematic analysis of relevant documents produced by these communities. The results showed that the development of football community media in Indonesia occurred during the digital media era. The ease of producing and distributing media has encouraged the establishment of a football community media, at the same time, showcasing the rise of well-informed football fans. Football fans' ability to manage the media within the football community demonstrates that they in Indonesia have transformed, becoming well-educated and informed. This study also identified the challenges faced by the football community media, including securing funding to ensure sustainability, managing and filling content with human resources, and the critical attitude shown in reporting on clubs, which can trigger bad relations with club management.

**Abstrak:** Penelitian ini mengkaji kondisi, tantangan, dan masalah yang dihadapi oleh media komunitas sepak bola di Indonesia. Lima media komunitas menjadi objek penelitian ini, yakni Ongisnade, Simamaung, Football Fandom, Sleman Football, dan Emosi Jiwaku pada 2022–2025. Pengumpulan data dilakukan melalui wawancara dan studi pustaka. Hasil penelitian menunjukkan bahwa perkembangan media komunitas sepak bola di Indonesia terjadi pada era media digital. Kemudahan dalam memproduksi dan mendistribusikan media telah mendorong terbentuknya media komunitas sepak bola, sekaligus menampilkan kebangkitan penggemar sepak bola yang terinformasi dengan baik. Kemampuan penggemar sepak bola dalam mengelola media di dalam komunitas sepak bola menunjukkan bahwa penggemar sepak bola di Indonesia telah berubah menjadi berpendidikan dan berpengetahuan luas. Penelitian ini juga menemukan masalah yang dihadapi media komunitas sepak bola antara lain mengamankan pendanaan untuk memastikan keberlanjutan media, mengelola dan mengisi konten dengan sumber daya manusia, serta sikap kritis yang ditunjukkan media komunitas sepak bola dalam melaporkan tentang klub, yang dapat memicu hubungan buruk dengan manajemen klub.

## INTRODUCTION

Football is the most popular sport in the world. In Indonesia, football has also developed into the most popular sport. Playing and watching the game is part of the urban fabric of Indonesian cities. Football is everywhere: on newsstands, in a city's soundscape, in the boutiques of small-time fashion designers, and it is evident in the graffiti and murals of city walls. Football holds a super grip on the imagination of millions of people across many apparent social divides. In addition, many movies, novels, and comics reflect the dreams of aspiring but ultimately unsuccessful footballers. At the same time, football fandom, and in some cases, 'activism,' represents varying degrees of purchasing power and consumption (Fuller & Junaedi, 2018). Football is a significant aspect of the urban landscape for the young generation in Indonesia. Football fans in Indonesia are growing as part of the globalization field (Fuller, 2017). Football is the sport with the most fans in Indonesia, the number of football supporters attending and watching matches increases year after year. An increase in fans also leads to higher income for competition organizers and clubs.

In the relationship between football fans and the mass media or social media, football fans are the existing consumers who provide the mass or social media with an audience (Aichner, 2015; Fenton et al., 2023). Football is one of the hottest issues in the media. Printed, electronic, and online mass media consistently report on clashes between well-known clubs, both within the country and abroad.

Live match broadcasts on television, local football reports in newspapers, and websites specializing in football news are still considered unable to meet the needs of local football fans for information about

the clubs they support (Aichner, 2015; Lewis et al., 2021). Therefore, a community media emerged, specifically catered to the needs of local football club fans in several cities in Indonesia, such as Sleman Football in Sleman, *Emosi Jiwaku* in Surabaya, *Simamaung* in Bandung, and *Ongisnade* in Malang.

Several previous studies on football community media in Indonesia have reported preliminary findings. First, football community media in Indonesia are better managed than those of official football clubs. This is different from what happened in Europe, where the club's official media are managed very professionally. In the context of fans and club management, the emergence of community media by football fans poses an anomaly for club management. Through community media, football fans participate in reporting about their club. At the same time, the club that should have official media has not managed much of the club's official media coverage. Based on love, Indonesian football fans engage in football journalism and media management (Junaedi & Arifianto, 2017).

Based on the club's official media, which is considered insufficient to meet the needs of football fans, fan communities across various cities in Indonesia took the initiative to build their own media, primarily through online platforms, with a vision and mission to provide news and information about their favorite football club. Here are some community media that utilize the internet as their platform. Online media was chosen because it is easily accessible in today's rapidly developing technological landscape (Syarifudin, 2020).

