

## **ABSTRACT**

*Football is one of the most loved sports in the world. Fans' support to their favorite football club is not only based from age, race, ethnic, religion, class and gender. Recently, female also become a part of football fans. They support their favorite club using media because of geography barrier. They give their support by collecting club's attributes and by joining a community. Such as female fans of United Babes of Bandung in supporting Manchester United football club.*

*This research focuses on the process of fans identity construction as a background of fanaticism and their fanaticism in supporting Manchester United. The objectives of this research are to explain the process of fans identity construction as a background of fanaticism and to describe female fans in United Babes of Bandung fanaticism. This research uses qualitative method with case study approach. The data obtained through interviews, observations, and literature studies. While informants in this study are female fans in United Indonesia chapter Bandung or known as United Babes of Bandung.*

*Research results show that fans identity construction is built by family, friends, and mass media influences. Also shows that it has two important components i.e. exploration and commitment. Their fanaticism are shown by fanaticism aspects which, their activities in supporting Manchester United, their personal attitude, how long they support the club and family support.*

*Keywords: case study, community, fanaticism, fans, female fans, self identity construction*