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Developing Supporter Community of Makassar Football Association (PSM)

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Abstract. This research reveals about the supporter community of the *Macz Man* and *Laskar Ayam Jantan dari Timur* in providing support in Makassar. Supporter communities of Makassar Football Association (PSM) have rights and obligations and play an important role in coordinating fellow supporters who can control aggressive behavior. This research is aimed to develop supporter community of Makassar Football Association. Informants in this study are a community of supporters of the *Macz Man* and *Laskar Ayam Jantan dari Timur* with 15 informants in total. The type of research is descriptive qualitative research using survey method with policy research approach. Data analysis techniques using qualitative data analysis starting with collecting, testing, sorting, categorizing, evaluating, comparing, synthesizing and reflecting recorded data, and also reviewing raw and recorded data from interviews, observations and documentation. The results of this study indicate that the development of football supporter community should be free from the interests and involvement of political objectives. supporter communities of PSM are able to build social relationships, understand social behavioral factors, maximize their contribution to the progress of the community, psychosocial form in providing support that prioritizes culture, organization, loyalty and always wisely embodied with aggressive, religious, innovative and fanaticism by upholding the value of sipakatau, sipakainge and sipakalebi.

1. Introduction

Football is the most popular sport in the world. Almost certainly, the world's population knows about football or soccer. The enthusiasm of the inhabitants of the world against football matches is proven by the huge support of football club supporters who express their emotions in different ways, through the same language, the language of football. Football manages to unite many people from different backgrounds in the world; or, in other words, football became a universal rite that attracted the attention of many people, transcending the nationality, ethnic, ideological, and even confidential spheres [1].

There are many expressions of support shown by various supporters both outside and inside the stadium. For the fanatical supporters, football is not just an expression of aesthetic solidarity, or just an escape from everyday life, or just a relaxation and hobby ritual. For many supporters who consider



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themselves as 'traditional' supporters, football games play an important role to express their collective identity [2]. This explains the supporters' dislike of the transformations that occur in football, such as excessive commodification and commercialization that ultimately no longer represent values, identities, and cultures, which eventually alienate supporters from football.

The study of soccer sport and its community is an academic field that has been recognized by its graduates in understanding how society is understood. Therefore sports history offers a unique insight into how society is changing and how people respond to the impact of change through the establishment of specific communities. Therefore, supporters are an integral element in the overall composition of the football club and in every club game. Their role is very important, both on and off the field, both in formal and informal relationships. Supporters have their own way, using the attributes to communicate with the team and communicate with other audiences as proof of their loyalty to the club's pride. Communication behavior can be seen in various situations and circumstances.

In fact, in many cases supporters have a role in determining the direction of the manager's decision or the owner of the club, as in the case of supporter pressure to Tom Hick and George Gillet to sell Liverpool FC to John W. Henry's New England Sport Venture (NESV) in October 2010 [3]. Furthermore, [4] in their paper "Phenomenology of Communication Behavior of Football Fanatic Supporters in Providing Support to PSM Makassar", explains that verbal and non-verbal communication of PSM Makassar fanatical fans involves identity, attributes, and actions. In other words, there is a meaning of the message delivered by the supporters of PSM Makassar in support of his club. This kind of communication acts as an expression to show their love and loyalty to the club. Cultural values reflected by the support of PSM Makassar supporters reflect the culture of Siri'na Pacce, the unyielding spirit before fighting it out because PSM Makassar is a dead price.

Supporter community is one of the important elements in football. Without a supporter community, the atmosphere of a soccer match feels empty or uninteresting to behold. The football supporters are very total in favor of their favorite team, not infrequently there are even to want to sacrifice lives just because to support his beloved team. Almost all supporters around the world must have a sense of loyalty and fanaticism to their beloved team. Nevertheless, research on how soccer fans, especially in Indonesia, can play a positive role both in social relations in general and for the progress of the football team in particular has not been much discussed. The change in attitudes and roles in question is a change of supporters 'community that is no longer involved in riots, riots, and acts of violence, as well as changes in the supporters' community towards a more positive direction for the club, community, and soccer as a whole.

Community supporters of PSM Makassar wear their pride team uniforms singing, dancing, and shouting yells burning team spirit during the game. The creativity of the supporters community can be watched carefully that inter-supporters no longer recognize and count color, ethnicity, race, even religion, all become one color and close together to support their favorite team, as if their dignity is represented and carried by teams.

Based on the background, the problems in this study can be formulated, among others, how the community supporters of PSM build social relationships, both among members of the community and outside the community. Furthermore, what factors influence the social behavior of PSM supporters, both positive and negative behaviors. How community supporters of PSM are able to maximize their contribution to the progress of Makassar Football Union also needs to be explored. In addition, what kind of psychosocial supporters can be the driving force of PSM's success, both inside and outside the field, and how the pattern of community development of PSM supporters in overcoming negative behavior and directing it into positive behavior.