For football fans, the internet is a new way to manage community media. Compared to broadcast and print media,

which are costly, internet media is more affordable. Previous research in Bandung shows that fanzines serve as collective emblems that facilitate the formation and expression of in-group identities. They offer a platform for fans to exchange their experiences, feelings, and stories, enhancing their sense of belonging and community (Siddhawira & Agustin, 2025).

To date, research on media and football fans has primarily examined ... In contrast, internet-based community media has not been extensively studied. To address this gap, this study examines community media by focusing on female fandom (Doehler, 2026), engagement between fans and clubs via social media (Fenton et al., 2023; Vale & Fernandes, 2018), and the bond between fans and clubs (Krzyżowski & Strzelecki, 2023). By examining soccer fan community media, this study is expected to expand the discussion and research on community media and sports, a field that has not yet received much attention from social scientists in Indonesia.

## METHOD

This research uses the case study research method. This method was chosen because it is an appropriate approach to addressing qualitative formulations and enables holistic, in-depth questioning of problems (Stanley, 2023). A case study is an in-depth exploration, from multiple perspectives, of the complexity and uniqueness of a particular project, policy, institution, program, or system in 'real life' (de Vries, 2020). The technique that will be developed is to explore the activities of the football community media editor through interviews. Interviews are an important part of case study research. In this study, we conducted interviews with the editors and founders of five football community media, namely Simamaung, Football

Fandom, Ongisnade, Sleman Football, and Emosi Jiwaku.

After the data is collected, it is analyzed. Data analysis is the process of arranging data in sequence and organizing it into patterns, categories, and units of description to explain the data. At this stage, the data is processed to describe a situation clearly and precisely (Rusandi & Rusli, 2021).

## RESULTS AND DISCUSSION

### Football and Media in Indonesia

Several factors drive the development of football community media in Indonesia. First, fans of local football clubs in Indonesia stated that the club's official media did not provide sufficient information about the club. This background can be understood by noting that the modernization of football in Indonesia is progressing very slowly. Professional endeavors in Indonesian football began in 1979 when a semi-professional competition was held for the first time. The football competition is called *Galatama* (Colombijn, 2000).

Previously, football competitions in Indonesia were amateur and were called *Perserikatan* (the United). The *Perserikatan* Football Competition brings together amateur clubs representing cities in Indonesia. The players participating in this competition are all amateurs. The *Perserikatan* football competition has been held since the colonial period, almost simultaneously with the establishment of the Indonesian football federation in 1930. Financial support for football clubs competing in the *Perserikatan* football competition comes from funds provided by the club's city or provincial government. This shows that the football competition is not an amateur one because the club is not financially independent. The club's stadium is government-owned, not club-

owned. Another reality that highlights the amateur side of the *Perserikatan*'s competition is that clubs lacked a field for practice. The field used for practice is a field owned by the government (Sanjaya et al., 2018).

Although the *Galatama* competition began as a semi-professional competition in 1979, the organization of the *Perserikatan* football competition was maintained. Thus, there are two football competitions in Indonesia, namely *Galatama* and *Perserikatan*. *Galatama* Clubs thrive mainly because of the capital support from its owners. To attract fan support, the *Galatama* club is allowed to use foreign players. On the other hand, the *Perserikatan* clubs still have to use domestic players.

Several *Galatama* clubs managed to get support from football fans in their hometown. Niac Mitra, based in Surabaya, and Arema, in Malang, are the two clubs that have successfully built support among football fans. Support from football fans is less prevalent at many other *Galatama* clubs. As a result, the club does not get financial support from ticket sales.

Even though the *Perserikatan* competition is amateur, support from football fans is more enthusiastic than the club gets from the *Galatama* football competition. Regional sentiments and ethnic considerations primarily drive this support. For example, Persib Bandung represents the provinces of West Java and Sunda, Persebaya represents the province of East Java and the ethnic Javanese living in the eastern part of Java Island, and PSM Makassar represents the province of South Sulawesi and the Makassar and Bugis ethnic groups.

