THE SOCIAL IDENTITY OF FOOTBALL SUPPORTERS IN PROVIDING SPORTIVE SUPPORT TO AREMA PLAYER (A PHENOMENOLOGY STUDY TO SUPPORTER OF AREMANIA IN MALANG).

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Abstract: Aremania is a supporters group for Arema Malang Club. Aremania is a group of highly complex phenomenon. Social identity Aremania as a group or community to make them different from other supporters groups in Indonesia. Aremania formed in the mid 90s in the harsh social context because of the presence of youth gangs that time. However, Aremania finally able to get public sympathy in Malang and Indonesia as supporters who have an image of manners and sportsmanship in expressing support, is evidenced by the title of the best fans in 2005, 2006 and 2013. Aremania also arise in the context of the institutionalization political culture fans, but once again Aremania answer with culturally-based groups with no institutional. This study carried to know the construction of social identity in the context of the history. In addition, this study aims to know how the Aremania supporters represents sportsmanship to athletes. This study used qualitative methods. The approach used was phenomenology.

Keywords : *Social identity, supporters, football, sportive, Aremania*

1. INTRODUCTION

Football is a type of people sport. Everyone loves to this sport, because it is not expensive for the equipment. Just a ball and the field then it can be played by anyone, anytime. There are several elements that support the achievement of a goal a game, there is: the player as the main perpetrator of the game, coach, official, referee, the organizer of the game and supporters. Every professional football clubs have specific support group that even has a specific name to show their identity, such as the phenomenon supporters in Indonesia at the beginning of the 1990s began to busy talking to people since the start of the professional Ligina by PSSI (Football Association of Indonesia). Not only as advocates, they also touted as the spirit of the club game and serve as the 12th player by each club. Call it The Jackmania (Persija Jakarta), Aremania (Arema Malang), Bonek (Persebaya), Viking (Persib Bandung), Pasoepati (Persis Solo). Every game whether it's home or away, supporters of the club will not miss to always support their club on the match. In this occasion, the author will discuss about the Aremania phenomenon that lately more viscous in the hearts of Malang people.

They are willing to take the time to work, study time, family time just to support their team.

Need observed behavioral psychology fanatical football fans or supporters. In social psychology book, Robert A. Baron and Don Byrne (2003: 156) defines social psychology as a science that seeks to understand the origins and causes of individual behavior and thinking in the social behavior context. In view of social psychology, there are several factors that led to the emergence of social behavior and thought, which include factors behavior and character of others, cognitive factors, environmental variables (physical environmental factors), biology and of course cultural factors.

In football match, team containing 11 players each took part in this match. They tried to kick the ball trying to control and the opponent's area goal and try to maintain his own goal in order not to concede the ball. Tim who make the most scored twice within 45 minutes, they will be the team that wins the match. Football is something that is common among people with diverse backgrounds and different breeds, a bridge that connects the levels of economic, political, cultural, and

religious. Known as the "football" almost all over the world, football is a national sport in almost all countries in Asia, Africa, Europe and South America (Luxbacher 1997: 1)

"Aremania, REGARD FOR ONE SOUL" (united irrespective of differences that exist), that's the word they always remember when they will support during the AREMA MALANG will be playing at home or away. Arema Indonesia is a football club which is located in Malang, East Java, Indonesia. Arema founded on August 11th 1987, Arema has the nickname "Singo Edan". They played at the Stadium Kanjuruhan and Gajayana Stadium. Arema Indonesia have supporters or fans team nicknamed Aremania. Aremania not only be in Malang, but has spread in Indonesia and the world. They have fanaticism and loyalty in providing motivation to his team. Aremania also an important part as media promotion, as well as potential business development. Aremania also uphold sportsmanship, to be crowned as the best supporters group in Indonesia by PSSI (Football Association of Indonesia). Aremania including most loyal supporters in indonesia.di every game either in poor or outside the city poor, aremania always support their team. No matter even their team win or lose, as long as they support their favorite team in a way that is fair, attractive, sympathetic.

2. THE REVIEW OF THE LITERATURE

2.1. Sports Football

Football is a sport that is most in demand by the entire community in the world, because this sport is a sport that involves a lot of people with a few of money and not too complicated implementation compared to other sports. Today football is growing rapidly worldwide, almost all countries conduct training at an early age, including in our country.

