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3 SOCIAL ACTORS HABITUS IN THE FOOTBALL FANS CONFLICT ON INSTAGRAM SOCIAL MEDIA

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**Abstract:** This study tries to look at the process of Instagram social media admins or social actors memecomicipersija and memepersibandung in processing a conflict in the Instagram comments column. The more provoking the meme image uploaded, the more interesting it is to comment on. Social actors, in this case, try to bring in followers by creating conflicts on Instagram social media through meme images sent on the Instagram feed. The form of activities carried out by social actors is nothing but to bring a profit. The more followers, the easier it is to bring in ads. When referring to Bourdieu's thinking, what social actors do has become a habitus that cannot be separated from the concept of the arena of struggle. The concept of the arena of struggle becomes very decisive because in all societies there are those who control and are controlled. In addition, the issue of capital as a modality of power in all societies, there are always those who control and are controlled. The domination relationship depends on the situation, resources (capital) and the strategy of the actors.

**Keywords:** Habitus, Social Actor, Instagram, Conflict

## 1. Introduction

Once the phenomenal sport of football in Indonesia has become a spectacle that is very entertaining for the world community, even in Indonesia. For men, supporting football is like a second religion. In fact, lately women have also watched football matches, either watching television or coming directly to the stadium. In 2019 in Indonesia there were 18 league 1 clubs representing several regions such as Bali United, Tira Persikabo, Arema Malang, Madura United, PSS Sleman, Persebaya Surabaya, Borneo FC, PSM Makassar, Bhayangkara FC, Persipura Jayapura, Persib Bandung, PSIS Semarang, Central Kalimantan Putra, Barito Putra, Persija Jakarta, Persela Lamongan, Perseru Badak Lampung, Semen Padang.

In Indonesia, football matches are always crowded with supporters. So it's not surprising, every match where the supporters are always present with the attributes of scarves, hats, team clothes just to support the proud club. However, the fanaticism of supporters in Indonesia worsens the art of playing football, due to the actions of a small group of supporters who curse each other inside and outside the stadium, even on social media. Resulted in conflict between supporters, which resulted in fights, brawls, acts of violence, riots, and casualties and disruption of public order. This is an image attached to Indonesian football fans. The fan conflict that occurred in Indonesia is actually not a new issue because it has been happening for a long time.

In Indonesia, football clubs have names like fanatical supporters who support the club, for example Persija Jakarta as Jakmania, Persib Bandung Viking and Bobotoh, Persebaya Surabaya as Bonek Mania, Arema Indonesia Aremania, PSM Makassar The Maczt Man. Of the various fanatical supporters, there are two groups of supporters who always attract the attention of football lovers, namely the rivalry of supporters of the Persija Jakarta and Persib Bandung clubs, and Persebaya Surabaya and Arema Indonesia. This communication conflict rivalry occurs not only by the two teams inside the stadium, but outside the stadium, even on social media. As a result, if they meet in the real world, the two groups of supporters will be in conflict.

The rivalry between Persija Jakarta and Persib Bandung supporters has been going on for quite a long time, since 2000, which coincided with Liga Indonesia 6 in round 1. Rivalry began to occur during the second round of the Indonesian League, where Persija Jakarta were guests in Bandung, but on the day of the start of the match Persija Jakarta administrators did not get tickets from the Bandung Persib committee, this made the Persija Jakarta

management disappointed and felt that the lack of coordination between the two supporters made the situation outside the stadium heated. The enthusiasm of the fans to watch the match did not go according to plan. As a result, a commotion between Bobotoh and The Jakmania occurred in the stadium area. This was triggered by the presence of Bobotoh elements who carried out the act of forcibly asking for goods from one of The Jakmania. From there, there was a commotion until stones were thrown which resulted in several of The Jakmania's buses breaking apart. Since then the fire of hatred and enmity has continued to burn on both sides. With the increase in Persija Jakarta supporters, not only in the Jakarta area. However, it has reached the West Java area such as in Bekasi, Karawang, Cirebon, Bogor, Depok, making direct physical clashes unavoidable.

