

ABSTRAK

Social media is open in nature and allows users to freely express opinions, comment on posts, and disseminate information quickly and without limitations, one of which is social media platform X (Twitter). Additionally, social media has become the main platform for fans to express their support but also often becomes a place where verbal aggression can emerge, which can influence the behavior and attitudes of fans, particularly as seen on the X account @idextratime. This study aims to analyze the influence of the social media account X @Idextratime and verbal aggression on the fanaticism of Manchester United football club fans. The researcher chose a quantitative research method. The research will be conducted through a survey in the form of a questionnaire. This study employs data analysis including descriptive analysis, classical assumption tests, multiple linear regression tests, the coefficient of determination test, and hypothesis testing (T-Test & F-Test). Based on these tests, it can be proven through the Hypothesis Test (T-Test) that the testing of Social Media (X1) on Fanaticism (Y) yielded a t-value of 8.613 > t-table of 1.984 and a significance value of 0.000 < 0.05. It can be concluded that H0 is rejected and H1 is accepted. The Hypothesis Test (T-Test) for testing Verbal Aggression (X2) on Fanaticism (Y) yielded a t-value of 6.675 > t-table of 1.984 and a significance value of 0.000 < 0.05. It can be concluded that H0 is rejected and H1 is accepted. Furthermore, based on the Hypothesis Test (F-Test), the testing of the independent variables Social Media (X1) and Verbal Aggression (X2) simultaneously on the variable Fanaticism (Y) yielded an F-value of 379.702 > F-table of 3.09 and a significance value of 0.000 < 0.05. It can be concluded that H0 is rejected and H1 is accepted. The three variables, namely the independent variables Social Media (X1) and Verbal Aggression (X2), and the dependent variable Fanaticism (Y) are positively correlated, and the influence of the variables is 88.4% on the Fanaticism Variable, with the remaining 11.6% influenced by other variables outside this study.

Keywords: Social Media, Twitter, Verbal Aggression, Football Fans, Fanaticism