In 1994, the Indonesian Football Federation made a significant decision. The *Galatama* and *Perserikatan* Competitions were merged into a single

competition, known as *Liga Indonesia* (Ligina). This merger aims to eliminate the dualism in football governance in Indonesia. *Liga Indonesia* marked a new beginning in Indonesian football, as all clubs were required to become professional clubs (Romadhan, 2018). Clubs from *Galatama* were initially able to survive in the competition's early days. However, the economic crisis of 1997–1998 changed the situation. The owners of the *Galatama* club are experiencing financial difficulties. After 1998, slowly, the former *Galatama* clubs began to disappear from the Indonesian football league. The owner of the former *Galatama* club faced difficult choices, such as disbanding the club, selling it, or merging it with the club from *Perserikatan*. Only a few clubs have survived to date, including Arema Malang. Other *Galatama* football clubs sold their licenses and changed their names, such as Pelita Jaya, which became Madura United. The opposite applies to the former *Perserikatan* clubs, which can still exist with financial support from their respective local governments. Persebaya Surabaya, Persib Bandung, PSM Makassar, and Persipura Jayapura are the leading clubs in Indonesian football, each supported by its respective local government.

A significant change occurred in 2011. The Indonesian Ministry of Home Affairs issued a regulation prohibiting the use of government funds to finance professional football. Football clubs in Indonesia, accustomed to using government funds, must adapt to this change. Club owners and managers face one option: to become a professional club. Indonesian football clubs began organizing their professional sides in 2011. Sponsors began to be sought more seriously for the financial support of football clubs. Players, coaches, and club officials are being signed more seriously. Match tickets began to be

managed more professionally to prevent leaks from spectators entering the stadium without tickets. Unfortunately, the football club has not effectively managed its official media.

For football clubs in Indonesia, initially, news coverage in the mass media was considered sufficient to gain news exposure. There is a strong pattern of relationship between football clubs and local media, especially local newspapers. Football clubs in Indonesia typically rely solely on their media officers to manage their media relations. The media officer is responsible for conducting press conferences and issuing press releases.

Private media relations with football clubs were initiated with the daily newspaper Jawa Pos in the late 1980s. The newspaper features sports news, particularly Persebaya Surabaya news, on the front page, while maintaining the sports rubric allocation on the back page. Jawa Pos uses Persebaya as its headline. News about Persebaya Surabaya is not only displayed on the sports page or inside pages, but also on the front page as the main news. Football is no longer toy journalism in the Jawa Pos news.

In general, news about Persebaya raised by Jawa Pos concerns several major themes, including news about Persebaya before the match (pre-match) and after the match (post-match); profiles of Persebaya players, coaches, and officials; Bonek's (the diehard fans of Persebaya) activities while supporting Persebaya, and internal matches of Persebaya member clubs. In various editions of Jawa Pos, Persebaya issues are often featured on the main page. This is not the case with other newspapers published in Indonesia. The national mass media have never allocated as many pages as the Jawa Pos news. Even across several editions, Jawa Pos publishes a special

supplement on Persebaya Surabaya (Junaedi et al., 2004).