2. Method

This research used qualitative descriptive approach to reveal various system of meaning formed in informant experience about community development problem of PSM supporters. The approach used utilizes the phenomenological strategy because the foundation of qualitative research basically rests on a phenomenology that focuses on human subjective experiences and their interpretations of the real world. [5] suggests that qualitative research is only with one subject chosen according to the researcher. The background or individual to be examined should have its own uniqueness so that it is truly useful, both theoretically and practically.

This research describes all phenomenon of supporter support of PSM Makassar in a very wide and diverse meaning, hence this research done in some place where team of PSM Makassar team practice and compete. Because this research is talking about the role of PSM Makassar supporter community, the location of the research will also be conducted in several places where the supporters of PSM Makassar usually gather, socialize, and perform various activities. In general, this research will take place in Makassar City with the following locations; PSM Makassar stadium, PSM Makassar training headquarters, and community support center PSM Makassar. While the research conducted in 3 months, from June to August 2017.

Based on the purpose of community research PSM Makassar supporter, informants can be grouped based on two criteria, namely teams and supporters and board members or members of the PSM supporters' organization. Informants from team teams can provide an overview of their experiences and expectations on the PSM supporter community. While the board or members of the PSM supporters organization can provide an overview of experience, social relationships, as well as various obstacles and challenges in community development supporters of PSM.

In collecting data needed in this study, researchers used various techniques of data collection in the form of interview techniques, observation and document studies. Data analysis is done qualitative data analysis process begins by reviewing data obtained from various sources or information either through interview, observation and documentation.

3. Results and Discussion

3.1 Social Relation of PSM Supporters

This social relationship cannot be separated from the cooperation between supporters to support the PSM players in both away and home. This social relation is interpreted by various things such as giving support like the same slogan (ewako PSM, Paentengi PSM, Siri'Mu PSM, give it all in home games and be brave in away games, etc.) these are all as a form to support the players PSM which is manifested with fanaticism supporters. In addition, social capital and organizational culture play an important role in optimizing organizational management.

[6] suggests individuals, who have excessive fanaticism on a football team, who cluster in mass situations so that the individual concerned will be easily affected and follow what the group does, whether it is good or bad. [7] put forward as the exchange of social interaction resources as to be obeyed together in achieving the general goal. The word "agency" refers to intermediation in an effort to facilitate the exchange of resources so that no one benefits and disadvantages unilaterally.

3.2 Social Behavior of PSM Supporters

There are several factors that influence the changing characteristics of PSM supporters in controlling the aggressive behavior of the *Macz Man* supporters and *Laskar Ayam Jantan dari Timur* in Makassar. The *Macz Man* supporters' coordinator and *Laskar Ayam Jantan dari Timur* have their rights and obligations and are instrumental in coordinating in order to manifest supporters who can control aggressive behavior.

[8] reviewed various kinds of aggressive behavior conducted by supporters of PSM Makassar, *The Mac'z Man*. The findings of the study indicate that the Makassar supporters group carried out various aggressive actions in each of their club matches, especially the verbal-shaped aggressions. Verbal

aggression is done in the form of singing and speech which contains contempt and intimidation against team / opponent player or team / player PSM Makassar itself. Aggression of *The Mac'z Man* is triggered by several factors that are divided into two internal and external parts. Internal factors refer to the attitude of fanaticism that provokes provocation and frustration when their soccer clubs compete, and external factors refer to situational factors such as gambling, liquor, and conflictual interaction with others.

3.3 *Contribution of Supporters' Support for PSM*

Membership of an organization assumes responsibility and has the right one of them is to contribute to the community of each supporters. That is because a community also requires certain obligations of its members. There is an expectation that people will contribute to "community life" by participating in at least some of its activities, and that they will contribute to the maintenance of community structures shaped by social interactions.

[9] said that social interaction in the achievement of consensus in a rational and free of pressure can be colored by coercion and violence. Conversation and language can also serve as a medium of power. Hence the need for a mechanism of "communicative action" to reach an intersubjective agreement.

3.4 *Psychosocial Form of PSM Supporters*

The psychosocial form in this case that becomes the role to establish behavior towards the positive, the supporter community before supporting his favorite team is the effect that is different from the field supporters, the support of the football club supporters who cannot be heard by the players or team directly.

[10] suggests that socio-cultural capital, especially the dimension of trust, has a positive impact on the organization's management and legitimacy in order to achieve organizational effectiveness. Even the internal social capital (bonding) is can create and develop external social capital (bridging). While external social capital has greater influence in creating benefits than internal social capital. In addition, social capital can affect human capital and physical capital in creating mutual benefits.

[11] refers to social capital as the values that enable every individual in society to join and cooperate, disregarding personal interests, to meet collective needs. Hence, social capital can be viewed as a cultural aspect embodied in social reality and has an important role in the success of social development as a whole.