Referring to the question above, that the conflict between Persija Jakarta and Persib Bandung supporters is a non-reality conflict, where the conflict cannot be extinguished. Because, there are several "persons" who state that the conflict should not be resolved or reconciled. This was once stated by supporters of Persija Jakarta and Persib Bandung in border areas such as Bogor, Bekasi, Cikarang, Krawang who said "let this grudge dispute continue". Because, each region has had casualties. So far, 7 people have died as a result of the conflict. Rangga Cipta Nugraha, died from a sharp weapon stabbed, Blue died from a beating, Dani Maulana, died from a beating, Gilang fell from a vehicle and was beaten, Harun Al Rasyid, beaten on the Palimanan Highway, Ricko Andrian died because of a beating, Haringga Sirla died because of a beating at Glora Bandung Ocean of Fire stadium.

Now the conflict between The Jakmania and Bobotoh supporters has begun to shift to social media. Moreover, the presence of social media Instagram makes this conflict continue in cyberspace, blaspheming each other, saying rude words to each other flooded the comments column on Instagram persijakt (Persija Jakarta official account), Instagram persib\_offical (Persib Bandung official account). Nearly 1000 comments on the accounts of the two clubs are always busy with comments. In terms of followers, social media persijakt has 6,980 posts with 2.7 million followers, following 81 people. Meanwhile, persib\_offical social media has 9,685 posts with 4.4 million followers. By following a number of 87 people.

In the comment pool, researchers easily find harsh words to attack opponents in the Instagram comments column. Starting from supportive comments to insults, it became the origin of the shifting conflict in cyberspace between The Jakmania and Bobotoh. In addition to the supporters of the two clubs, sometimes comments from other clubs also comment on posts on the official Instagram accounts of Persija Jakarta and Persib Bandung. Make the atmosphere of the contents of the comments column full of insults.

In the research literature on social media, the term meme is a term introduced by Richard Dawkins in 1979. Using the word meme, he stated that most human habits or behavior are not due to genetic factors, but are due to the culture or culture around them. Habits that are not derived from genetics can be said to be a description of a person's mental processes from his efforts to observe and learn from outside reality. (Blackmore, 1999; Davison, 2012; M Knobel & Lanksear, 2007).

Memes produced by memecomipersija and memepersibandung accounts are entertainment and satire by the account owner. However, memes that are made to satirize a community make the atmosphere "noisy" in the comments column. The same thing happened to memecomipersija and memeperibandung. Supporters of Persija Jakarta and Persib Bandung, exchanged comments that led to conflicts on social media.

Actually, conflicts on social media only involve one follower on Instagram who is on behalf of the Jakmania or Bobotoh supporter groups. So whatever is written by the official Instagram account of Persija Jakarta or Persib Bandung. These two supporters are "busy" looking for a fuss in the comment pool. They did not know each other, never realized that such speech could be considered as hate speech, and could even be affected by the ITE Law. Two individuals, who are involved in a conflict or dispute, do not just carry out a simple and flat message delivery process as many individuals do every day. The parties to the conflict must use language that tends to oppose and "provoke" parties who are not of the same group as them.

In addition, the problem of conflict on Instagram social media is "muddy" with the presence of a second Instagram which is not managed by the official admin of Persija Jakarta or Persib Bandung. Like the @memecomipersija Instagram account, which is managed by someone on behalf of Persija Jakarta supporters who always satirizes and even corners various Persib Bandung club activities in the form of memes. Likewise with the memepersibandung account managed by Persib Bandung supporters who always display memes that corner

Persija Jakarta's activities, from players to management. The sarcastic attitude of the two accounts through meme images that are "unique and eccentric", seems to be an attraction for the followers of supporters of every Persija Jakarta and Persib Bandung club. Even the memecomipersija account has 306,000 followers and follows 87 people with an average of 1 to 3 picture posts per day 1 time. Meanwhile, memepersibandung has 53,700 followers and follows 391 people with an average of 1 picture post per day. The memecomipersija account has the tagline "actually football doesn't have to be taken seriously, it's you who are serious". Meanwhile, the memeperibandung account carries the tagline "whatever the conditions are, skyrocketing is the key".

Seeing the activities carried out by the admin, that followers on Instagram memecomipersija and memepersibandung accounts are used as conflict-producing industries to get money from advertisers. All gathered in a giant machine called the football industry. Smith (2008) explains, the term industry in football can be described as a market where similar or related products and services are offered to consumers. The important point is that the soccer sports industry is a market where consumers can get products and services related to the sport of soccer. (Syahputra, 2014:2). Conflicting followers are an industry that must be maintained and loyal to follow Instagram accounts.

