

ABSTRAK

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Konstruksi Identitas Suporter Tim Sepak Bola di Kota Bandung (Studi Deskriptif Kualitatif pada *Bobotoh Casuals*)

Tahun Skripsi: 2018+ 99 halaman+31 gambar.

Daftar Pustaka: 32 buku + 14 jurnal + 1 skripsi +2 buletin + 5 sumber internet.

Bobotoh Casuals merupakan salah satu komunitas suporter Persib Bandung. *Casuals* dianggap sebagai bagian dari subkultur karena dianggap sebagai perlawanan terhadap budaya yang dominan. Di mana budaya suporter pada umumnya membeli atribut khas sebagai identitas tim kebanggaan seperti syal dengan warna tim kebanggaan, topi berlogo tim kebanggaan, baju dan sebagainya yang berkaitan atau ada hubungannya dengan tim kebanggaan.

Penelitian ini bertujuan untuk mendeskripsikan konstruksi identitas *BobotohCasuals* sebagai suporter klub sepak bola Persib Bandung. Jenis penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data yang digunakan adalah wawancara sebagai data primer serta observasi dan dokumentasi sebagai data sekunder. Wawancara dilakukan terhadap enam orang informan. setelah data terkumpul dilakukan analisis data berupa pengumpulan data, reduksi data, penyajian data dan menarik kesimpulan dari data tersebut.

Hasil penelitian menunjukkan konstruksi identitas *BobotohCasuals* tidak terlepas dari pengaruh budaya Inggris yang menjadi awal mulanya gaya *Casuals* dalam ruang lingkup suporter sepakbola. Penggunaan barang-barang terkenal seperti pakaian dan aksesoris lainnya menjadi simbol yang digunakan didalam anggota komunitas *BobotohCasuals*.

Kata kunci: *Bobotoh Casuals*, Suporter Sepak Bola, Konstruksi Identitas

ABSTRACT

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**The Construction of Supporters Identities of Football Team in Bandung
(Qualitative Descriptive Study of Bobotoh Casuals)**

Year of Thesis: 2018+ 99 pages+31 pictures.

References : 32 books +14 journals + 1 thesis + 2 bulletins + 5 internet sources

Bobotoh Casuals is one of communities that are in Persib supporters. Casuals is considered as part of subculture, because it's called as a resistance to major culture. Generally the culture shows that the supporters buy the special accessories as the proudness identity. For example the scarf which uses special coloured, the special proudness hats, the costumes and the others accessories that has related with their proudness team.

The aim of research is to describe about the identity construction of the Bobotoh Casuals as Persib Bandung football club supporters.

In this research, the researcher uses qualitative method with descriptive approach. The collecting data technique that is used in this research is interview as the primary data, besides that, observation and documentation are used as the secondary data.

The interview technique has done to many persons, it is about six informants. After the secondary data is collected the researcher makes the data analysis, such as collecting data, reduction data, and make the conclusion from the data.

The result of the research shows that the identity construction of Bobotoh Casuals is not separated from the influence of England Culture, which became its origin the form of casuals style, so that become the style in football supporters's spaces. The use of popular goods, such as costumes or clothes, scarfs, hats and the others accessories that become special symbol which are used by Bobotoh Casuals community members.

Keywords: Bobotoh Casuals, Football Supporters, Identity Construction