

ABSTRACT

This research aims to understand the identity negotiation carried out by members of the Upigolf Student Activity Unit (UKM) in facing the stigma that golf is a sport exclusively for the elite. This study is motivated by the strong public perception that golf is an expensive and exclusive sport, making it less popular among students and the general public. The research method used is qualitative with a phenomenological approach. Data was collected through in-depth interviews with Upigolf UKM members and observations of their activities. The results show that Upigolf UKM members experience social pressure from their environment, which views them as part of the elite group due to their involvement in golf. Consequently, two adaptation strategies are used by Upigolf UKM members to face this stigma: mindfulness and mindless. Mindfulness involves personal interactions about their identity amidst the existing stigma, while mindless involves being more closed off about their identity to adapt to the stigma. This research contributes to the understanding of how identity negotiation can be used to confront and change social stigma, particularly in the context of golf.

Keywords: *Identity Negotiation, Stigma, Golf, Upigolf Members*