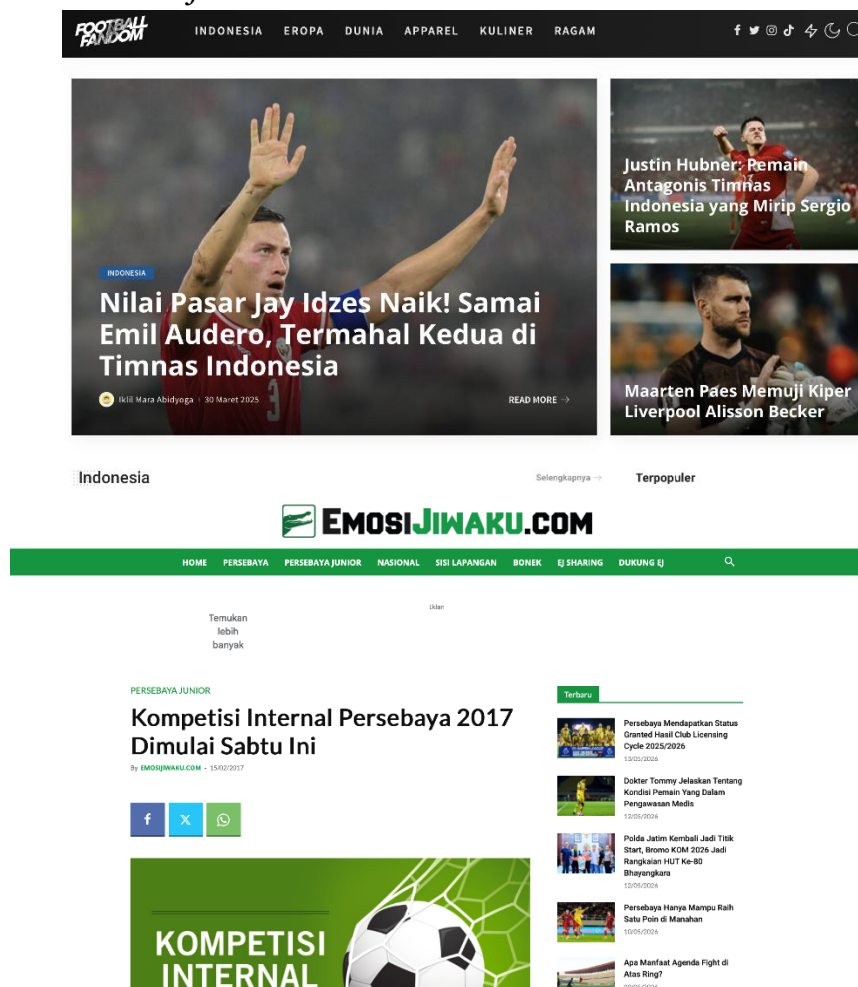
This pattern of relations between Jawa Pos and Persebaya Surabaya is replicated by various newspapers, which then form a conglomeration of Jawa Pos publications in different cities. Jawa Pos is one of the largest media conglomerates in Indonesia, publishing local newspapers across various cities. This local newspaper also reported on football clubs in various cities. In Bandung, the local newspaper *Pikiran Rakyat* dedicates pages to *Persib Bandung*. In Malang, *Malang Post* and *Radar Malang* became two local newspapers for *Arema Malang* fans. *Kedaulatan Rakyat*, *Radar Jogja*, and *Harian Jogja* are three local newspapers in Yogyakarta that cover *PSS Sleman*.

### **Football Fans Community Media: The Condition, Problems, and Challenges**

Football fans are increasingly turning to online media to consume news about the clubs they support. In Malang, *Arema Malang* fans published an online media called *Ongisnade*. In Bandung, *Persib Bandung* fans released an online community media called *Simamung*. In Sleman, *PSS Sleman* fans released the online media *Sleman Football*. In Surabaya, *Persebaya Surabaya* fans released an online media called *Emosi Jiwaku*. These four community media outlets focus on one club located in the city where they are published. Football Fandom, which was published in Yogyakarta, took a different path. This online community media not only carries news about football clubs in Yogyakarta but also about various football clubs in Indonesia and even foreign football clubs. Community media content can be seen in figure 1.

**Figure 1**

*Examples of content taken from Football Fandom and Emosi Jiwaku*



**Source:** Shcreenshot from the Fandom Football and Emosi Jiwaku website

The founders and managers of football community media generally come from within the football fan base. They can be described as young football fans with a university education, possessing literacy in football analysis and writing, and having a network of connections with fellow football enthusiasts.

Ongisnade is somewhat different from this general pattern. The founders of this football community media come from various backgrounds, including football journalists who previously worked in private media. Ongisnade's editor stated,

Our background at that time was football fans, photographers, and writers on sports newspapers, especially football in Malang. To revive this community, we were invited by friends involved in football, and some of those who joined have backgrounds in capital football and media. Hence, the desire to establish a football fan community emerged (IF).

News from the football community media typically includes match results, pre- and post-match analysis, player profiles, football club history, and news

about football fans. In general, there is no difference in the news content presented by football community media compared to that of privately owned mainstream media. What distinguishes the news content is that the football community media focuses on clubs supported by the community, while mainstream media reports on all football clubs.

Indeed, there is a tendency in the mainstream media in Indonesia to report more about football clubs where the media is published. The primary reason for this editorial policy is to attract more readers by capitalizing on the reader's passion for football clubs. Even so, the mainstream media, which is often privately owned, also allocates a portion of its page and space to news about clubs from other cities.

Simamaung is one of the football community media outlets that clearly highlights the lack of journalistic quality in local private media's reporting on Persib Bandung.

