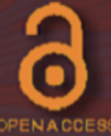


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#43947 Summary

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Submission

Authors	Arifuddin Usman, Muhammad Adnan Hudain, M. Said Zainuddin, Gatot Jariono, Muhammad Miftah Fauzan
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#43947 Review

SUMMARY

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Authors	Arifuddin Usman, Muhammad Adnan Hudain, M. Said Zainuddin, Gatot Jariono, Muhammad Miftah Fauzan
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Thank you very much

Best regards

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STRATEGIES TO REDUCE THE “ARIF” SOCIAL BEHAVIOR OF SUPPORTER COMMUNITY **CONSIDERED FROM** THE ROLE OF STAKEHOLDERS

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abstract

This survey research aims to analyze and describe the strategies to reduce the ARIF social behavior of PERSSIN Sinjai supporter community considered from the role of stakeholders of the district of sinjai. The population and samples in this study consist of 60 subjects from the stakeholders including the state agency of youth and sport, KONI Sinjai, and the members of PERSSIN Sinjai supporter community. Furthermore, it is necessary to establish communication process, and the implementation of counseling is also performed using discussion and interview methods as well as questionnaires about reducing prudent social behavior in the supporter community. Descriptive frequency analysis was employed in data analysis technique.

The results suggest that the strategies to reduce the ARIF social behavior of the supporter community PERSSIN Sinjai in terms of the role of stakeholders in Sinjai district consist of two indicators: the ARIF community and the role of stakeholders. Also, there are ten sub indicators: aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and conceptions, periodic consolidation with supporters, controllers, mediators, and deliberations boards. This study also contributes to expand current idea about the ARIF social behavior of the supporter community of PERSSIN Sinjai in terms of the role of stakeholders.

Keywords: *ARIF social behavior, the role of stakeholders*

Introduction

Football and supporters cannot be separated from each other. The existence of football supporters in supporting their club shows a sense of solidarity, which can be seen from the support of both teams playing in home and away matches. Football can foster the spirit of the supporter community in the form of social behavior shown by its own identity. One example of the existence of supporters in football can be identified in the team that won the victory, where the community of supporters vented emotions and euphoria out of control. On the other hand, if their team loses, the fans act more brutally in expressing their team's defeat emotion by disrupting traffic on the highway.

Supporters show a variety of expressions of support both outside and inside the stadium. According to Giulianotti (2002), the characteristics of football supporters are a community of football lovers who have a close emotional connection with a particular football club. Giulianotti (2002) further suggested that fanatical supporters consider football not just an expression of aesthetic solidarity or simply to remove the saturated feeling of everyday life and just entertainment and hobbies, but also many supporters consider themselves as supporters in a football game that plays an important role to express identity collectively to encourage football players. Millward (2012) argues that supporters' rejection of transformation occurs in football, such as excessive commercialization of football, which in the end football no longer represents the values, identity, and culture that is built on the football fan community, but has become an elite sport that no longer represents solidarity and loyalty of the football fan community.

Supporter community is an organization or group of people from various backgrounds of social status, education, employment, and so on. The existence of a supporter community requires guidance and attention from stakeholders so that supporters understand the regulations in accordance with applicable laws. The supporter community has the same goal, which is to support their team in home and away matches by carrying the prestige and self-respect to be a winner, and respect by the opponent. However, if the community of supporters is formed in the organization, culture and loyalty are organized, the community of supporters becomes the motivation for players to show their best performance. This is done so that the supporter community is able to control excessive euphoria with the control in the supporter community organization.

Regarding the supporter community in providing support for their team at home and away matches with a celebration of euphoria and creativity, there are only few studies discussing the supporter community. Studies conducted by Syadzwinia, Akbar, and Bahfiarti, 2014; Akbar (2015), Hapsari and Wibowo (2015), Naslikhah and Setyowati (2015), Safitri and Andrianto, 2015; Prasetyo, et al, 2016; Syahputra, 2016; Bayu, 2017; and Efendi and Indrawat, 2018; Jariono et.al. 2020) revealed that the supporter community provides support for aggressiveness, creativity, and fanaticism to the team and promotes the big name of their respective communities.

According to the initial observations, there are phenomena that the fan community shows aggressive, religious, innovative, and fanatical behaviour in supporting their team at home and away matches. On the other hand, the existence of supporters requires a strategy and the role of stakeholders to reduce this social behavior. The researchers believe that the study on strategies to reduce the ARIF social behavior of supporter communities in terms of stakeholder roles is necessary to provide a scientific description and empirical evidence.