Football is a simply sport which has 17 official rules FIFA international standards and is used in all international matches (Luxbacher 1997: 2), the rules of the game can be modified for the implementation of the game that players under the age of 16 years, women's football, veteran football (above 35 years) and the disabled player (PSSI, 2005: 2), then football is a sport game played by two groups

of mutually showing playing techniques are good, each group consisted of eleven persons, two groups will endeavor put the ball into the opponent's goal as much as possible so that the group that put the ball at the most will win the game. The game of football has various regulations led by a referee and two linesmen as referee maid of environmental regulations and policies are held by the organization of football is where the international level are called FIFA (Federation International Football Association), while the Highest organization in Indonesia called PSSI (Football Association of Indonesia).

2.2. Supporters

2.2.3. Football Supporters Organization

According Chols, the word "supporters", comes from the verb in English to support and suffix -er. To support means support, while the suffix -er shows the perpetrator. Supporters can be defined as the person who gave the endorsement or support.

The supporters would really want their football team wins, for that they are willing to provide support to the team to see the match his team directly. During the match of the fans is often difficult to control his emotions resulting acts of violence between supporters and some may injure others, even to the destruction of public facilities roughly that leads to anarchy. The factors that influence the behavior of football fans, namely:

1) Leadership referee, the referee led the game is often highlighted as a trigger for the aggressive behavior of football fans that can harm many people. Issues of referees not only in Malang but has become a national problem. Referees are often equivocal and hesitant in taking decisions, this is what causes teams fans feel upset and dissatisfied as an outlet of the referee's decision is equivocal.

2) Rough playing from the opposing team, a football match will be enjoyed if both teams showed a beautiful game, the spirit, and thoroughly enjoyable. Football fans will be upset if the teams who compete to play rough, as dissatisfaction with the supporters began to behave actively pelted players who play rough (especially the opposing player) with a mineral water bottle or with a variety of derision.

3) Defeat team which supported, supporters especially in Indonesia are generally not mature enough to accept the reality that is happening in the field. Supporters will feel satisfied and happy when teams were successful. Football fans will disappointed, dissatisfied and feel insulted if their teams are supported defeat. This is one of the disadvantages of football fans in Indonesia in general are still unable to accept the fact that their teams was defeat.

4) Overacting of security officers. Security officers actually is secured if there are football supporters who perform acts that harm both parties teams competing. However, in reality many events that caused a security officer, full of creative, and creativity shown by football fans was later banned by a rude manner and use a stick. Officers believe that football supporters as enemies, in case if this view changed with the thought that football fans were friends as well as the officer may direct them, necessarily intertwined good cooperation between security officers and supporters.

5) Fanatical supporters who have a narrow view of the football team who loved and was enthusiastic or excited high to support his favorite football team, and was shown to behave irrationally when their team insulted or defeat. Supporters will are acting very emotional and mission, practically knows no boundaries. When their team is win the game, fans experienced a tremendous sense of excitement and euphoria soluble.

6) Based on the activities carried out at the sight of a group of supporters of football matches there are two sides in it, namely as entertainment and as a source of unrest. Football fans can viewed from two sides, (1) the negative side (hooliganism) and (2) the positive side (as entertainment and social solidarity) ". For more details side football fans briefly described as follows:

a. Negative side (hooliganism)

Generally hooligans identified as a person or group of people who often make trouble or unrest. In the high-risk sport, enjoyment face social danger can be obtained. Also in football, hooligans will feel pleasure when they face violent situations, either with a group of other supporters and the security officers. The main objective is to improve their hooligan peasing confrontation. Each side tried to work on opponents by occupying and attacking the opponent, knocking them, forcing them to retreat or pursue them.

Based on these opinions showed that, the negative side of football supporters with the term hooligan in principle wants to make trouble or damage while watching a football match. By doing unrest or mischief they get satisfaction. The negative side is deliberately wanted to make the audience uncomfortable situation.

b. Positive Side Football (Entertainment and Solidarity)

The positive side of football supporters, is supporters come to watch football matches for entertainment or to experience the event to take part in a match that can be experience or history in important events. Spectators and supporters, particularly in Europe continental does not just come to the stadium to watch a football match alone, but come to experience the event, to take part in a collective events.

The opinion suggests that the positive side of football supporters that come to watch football games for entertainment. In addition, also, the fans came to provide support and encouragement for their favorite team by doing the attractions and songs to rekindle the spirit of the players who were playing. On the other hand, other viewers will feel comforted and obtain better spectacle football games and attractions for the supporters.