Honestly, if we first traced the establishment of our media in Bandung, the aim was to present something different. This was based on the media's function of only quoting other media, so we offered different media sources. Local media in Bandung, such as *Pikiran Rakyat* and *Tribun*, only deliver news that has been published and call it a media website (KW).

In the football community media, the editorial policy is firmly focused on the football clubs he supports. This study clearly reveals the alignment between the football community's media and the clubs it covers. Ongisnade showed his allegiance with Arema Malang, Simamaung clearly sided with Persib Bandung, Sleman Football had its allegiance with PSS

Sleman, and Emosi Jiwaku showed support for Persebaya. This alignment also shows the segmentation of each community media.

Only Football Fandom does not state its side with a particular club. The phenomenon cannot be separated from the positioning of community media, which was initially established to report on football from all clubs, both domestic and foreign. What distinguishes Football Fandom from mainstream media owned by the private sector is that it is managed by the younger generation of football fans, rather than by professionals with journalistic expertise.

The initial mission of establishing a football community media, according to the founders we interviewed, was as follows. First, football fans feel that the club's official media does not provide sufficient information about the club's development. The interaction between the club and the fans is considered lacking. Anshari and Akbar (2019) explained three types of sport communication management in Indonesian football clubs: active interactions, passive interactions, and no interactions at all (Prastya, 2020). When the football community media was established, fans considered the club's official media to have little or no interaction. The Indonesian football community media studied in this study were established in 2010-2015, when the club's official media had not been properly managed. The club's official media has only been well managed since 2017. Second, football fans realize that news about local football clubs is still considered lacking. News in the mainstream media that is privately owned. This is understandable because football news typically only becomes news on the last pages of mainstream media.

In practice journalism, primarily based on the history of professional journalism in the United States, sports journalism is known as a 'toy department', a bastion of easy living, sloppy journalism, and 'soft' news (Rowe, 2007). This means that sports news is not heavy news but rather smooth, light, and engaging, much like a game. Within the institutional structure of mass media, sports journalists are often viewed as less important than journalists who cover political and economic news (Rowe, 2007).

Another implication of the stigma associated with sports journalism as 'toy journalism' is the placement of sports news on the back page or pages of the newspaper. Only in news considered very important, such as the final of a sports match, is sports news placed on the front page; similarly, on the radio and television. Sports news is scheduled outside prime time or at the end of news programs. Newspapers, radio, and television have limited space and time, so editors must arrange the placement of news more strictly.

Different conditions occur in online media. The Internet provides a much larger space than print and electronic media. Sports news, which was initially a supplement in mainstream media owned by private companies, became a headline in community media managed by football fans. All football community media in this study chose the internet as a media platform. There are several reasons why football fans choose Simamaung, Football Fandom, Ongisnade, Sleman Football, and Emosi Jiwaku as their online media platforms. First, internet media is more affordable in terms of production and distribution costs. All community media managers stated that limited capital has been a persistent problem from the outset. The founders of community media are

from the younger generation and lack sufficient capital to publish in print and on television. From the start, the football community media took the form of online media, except for Sleman Football. Sleman Football is a unique phenomenon because it was originally published as a magazine called Curva Sud Magazine. CurvaSud Magazine is published by Brigata Curva Sud, the diehard fans of PSS Sleman. The shift to online media is based on the premise that it is cheaper to produce and easier to distribute.

Third, there have been changes in the behavior of Indonesian football fans. According to football community media editors, fans prefer using smartphones to get football information. The internet offers speeds that print media cannot match. Football fans need quick access to match information online. Broadcast media also offers the speed of information, but the high production costs are the main obstacle to the football community utilizing this platform.

Fourth, online media is more easily integrated with social media. In Indonesia, football fans actively use social media. This is evident in the match hashtag, which always trends on Twitter (X) during big football matches. This means the number of football fans who actively use social media was big. Simamaung, Football Fandom, Ongisnade, Sleman Football, and Emosi Jiwaku actively use social media, especially Twitter (X).

The development of football community media is closely tied to identity fanaticism among local football fans. The combination of pop culture and the football industry in Indonesia is also inseparable from efforts to capitalize on identity issues within the sport. Regional or ethnic distinctiveness is often associated with the football club itself. For example, a fan club named itself to self-identify with the

crowds, with the same intention of supporting their respective football clubs.