Method

A survey research method with qualitative and quantitative approach was performed in this study. This study was conducted on the PERSSIN Sinjai supporter community from April to May 2021. The population and sample in this study were 60 people consisting of 10 stakeholders and 50 supporters. The data collection technique used several techniques:

1) the observation method which was employed during the match and recorded in the observation sheet as data collected, in the form of quantitative data supporters; 2) the interview method which is conducted intensively with informants to obtain the required information. Interviews were conducted using open and closed questions. Open interviews were conducted to investigate the strategies to reduce the ARIF social behavior in the PERSSIN Sinjai supporter community in terms of the role of stakeholders when providing support to their team at home and away matches. Meanwhile, closed interviews were conducted to confirm the data in the research results; and 3) the questionnaire method given to stakeholders, administrators, and supporters of PERSSIN Sinjai to obtain quantitative data. The data, which was collected through the distribution of questionnaires about strategies to reduce social behavior of ARIF supporter communities in terms of stakeholder roles, consists of indicators and sub-indicators including aggressiveness, religiosity, innovation, fanaticism, support for supporter activities, giving ideas and ideas, regular consolidation with supporters, controllers, mediators and deliberations. The data were analyzed using a descriptive statistical test of frequency. Quantitative data were analyzed using descriptive statistics, and qualitative data were analyzed through interactive thematic data analysis.

Results and Discussion

Research Observation Results

According to the results of the research, the observation was performed to observe the behavior of the community group of supporters, which included the behavior of supporters in supporting PERSSIN sinjai when competing at the H. Andi Bintang Sinjai stadium, Bongki sub-district, North Sinjai, Sinjai District, South Sulawesi (92615). The observation was also conducted to one of the Regional Coordinators (Korwil) called "Capo", the name of the general of the supporters community, to observe the behavior of PERSSIN Sinjai supporters before and after watching their team's matches. Furthermore, the researcher also participated in the activities of one of the Regional Coordinators of PERSSIN Sinjai to encourage the team to present their best performances to win and make it interesting to watch. This activity was carried out by researchers along with supporters from perssin sinjai who helped the research process take place. Currently, approximately 953 supporters who are members of the community of Keris Muda supporters, Laskar Berkuda Sinjai, PERSSIN Mania from various educational backgrounds, and different social status. However, this study focuses on the role of stakeholders in reducing the ARIF social behavior of the PERSSIN sinjai supporter community.

The role of stakeholders in reducing the behavior of the Supporter Community

The strategy of reducing the social behavior of the supporter community is reviewed from the role of *stakeholders* consisting of aggressive indicators and sub-indicators, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, periodically consolidating with supporters, controllers, mediators, givers of consideration consisting of 30 maps could be outlined in figure 1 below:

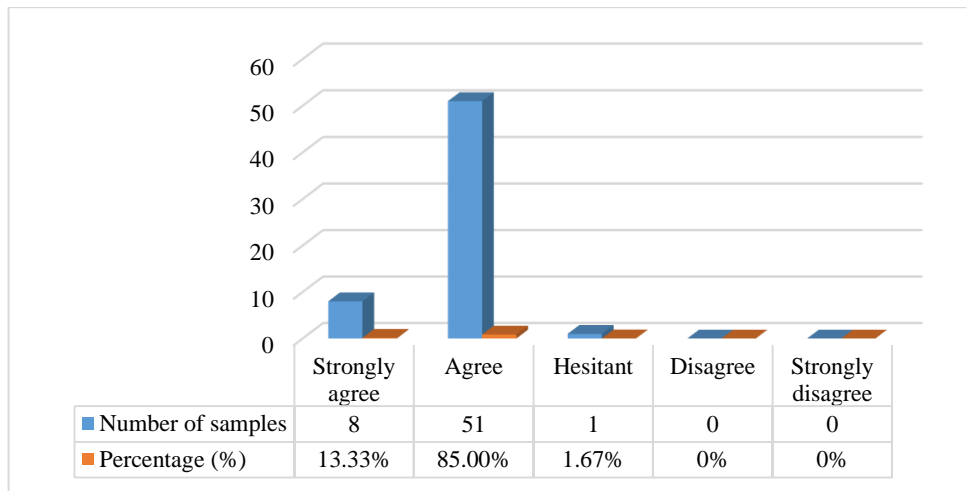


Fig. 1. recapitulation of Arif community behavior strategy

Based on the recapitulation of Arif community behavior strategy consists of aggressive, religious, innovative, fanaticism there are 85% agree with the strategy of reducing the behavior of the Arif community consists of aggressive, religious, innovative, fanaticism reviewed from the role of stakeholders. Interestingly, 1.67% of the community of social behavior expressed skepticism because the support community consists of various backgrounds of social status, occupation and gender ranging from children to adults united to support their favorite team both when playing away in the opponent's area or playing home in their field area. To strengthen the results of descriptive analysis of the frequency of strengthened by a recapitulation of strategies to reduce social behavior Arif community supporters Perssin Sinjai reviewed from the Role of Stakeholders

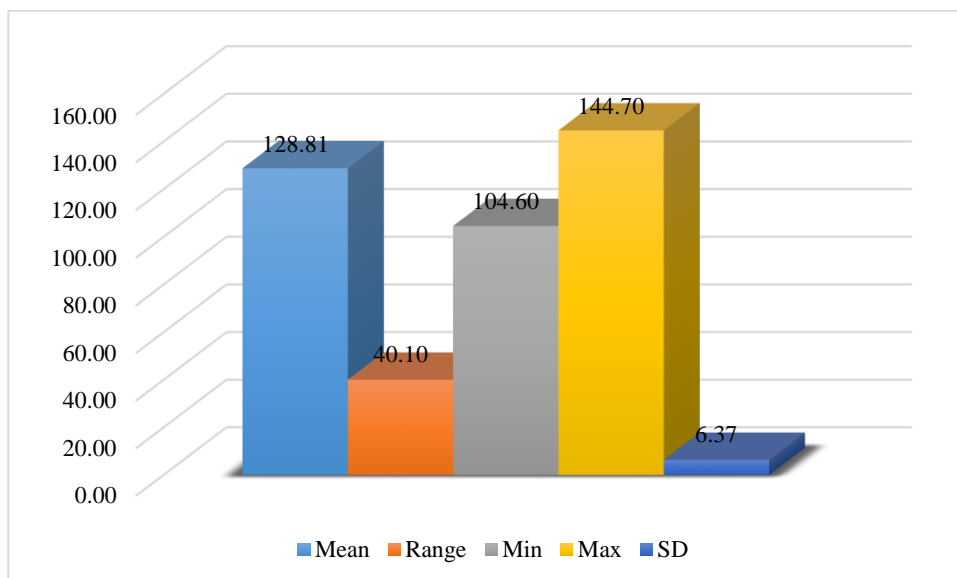


Fig. 2. Stakeholder role reduces social behavior of community supporters

Based on the recapitulation of strategies to reduce social behavior of the community of supporters perssin sinjai reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators namely aggressive, religious, innovative, fanaticism, supporting supporter activities, provide ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration through the

test of the spread of questionnaires from 60 samples can be described that stakeholder strategies obtained an average value of 128.81, a range of values of 40.10 obtained from a reduction in the maximum value of 144.70 and a minimum value of 104.60 while for the standard deviation value of 6.37. Figure 2 shows that most of the participants in this study are community supporters who have experience providing support both playing at home and away in the opponent's area who are actively involved in providing support to their beloved team as well as stakeholders have a role in supporting supporter activities, providing ideas, consolidating periodically with supporters, controllers, mediators, givers of consideration. This community of experienced supporters has a work background without being bound by any company. Strategy is carried out as an effort, action, and activity effectively and successfully to obtain better results.

Discussion

The role of stakeholders in reducing the social behavior of the community of supporters is indicated by supporting the activities of supporters, providing ideas and ideas, consolidating periodically with supporters, controllers, mediators, givers of consideration. Social behavior in providing support to the eleven who support as an encouragement to the players to display their best game. Mathis (2002:112), suggests coaching is a process by which people achieve certain abilities to help achieve organizational goals. Therefore, this process is related to various organizational objectives, coaching can be viewed narrowly or widely. Nasrinda, Yunus, and Hayati (2016) suggest coaching is a learning process experienced by a child to acquire knowledge, skills, values, and norms so that he can participate as a member of the community. An important requirement for the progress of the coaching process is social interaction because, without social interaction, the coaching process is impossible. Social interaction is a dynamic social relationship that concerns the relationship between individuals, between groups of people, and between people and groups of people.