2.3. Supporters Football Fanaticism

There are also identifies sports fanaticism exist everywhere and take various forms. More than that, this is a historical justification. Guttmann (Nathan, 1999) revealed that in the Sports Spectators, many people already identifies themselves one generation to the next. The sports which they see and read. Additionally as knowledge of the family and religious traditions, sports fanaticism is often passed on from one generation to the next.

2.4. Solidarity for Football Supporters

a. The sense of social solidarity. According to Atlas Mahfud Anshori (2012: 8), social

PROSIDING ICTTE FKIP UNS 2015
Vol 1, Nomor 1, Januari 2016
Halaman:

ISSN: 2502-4124

ICTTE
FKIP UNS 2015

solidarity is referring to a state between individuals or groups based on feelings and beliefs held jointly reinforced by a shared emotional experience.

b. Types of social solidarity. There are several types of social solidarity according to Atlas Mahfud Anshori (2012: 10) says there are two fundamental types of social solidarity, they are:

i. based on equality, cohesion arising from racial equality, relatives, language, place of residence, beliefs, politics, religion, and mechanical experience. Type of solidarity is important for small isolated groups of homogenous and static.

ii. Based on the difference as less independent various sections of society, this type of solidarity by Durkheim called organic solidarity. This solidarity is based on the difference.

2.5. Social identity for Football Supporters

According to Hogg and Abram (in Nuraeini, 2005: 154) describes a social identity as a sense of belonging, caring, proud to come from a person's knowledge in a variety of social membership category with the other members, even without the need to have a close personal relationship. Psychologically, Identity groups influence the behavior of its members. There is a sense of pride and a sense of excitement with its identity. High social identity will be spawned attitude conformity to the group. According Zillmann and other in Jacobson (2003: 187) Creates a sense of friendship and solidarity between members of the group. At certain situations, this can cause negative effects, that is aggressive behavior such as unrest among supporters a musical group or between supporters of the ball. Every individual has an identity, both personally and socially. When an individual will join a group, on their inherent personal identity and when he has become a member of a group, then it will identify to the group, which led to personal identity neglected and will melt or covered by social identity (Vugt and Hart, 2004: 132). However, the relationship between personal identity with social identity is very close, in the sense of personal identity can penetrate social identity group. in addition, in memililih group, someone will consider the similarities between personal identity with the identity of the group that will be chosen.

2.6. Theory of Identity: Personal Identity and Social Identity

According to Jackson and Smith (1999: 64), social identity can be best conceptualized in four dimensions: perception in the context of inter-group, the appeal of in-group, inter-related beliefs and depersonalization. They claimed that a sense of security and insecurity are two basic types of identity that underlies the four dimensions above. While which role played in social identity in the relationship between groups is dependent on the dimensions of which are just in time. Individuals tend to evaluate out-group with a better, more open itself and even fewer refraction when comparing in-group and out-group identity safe when degrees higher than the identity insecure, and instead.

Identity theory can we describe through three important components,: socio-psychological component, system components, and the societal component. Social identity theory emphasizes that any behavior of the individual is a reflection of the behavior of individual units greater or society. This process occurs in the structure of society as a group, organization, culture and an average identification of each individual with the collective unit as this will guide us on the structures and processes that occur therein. Social identity can be defined as a feeling, thought and art owned by the group, institution, or culture. Social identity gives allowance on cognition individuals to participate in shaping the social rules.

2.7. Sportsmanship and Fair Play

Fair play means that all participants have a fair chance to pursue victory in competitive sports, has the ability to win through the elegant and sporty attitude (Armando, 2010). Fair play requires that all contestants understand and adhere not only to the formal rules of the matches but also the unwritten rules (Shields & Bredemeier, 1995) in the Robert S. Weinberg, Daniel Gould (2007). Meanwhile, according to Amansyah, (2010) fair play is a mental attitude that shows the dignity of knight in sports. Fair play values underlying attitude formation, and subsequent attitudes form the basis of behavior. It

concluded that fair play is giving the same chance to win the two teams that competed. Entirely must uphold the regulations and keep the friendship in the middle of the magnitude of the spirit of competition, therefore, in the view of society that would have a high value.

3.   METHOD OF RESEARCH

As the field research, this study was designed using a qualitative approach. Qualitative research is a certain tradition in the social sciences that is fundamentally dependent on the observation of the human being in its own region and connect with others in languages and terminologies. In this paradigm social reality is seen as a holistic / whole, complex, dynamic and full of meaning. David William (1995: 124) writes that qualitative research is the collection of data on a natural background, using natural methods and conducted by researchers who are interested in nature.