### **Overcoming Obstacles**

Community media serve as a natural extension of the diverse experiences of communities globally (Krüger, 2024; Mohamed et al., 2024; Youkongpun, 2015). They function as a medium for disseminating content, ideas, and perspectives that the communities consider significant. They hold equal significance for both the content developer and the information user. The distinctiveness of community content creation originates from the creation process itself; the authors typically coincide with the recipients, rendering the scenario markedly different from the production methods familiar in mass media (Škripicová, 2017). Since its inception, the football community media have faced several problems. The following explanation maps the problems faced by the football community media and how they are overcome. First, the issue of capital to ensure the sustainability of community media. In contrast to privately owned media, which are generally supported by substantial capital, community media are typically not backed by established economic capital at the time of their establishment. It is because the founding motive of the football community media is fanaticism towards football clubs.

To overcome this problem, the football community media is seeking funding by opening opportunities to place advertisements within its media. This is a unique phenomenon, given that community media have traditionally been seen as not accepting advertisements to maintain their independence. This assumption did not occur in the football community media. The football

community media manager chose to open up opportunities for advertisers.

Another effort by the football community's media to secure funding is to create merchandise. The most popular merchandise created by the football community media is t-shirts. Several football community media outlets also expand their business into other fields. Once, Ongisnade opened a cafe and shop selling Arema Malang merchandise, but the business stopped during its development. Football Fandom has successfully expanded through the publication of football books. Since 2017, Fandom Publisher has been publishing books about football. Fandom Publisher is now one of the leading publishers in Indonesia.

Another effort made by the football community media to survive and develop is to work with private media. The Football Fandom Editor said:

We have worked with Yahoo in Indonesia and become bloggers at Yahoo and get paid based on the writing done. We collect the honorarium for writing on Yahoo for Football Fandom activities. After we started and developed, we became serious about journalism and football, which is a trend now. However, previously we had turned into news journalists and financed reporting and publication activities independently, but after that journey, we started to be serious about being football journalists (SH).

In addition to selling merchandise, Sleman Football collaborates with football league operators. Leveraging the expertise of Sleman Football editors and journalists in analyzing football statistics, they submitted a proposal to process statistical data for football matches.

Second, the challenge lies in the human resources who manage the football community media. In contrast to private media, which is managed by professional journalists, football community media has been managed by young football fans since its inception. They generally get journalistic competence from the university where they completed their higher education. Some members lack a journalism background in their formal education.

It is essential to note that managing media encompasses not only editorial management but also corporate management. The ability to write news stories about football and the ability to manage a media company's operations are two distinct things. The company's management, as used here, refers to the ability of fans who manage community media to secure financial support to sustain the media they oversee.

To overcome the problem of human resources, the football community media regenerates with fellow football fans. The program is to conduct workshops for football fans. Sleman Football and Football Fandom held journalistic workshops to enhance journalistic competence and recruit new journalists among football fans. Advanced networks and comparative studies of the football community's media are conducted to enhance human resources. Emosi Jiwaku Editor puts it this way:

We do not have professional writers. For that, we also work with several students to fill in the content. To improve content quality, Emosi Jiwaku learns from other community media. We learn from Sleman Football and Simamaung, who we consider more advanced in managing community media (BM)

The emergence of a new middle class of football fans brings about changes in the game (Giulianotti, 2004). This is also the case in Indonesia, where a well-literate middle class is the initiator and mobilizer of the football community media. The emergence of the middle-class football fan is the antithesis of football fans in Indonesia, who are often associated with violent behavior and hooliganism (Fuller, 2017).

Third, the relationship between football community media managers and football club management is not always harmonious. The critical attitude of football fans towards the club's achievements is the backdrop to the strained relationship between the football community's media editors and the football club management. The football community media serves as a watchdog, overseeing the club's performance and achievements. When the club's performance in a football competition was deemed unsatisfactory, the football community's media immediately offered criticism—the media voice evaluations of players, coaches, and club officials.

The critical attitude of the football community media towards the club even occurred before the competition started. If the club's preparation for the upcoming competition is deemed inadequate, the football media will always criticize it. Simamung and Emosi Jiwaku express their critical attitude towards the football club's management. Sleman Football is also critical of PSS Sleman's management; however, there was a shift following the club's 2019 ownership change. Under the club's management, which was considered more accommodating to fan demands, PSS Sleman recruited journalists who had mastered the craft to join the club's management team.