In Instagram accounts with a large number of followers such as memecomipersija and memepersibandung, there is usually an Instagram management that manages accounts with a large number of followers. Instagram management, buying accounts with many followers or creating similar Instagrams, by "pecking" followers to join. Instagram management, instructing admins to create content that can attract followers. Sometimes admins manage more than one person, and each admin doesn't know each other.

Researchers see that followers are not consciously influenced by social actors to comment in the comments column in understanding the conflicts created by the admin and also buying products sold by the admin. In fact, followers repost images made by the memecomipersija Instagram account and memepersibandung into their groups. So, more and more people are posting pictures of the Instagram account. More and more people are following memecomipersija and memepersibandung Instagram accounts.

## 2. Discussion

In this study, the researcher uses two theories, namely the Cultural Production Theory and the Facework Theory. Cultural production theory to examine how mainstream and alternative media produce content for and influence societal culture. Referring to this theory, that social actors try to create meme image content that has a "provocative" tendency to be commented on, followers are provoked to comment on the meme image in the comment pool. Image content that contains provocation and gets lots of followers' comments is an attraction to increase views. This view is used to lure advertisers to advertise. While the Facework theory in this study tends to represent the personal self, the conflict created by the social media admin tries to attack the personal club in the Instagram they manage. So, people who see trying to support or defend. For example, in the pictures uploaded by the second official accounts of the Persija Jakarta or Persib Bandung clubs, sometimes the admins deliberately make innuendos against the opposing club. So that the opposing party who sees, tries to comment on the gamer. Meanwhile, the social admin "friends" tried to attack the opposing party.

Researchers see that the conflict between Persija Jakarta and Persib Bandung will continue to occur, as long as social actors or social media admins continue to create images that offend each club. However, there are also admins who only focus on club information and delete comments that trigger conflicts. The process of facework theory in this research, depends on what is uploaded by the Instagram admin. Whether the conflict continues, or if this conflict ends, it all depends on the social actors. Researchers suspect that the images sent to Instagram are both pro and contra, only to bring in followers. If there are many followers, then the ad will approach the account owner.

## 3. Research Methods

The research methods are netnography and ethnography, for the netnographic method the researcher tries to see events that exist in cyberspace, especially events on social media Instagram memecomipersija and persibandung. Through the memes created by these two accounts, they often tease each other and get support from their respective groups of Persija Jakarta and Persib Bandung followers. Researchers have observed the phenomenon of

Instagram memes since 2019 until now. Researchers continue to explore the activities of the two Instagram accounts.

Meanwhile, the author uses the ethnographic method to trace the "trace" of the conflict in the real world. From several sources found by researchers, this conflict has "swallowed" victims, either damage or death. This writing provides an overview of the conflict that occurred between Persija Jakarta and Persib Bandung supporters. Researchers also add references to conflicts in the real world through books they read and online media.

#### 4. Analysis

As the sole admins of memecomipersija and memepersibandung, Rizki and Fauzul are free to be creative in managing these accounts. Despite getting support from family and playmates, the fear of making a mistake continues to haunt their feelings when it comes to uploading memes or photos. After one year as an admin, fear and terror from followers has become commonplace. Now the two admins of memecomipersija and memepersibandung, feel that if it's not controversial, Instagram will be less interesting. The ups and downs experienced by the admin become the experience of managing an Instagram account.

In Bourdieu's view what the admin of memecomipersija and memepersibandung experienced is the concept of habitus. Habitus provides strategies for individuals to cope with various unpredictable and changing situations. Through past experiences, habitus functions as a matrix of perception, appreciation, and action. Based on the previous explanation, Bourdieu wants to say that an action is not only influenced by awareness and obedience to the rules. Remnants of the past also play a role in shaping individual and group actions. How, for example, the trauma of being bullied in the past also influences the way a person thinks, acts, and decides to continue or stop being a social media admin.

In everyday life, both memecomipersija and memepersibandung admins often use Instagram social media. But there is boredom when managing the account. In the memecomipersija and memepersibandung accounts, because they follow a little so only a little information is obtained, so that you feel bored and bored if you just look at pictures and photos of followers. This is where social actors begin to create controversial content, to attract followers' attention, even the opponent's Instagram tag is a way to attract followers to participate in comments. So big the role of the admin in managing the account becomes an advantage, to comment or not to comment.

In rude comments by followers, memecomipersija and memepersibandung admins chose to let this happen. Memecomipersija admins usually make memes that are made, and will be commented on by followers, if no one doesn't like admin posts, it could be bullying for followers who are loyal to memecomipersija. While memepersibandung, if there are followers who attack, the admin simply asks for the help of existing followers, by tagging the account that will be attacked. That's how "hand washing" is done by social actors, to avoid mistakes by followers.

