

## **ABSTRACT**

At the moment football is not just a sport only, but football is becoming an industry of entertainment for the community. Proven enthusiasm was so great from the public on football. Such behavior certainly related to self-concept. This study aims to determine how the self-concept and behavior of fanatical supporters of Viking Persib Club with middle-to-low-level socioeconomic status. Viking Persib Club is a well-known supporter of Persib Bandung with enormous fanaticism. The method used is qualitative method with phenomenological study with ten men informant fanatical supporter of Viking Persib Club. Based on the research that has been conducted by researcher, it can be concluded that self-concept plays an important role in the behavior performed daily. Researcher found two findings from interviews and direct observation. The first finding is, the stage of the formation of a very fanatical supporter and self-concept categorization and fanatical behavior categorization that researcher found of ten informants. Researcher will then make a research on self-actualization associated with football supporters with top-level socioeconomic status.