Fourth, journalists face discrimination from the football community, including media from football clubs and match committees. Journalists from the football community media are still considered non-professional journalists. Nonetheless, this discrimination has diminished considerably in recent years. This is mainly due to the football community media consistently publishing news and getting fans' support. Support from fans has put pressure on football clubs and football match organizers to eliminate discrimination.

Media management in community media encompasses several techniques and procedures designed to cultivate and engage a targeted audience effectively. This encompasses understanding the audience's preferences, optimizing resource allocation, and upholding content quality. The role of community manager involves cultivating an audience with shared interests. This entails comprehending the audience, observing discussions, and utilizing insights to establish a scalable and resilient method (Fabretti, 2015). Community managers in journalism concentrate on cultivating a community of people engaged in media and contemporary issues. They oversee daily engagements and ensure the public is informed via social media (Martín-García et al., 2022).

Sports, which play a major role in uniting modern societies, significantly influence how people behave. It is worth considering the role of sports in how people consume (Horozoğlu & Korkmaz, 2025). Social media platforms are crucial in bolstering fan devotion and broadening fan bases. Engagement on these platforms immediately enhances football clubs' business growth by cultivating a devoted and expansive fan base. (Mohammadkazemi & Falahat, 2024).

Fans exhibit both favorable and unfavorable consumer engagement behaviors on social media, determined by their affiliation with online fan communities and their contentment with team performance (Cao et al., 2024). The significance of social media in sports has escalated in the present context. Athletes, leagues, and teams maintain social media accounts across multiple platforms. The objective of leagues, clubs, or players is to engage with followers on social media, enabling the prompt dissemination of crucial information to their audience. Fans engage with their favorite players on social media, connect with them, and appreciate the latest updates they share. The proliferation of social media has diminished the distance between teams and their fans (Goyal, 2024).

Prior to the internet era, football enthusiasts produced fanzines. Football fanzines provide an important medium of community engagement, significantly contributing to the cultivation of camaraderie among football enthusiasts. These zines, frequently created by enthusiasts, serve as a medium for disseminating content, ideas, and perspectives significant to the community, thereby establishing a distinct form of media separate from mainstream channels (Škripčová, 2017). By eschewing dependence on any political party, zinesters can demonstrate that those misrepresented by the mainstream media are capable of constructive endeavors (Mahardika & Retnaningdyah, 2022). The ascent of the "fanzine" throughout the 1970s and 1980s, followed by its collapse in the late 20th century, is juxtaposed with the advent of the Internet as a ubiquitous product. The emerging discourse posits that e-zines serve as a platform for the building of both collective and individual identities, as well as for the

democratization of sports fandom in the digital age (Millward, 2008).

The emergence of digital technologies has enabled fanzines to broaden their influence and reach. Digital platforms and social media are essential for disseminating and promoting fanzines, improving their accessibility and engagement (McManus, 2015). Digital zines and social media platforms have established virtual communities that enable followers to engage, exchange content, and sustain their communal spirit despite the lack of physical assembly (Ramdarshan Bold, 2017).

## **CONCLUSION**

This study found that the development of football community media in Indonesia occurred during the digital media era. The ease of media production and distribution processes has encouraged the establishment of a football community media. The background to the establishment of football community media in Indonesia is dissatisfaction among football fans with private media coverage, which is considered unable to meet their information needs. The motive for establishing the football community media is the love of football fans for the football clubs they support.

The problem faced by the football community media is securing funding to

ensure its sustainability. Although low production and distribution costs drive the use of the internet as a media platform, financial support is still needed. The issue of managing and filling content with human resources also poses a challenge for the football community media in Indonesia. The critical attitude shown by the football community media in reporting on the club led to a strained relationship with the club management. This deteriorating relationship causes media journalists in the football community to receive discriminatory treatment when reporting on football clubs. The emergence of community football media reflects the rise of well-informed football fans. Football fans' ability to manage the media within the football community shows that they in Indonesia have evolved into well-educated fans.

This study employs a case study approach and is therefore not intended to draw generalizations. Nevertheless, it offers in-depth insights through various sources of evidence. For more comprehensive findings, a mixed-methods approach is recommended, combining statistical data with in-depth interviews. Research using a mixed-methods approach will provide a better understanding, as it offers depth and the ability to map data through surveys.

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