ABSTRACT

Almost everyone in the world recognizes or even enjoys soccer, and this

passion for soccer will usually be manifested in the form of support for favored clubs

or idolized players, whose supporters are usually called supporters or fans. In

Indonesia itself, the passion for football is also seen in the many community of fans or

supporter organizations which later formed as a forum to support various clubs in the

world. The United Indonesia of Bandung community is one of the many football fan

communities in Indonesia.

United Indonesia of Bandung since its establishment 12 years ago has

approximately 3000 members, originating from diverse demographics and the role of

communication in the community is vital for initiating various activities to be carried

out in the community, especially in establishing relationships among fellow

community members. Therefore this study aims to determine the communication

patterns that occur among community members in maintaining solidarity, the form of

networking that occurs between members and the nature of information flow on

messages from communication that takes place among community members.

This research uses a qualitative approach methodology with ethnographic

methods. The research data was obtained through participatory observation and

interviews with four members of the United Indonesia of Bandung. The results of this

study are the communication patterns used between members are the combination of

wheel and star patterns and the nature of the information flow that occurs between

members is a combination of sequential and simultaneous, repetitive communication

patterns that are able to form a social order with a culture of cooperation and a feeling

of mutual need one another.

Keywords: Fans, Community, Communication Patterns, Information Flow,

United Indonesia of Bandung

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