Phenomenology is a description of the data (literally called the givens: on direct experience). Phenomenology attempts to understand and not explain the symptoms. In the experience of phenomenology sometimes seen as a complementary method for every science, since science began by observing what is experienced directly.

Of the various philosophical basis of the above, phenomenology can be defined as: 1) the subjective experience or experience fenomenologikal; 2) a study of consciousness as expressed by Husserl (1999: 85) view of thought that emphasizes the focus on subjective human experiences and interpretations of the world.

To achieve such acceleration, the research is based on the phenomenological approach needs to describe four essential things :

a.   Intentionality

Intentionality in exposure phenomenology begins to observer consciousness for the object. While Maurice Merleau-Ponty the French phenomenologist (2005: 96) says that "intentionality" (deep understanding Husserl used to show the relationship of consciousness to its object, especially in the context of the introduction) serves to describe links that are subject to the world of pre-reflective. That is, precedes all reflection and awareness. This is not a relation on the level of recognition, but rather on the level of existence. So there is an expression in phenomenology that "there may be something that is visible without being seen, and I might not otherwise see without being seen", which means the deed (observation) interlocked with the principal to see the object he saw. Therefore, the attention of the observer's attention is not only devoted to the objects observed but experienced observers object observed. To see something in phenomenology need forward to awareness of the object seen or called intentionality. Intentionality is not a coincidence, but it is an act that is essential to the realization that without kemengarahan deed experiencing will not occur. This means that the involvement of observers in deed observers subject to the object that appeared. Therefore, what is revealed by observers watched deed is not a personal opinion, but it is a mere "radiance" conjecture of the object. That is, in phenomenology would happen interaction two direction or dialogue between subjects with the object experienced.

b.   The Constitution

In intentionality, interaction in the research will be two way communication or dialogue between subjects with the object experienced. Researchers as subjects who experience against experienced on the subject mean doing an activity called the constitution. The following illustration of the use constitution in phenomenology; in front of me there was a book. And I say "I saw a book". Did I see a book ?. I see not the "whole" book, I only see from one side; only from the front, rear, top or bottom. I see only the name of the author of the book and the cover. But I do not hesitate to say that; "I saw a book". In observing the phenomenon of a book that is in front of me, I can immediately see that it was a book. This is because of the my consciousness activities that allows a book it seems to me.

3.1.   Measures Research in Phenomenology Approach

In this study, researchers used a few steps phenomenological research methodology as used by Moustakas (1994: 96), the epoche, phenomenological reduction, a variety imagination and synthesis.

a. Epoche, according to the performance of the phenomenological epoche is the first stage of process data into a field with a descriptive form of research reports, not analytic / exploratory. Researchers divided two stages of research data description,: the first is to describe the interesting themes found in the interview or field notes (the game, get-togethers, etc.) and secondary data in the form of documentation. The second is to describe the main points aremania subjective experience which became the subject of research.

b. Phenomenological reduction, an analytical program to obtain the essence of psychological symptoms from the field data so that it can distinguish which elements are most important to know and discard unimportant elements of an outer appearance of a symptom.

c. Variety imagination. This stage includes the discussion in order to obtain a pure knowledge. According Moustakas (1994: 98) common tasks from a variety imagination is essential to describe the structures of a phenomenon d. Synthesis, is the final step in this study that sought to unify the meaning and essence of the experience. Synthesis in this study is intended as a conclusion of what has been gained in the study investigators.

If it's measured by the research approach by scientists, rationalists and materialists, the results of a study using phenomenological approach does not have the level of confidence at all. Because the study using phenomenological approach can not be proven sensory observation. Therefore phenomenological approach has its own criteria for measuring the validity of research results called postulate adequacy postulates adequacy set of criteria that the description and analysis provided by the researcher human actions are required in tune with the opinion of the perpetrator or the opinions of others (the results of similar studies earlier and expert opinion).

According Bungin (2010: 23) as a method, a case study is unique or distinct advantage. Detailed case studies suggests the following advantages:

i. Case studies can provide important information about the relationships between the variables and processes that require clarification and greater understanding.

ii. The case study provides an opportunity to gain insight into the basic concepts of human behavior. Through intensive investigation researchers can discover the characteristics and relationships that may be unexpected / unforeseen

iii. Case studies can present the data and the findings are very useful as a basis for building the background problems for planning larger studies and in-depth.