When managing the debate in the comments column between memecomipersija and memepersibandung have different views. Memecomipersija tends not to care. Meanwhile, memepersibandung is getting "happy" because according to him, the more riotous the more exciting. It can be concluded that both memecomipersija and memepersibandung if there is a debate, the admin tends not to care. In the information provided by the memecomipersija admin, that followers must know that memes are indeed funny pictures, so there is no need to feel emotional.

Meanwhile, to bring in followers, memecomipersija and memepersibandung admins have their own ways, memecomipersija and memepersibandung have different ways of bringing followers, memecomipersija tends to come because memes are entertaining, while memepersibandung can be tagged by other followers. While the memecomipersija admin provides an explanation of, fake and genuine accounts on Instagram. The original account usually has personal photos, there is biodata, there are followers and they are followed. While fake accounts usually don't have profile photos, use pseudonyms, have few followers but follow a lot, there are no pictures posted on Instagram. For the problem of uploading images, there is a difference in expertise between the memecomipersija admin and the memepersibandung.



In making memes, memecomipersija uses their own ideas, while memepersibandung only relies on images taken from other sources. Can't design memes because the previous admin could have resigned. Memecomipersija and memepersibandung get all kinds of information to be used as memes, from news. However, memecomipersija is more expert in designing meme images, while memepersibandung tends to take pictures from news sources. The meme element is lacking.

Memes that can attract followers to comment on Instagram memecomipersija and memepersibandung have differences. Memecomipersija will get a lot of comments if the memes that are made contain elements of humor. As for memepersibandung, there will be many comments, if there is a match between Persija Jakarta and Persib Bandung. Rizki the admin of memecomipersija thinks that memes are made to "joke" not to be sarcastic and commented harshly.

Unconsciously, researchers see the practice of commodification has been carried out by admin memecomipersija and memepersibandung. Admin uses followers as a selling tool to agencies that will advertise. Even the results of making memes have gained thousands of followers, which attracts advertisers to advertise. Nasrullah explained that commodification is a concept that can be interpreted as a process of changing use value into exchange value. For example, in the view of Adorno and Horkheimer who see the existence of a cultural industry that occurs through the mass media, including in the case of supporter conflicts on social media Instagram. The cultural industry is considered the same as other industries that sell goods as commodities, audiences as consumers, and profit as a goal. This cultural commodification in social media can be seen from how users feel entertained by the presence of social media, even though they pay for access to social media in the form of how many bytes are spent accessing through their internet connection. Also, content produced on social media is a commodity that can be exploited by other institutions, not only the social media industry, but also advertisers and companies that use social media to reach audiences.

From the results of the commodification of memes made on Instagram, it is known that the advertising rates on both memecomipersija and memepersibandung accounts are relatively cheap, with a price of 100,000 for one advertisement, either in the feed or in the story. Due to ignorance of the advertising rates on Instagram, 100,000 is a very cheap number, because the rates for advertising on Instagram by influencers are 1,000,000 to 5,000,000. The monthly income for both memecomipersija and memepersibandung is not the same, memecom has earned 1,000,000 in one month, while memepersibandung has earned 500,000 in one month. If calculated memecomipersija in one month as many as 10 advertisers, while memepersibandung 5 ads in a month.

## 5. Conclusions And Suggestions

If we talk about the implications of the conflict from Persija Jakarta and Persib Bandung supporters on social media Instagram, then we are actually talking about all the impacts that arise from the conflict, including the positive and negative impacts for followers who fight in the comment column arena. To be honest, many people only think that conflict only produces a negative impact in the form of conflict, broken kinship, or maybe other things that are just as bad as the conflict itself. Conflict is not always negative, some conflicts must exist as a form of dynamics in the process of social interaction.

The impact of conflict in the comments column does not only occur on Instagram social media, but also in the real world. Differences of opinion, competence, to emotions, become a reactive material but have a big influence on the survival of an individual's social life. The conflict that occurred on social media between Persija Jakarta and Persib Bandung supporters had a big and dangerous impact if left unchecked. This makes conflicts on social media Instagram have a major influence on the social life of individuals. That way, conflict actually has a series of important functions other than just causing damage. conflict also provides an understanding that, conflict harms many parties. Even conflicts in the Instagram comments column, can 'drag' other people to get involved in the conflict.

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