3.5 *Community Development of PSM Supporters*

The pattern of community development supporters is a result of the findings of both researchers through interviews and observations in this study. Through the development of a supporter community by Support [12], the image of the football support community has changed significantly. This is due to the change in the role of a more positive supporter in building their club. Community supporters are encouraged not only to be spectators or supporters who only support when their favorite clubs compete, but also on more productive roles, such as in financial areas, decision-making, and promotion of socio-cultural values. In addition to the development of culture in networking and social synergy, system and cultural empowerment within the PSM supporters' internal organization is still inadequate to perpetuate and extend the scope of positive community activities of PSM supporters, especially with the constraints of funds and facilities as described earlier. Therefore, it is necessary to develop strong social networking with various local stakeholders in order to contribute to broad social development.

Furthermore, organizational development encompasses the theory and practice of planned and systematic change in attitudes, and agency behavior through long-term training programs [13]. In the context of the development of football supporter community, the development of the organization covers many aspects, such as the development of community supporter culture, system building and culture within the organizational structure of supporters, and the development of formal and informal participation of community supporters of the club.

The development can be done by strengthening equal partnership loyalty in the public space in the form of solidarity and solidity of PSM supporter community. This can be proof that this community is a reliable social force. However, there are still many stakeholders who underestimate the community of supporters and even only used as a means to achieve personal interests. In addition, the challenges in the development of community supporters of PSM there are various obstacles in developing community supporters, both within the organization PSM supporters and in establishing relationships outside the organization of funding, infrastructure, political intervention and group egoism.

The development of PSM Supporter Community called Arif (Aggressive, Religious, Innovative and Fanatisme) is done with the development of aggressive community that is the development of aggressive behavior PSM supporters community that the supporters are always quick and responsive in providing good support it chant yells, choreography and others that give the spirit of duel for his favorite team. In addition, the development of the Religious community of the supporters community is given a kind of training specifically on how to support his beloved team that put forward the norms and religious values contained therein such as praying together, giving a brief enlightenment about the importance of upholding the cultural values of siri', Sipakalebbi (respect), Sipakainge (reminiscent) and Sipakatau (respect) in an effort to build relationships between supporters before the PSM players compete.

Further religious widely defined here is the supporters of the community are required to think in adulthood before undertaking undesirable actions collectively. Furthermore, the development of Innovative community is the supporters community to provide support such as *yell - yel - yel* that is not monotonous so that it can build togetherness and unify the color in developing *yel - yel* community *macz man* and *laskar ayam jantan*. The last development is the development of fanaticism of supporter community that has a way in showing their admiration for a favorite team. Buying a favorite ball team, accessories (key chains, scarves, wallets, pillowcases, watches, stickers, wallets, t-shirts), being a fan club member, watching every game of his favorite team, and being a supporter leader. Some of these include fanatical actions against a soccer team. The admiration shown by his favorite football team becomes irrational when he engages in emotional situations in his bigotry in the world of soccer.

4. Conclusion

Roles and concerns as well as having social relationships that they understand are channeled through social activities and board activities in showing their existence. Factors that influence the social behavior of PSM supporters, both positive and negative behaviors. The members of The *Macz Man* from some of these circles give their own color in the development of the organization, their culture and their loyalty. Psychosocial is their creativity is a form of their love of PSM Makassar. Admiration both individually and collectively against PSM Makassar, giving its own color and creativity, that is by creating a song that is oriented to compete spirit which aims to unite the supporters of The *Macz Man* in Makassar. The pattern of community development of PSM supporters in overcoming negative behavior and directing it into positive behavior. The pattern of supporters' behavior is more aggressive if in large amounts of mass, different if individual stands alone. In hostile masses or overwhelming masses, it is observed that the number of actors plays a role that influences the forms of collective behavior.

Based on the importance of the PSM supporters community role for both PSM management and the wider community, the management of PSM supporters should develop the activities of togetherness, both formal and informal. Furthermore, able to attract and involve all members of the organization to interact, share experiences and insights, as well as a medium of learning about the development of PSM. For the management and PSM players should often interact and communicate with community supporters of PSM, and even need to held a joint activity, which allows the supporters of PSM to be more familiar with and understand the conditions of management and PSM players, so as to grow and strengthen the family ties between supporters and PSM, as well as the great concern for the development of PSM not only in the

victory in the game but also on the needs and challenges of management and PSM players. For local governments, Stakeholder local governments need to consider community supporters PSM as social capital that can be a strategic partner in optimizing social development programs. The solidarity of the PSM support community and its commitment to improve the behavior of community members needs to be appreciated through the involvement of the PSM support community in the regional development agenda. For further research may expand the scope of research on PSM supporters who do not join PSM supporters' organizations, as well as their behavioral trends. In addition, it is necessary to review the possibility of establishing a mutually beneficial synergetic cooperation between the PSM support community and the local government.

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