While the life-history approach is used to explore the experience of Denzin and Lincoln (2009: 578). In this case the researchers will be involved in the process reflective experience of relations between the turn, convey, restart, and bring back the story of the journey of life (life story). As researchers we will turn the story experience, submit it, and modify it to deliver over and turn it on again. The participants involved here is the same, they turn, deliver, restart and re-submit their stories.

The use of life-history approach in this study is also based on the consideration that with this approach is that researchers can uncover the phenomenon of Arema supporters to give sportive endorsement for football team in Malang.

3.2. Data analysis technique

The data collected in this study will be analyzed by reductive phenomenological and editable during data collection took place. Activities include: reducing the data, presenting data, draw conclusions and carry out the verification. Data reduction is the data from the field made the report and the report is reduced, summarized, and have been important in accordance with the research problem. Draw conclusions and verification carried out since the beginning of the data obtained, According to Lincoln (1985: 95) to test the validity of the data is necessary to: (1) extension of the engagement, (2) persistence of observation, (3) triangulation among the sources, methods, investigators and theories, (4) checks the respondent and (5) extracting data on other agents. For longer engagement conducted by

researchers with participatory observation held for four months. This is done by observing the serious and diligent in order to observe the phenomenon. Because without any extension of involvement and keen observation to note in the diary, then the data is "grounded" will not be achieved. Triangulation is done by conducting checking of the observed data by conducting in-depth interviews about reductions while. Triangulation goal is to obtain the data that really eviden, not imaginary researcher or the respondent.

Adequacy postulates developed based on five factors, they are:

a The distinction between human action (action, handeling) with gestures, behavior (behavior, gedraging). Human actions are considered a meaningful and well-planned so that personal behavior can not be ignored in the description. This description must be understood, recognized and acknowledged by it's self.

b Human action is too complex to be captured in the overall meaning, because adrift in space and time that happened and the life plan, so it is able to be arrested simply "construct" it.

c Preparation of constructs instead of the full authority of scientists personal opinion because therein recorded the involvement of private actors who do so actively, planned, aligned with the situation and life plan.

d Commensense very rarely appear in the variety and essentially uniform. Eg movement of people who are waiting to be able to directly read anyone who saw it.

e Basis in interpreting and compiling fictitious constructs not private investigators, as knowledge (experience) researchers in interpreting obtained from social life.

4. CONCLUSIONS

Viewing from the initial appearance, the formation of Aremania social identity strongly influenced by internal and external factors. Internal factors that affect the formation of identity is the character of the community Aremania "kejawatimuran" which is famous for violence and tenacity to never give up under any circumstances. Poor community is also known for his creativity in

response to something new. They also have high confidence and adherence to customs (value), which is the previous generation.

While external factors that shape Aremania's social identity is a culture, politics, economics and the existence of other supporter groups (both inside and outside the country). Culture of violence in football at the time, is one indicator of Malang society prefer to be Aremania than Ngalamania, although the situation was contrary the political and economic situation at the time when most people in Indonesia select a club run by the municipality / region.

With its status as a new supporter, Aremania have the determination to eliminate the image of violence in football. The determination then gave birth to a culture that is completely new and different from any supporter groups in Indonesia, the anti formalization supporter agency. While the relationship with other supporters, Aremania has "historically opposed" as a Malang society to Surabaya supporter. This rivalry refer to as "historically opposed" because most Aremania an individual who used direct influence on the history of the rivalry Malang-Surabaya where Aremania still (considered and considers) Bonek as opposed to in-group intended. From rivalry Aremania- Bonek later emerged a kind of two big lines of supporters in Indonesia which intersect.

External factors and internal groups of the above, dynamically affect the formation of social identity on Aremania. From this then appeared values in the internal group which is then referred to as a prototype. Developing the entire value that distinguishes Aremania with other supporters, including persistence Aremania not to become an official supporter institute is one prototype Aremania. Over time, Aremania always improve as an established social group in solidarity and unity. Aremania not hesitate to adopt the habit or culture of other groups (average supporter of Europe and Latin America) feels good and can Malang accepted by society. From this and later born prototype- new prototype as a result changes of social groups.

Arising of new value (prototype) is then a proof that Aremania able to combine internal with external factors that exist. It also became

Aremania way in which to present their social identity. Representation process run in accordance with the underlying phenomena. From time to time Aremania always recreate their way to represent social identity. Representation of business is not only done by a group of supporters together. But also on a personal level. Each Aremania has its own manner and attempt to represent social identity.

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