The role of stakeholders in reducing the social behavior of the community of supporters through supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration, for more details can be described as follows:

1) Supporting supporter activities

Related to reducing the social behavior of the community of supporters stakeholder has a role to support the activities of football supporters can increase their knowledge about how to behave, and act as supporters who put forward a culture of local wisdom in providing support to their beloved team. This is following the results of interviews with several supporters: "after being supported by the government in particular about understanding prudent social behavior, I better understand how supporters in providing support, especially duties and functions as supporters and be more thoughtful and tolerant" (Ikram, interview Wednesday, April 21, 2021). This is similar to what was expressed by "*Capo*" as an Ultras field general who did not want to be named (interview Wednesday, March 21, 2021) the reason for the existence of ultras today is "longing" that makes us here to follow

The strategy of reducing expedient behavior through the role of stakeholders, in this case, supports the activities of supporters so that the supporters understand the rules of the game of football. The results of the interview were reinforced by the results of interviews with community leaders (Jusman, S.Pd, M.Pd, Wednesday, March 21, 2021) "I was a senior supporter of Perssin Sinjai as well as a public figure who always try to advise new members so that he can behave well in providing support so that he has more understanding about providing support in the game of football". The statement was affirmed by the Chairman of KONI Sinjai Regency as well as the community manager

of Perssin Sinjai supporters and as a member of the police as a security party (Suhardiman, S.Pd, Wednesday, March 21, 2021) "I always provide an understanding of the rules of football games so that the community of supporters is more understanding and more tolerant in providing support to players both when competing in their areas and playing in the opposing areas".

2) Give ideas and ideas to the community of supporters

Strategies to reduce social behavior to supporters through the role of stakeholders about giving ideas and ideas on innovations related to providing support in the game of football can improve the skills of supporters on how to behave by putting forward the wise. This is following the expression of some supporters: "after I was given coaching especially about coaching wise behavior, I was able to provide interesting support treat this was shown with my community when providing support by showing innovation support (Sulaiman, interview Tuesday 20 March 2021).

The results of the interview were supported by the community around perssin Sinjai (Muh. Yusri, S.Pd, Tuesday, March 20, 2021) "I think that fostering social behavior, in this case, is a role to shape positive behavior". The results of the interview were reinforced by community leaders (Jusman, S.Pd.M.Pd, Friday, March 20, 2021) "the provision of community coaching supporters, in my opinion, is very good, because the supporters before supporting his favorite team, he sings, cheers, just to support their favorite team in this case if not done coaching then the community of supporters is not organized and skilled.

3) Regular consolidation, controllers, and considerations with supporters of the football community

The ability of supporters in understanding the rules of the game of football varies if not done coaching then the supporters can not be able to organize each other in providing support. Interview with the supporters, "After I was given an understanding of innovation and creativity in providing the support I understood more about how to shout singing, and the rhythm of applause and wave in providing more interesting support (Dedi Hermawan Wednesday, March 21, 2021). Thus the ability is the capacity of the supporter community in making various innovations to support the team that supports it both when playing at home or playing away in the opponent's area.

4) Supporter community mediator on football rules

The role of stakeholders as mediators is a motivation in fostering the community of supporters through this approach of social behavior is done so that the supporters are more enthusiastic in providing support. The result of the interview with the supporters "I am more excited in providing support without coercion from any party so that the players I support can show the best game" (interview with Muh. Arifin, Friday 20 March 2021). Thus motivation is a psychological condition that encourages the community of supporters to do something. The results of the interview are in line with the results of the initial survey in the form of observations in the field that it is not easy for the management of perssin Sinjai supporter community to invite other members to change the aggressive character that has deeply entrenched in the perssin Sinjai supporter community. Previously, senior members of perssin Sinjai's support community often indoctrinated other members to be hard-pressed in showing strong support for Perssin Sinjai. However, through the continuous approach taken by the founders of the supporter community, eventually, the members of the community were encouraged to change their aggressive character. The community managers of Sinjai perssin supporters work together in directing the other members using an emotional approach.

Community development of social behavior Arif sinjai football union supporters community in the industrial revolution 4.0 based on local wisdom has an impact on changes

in social behavior by understanding the culture of local wisdom by putting forward norms and cultural values *siri'* consisting of attitude *Sipakalebbi* (respect), *sipakainge* (remind) and *Sipakatau* (respect) to build relations between supporters before the players Perssin Sinjai compete. The results are in line with the research of Rustan and Cangara (2011), Darwis and Dilo (2012), Khotimah (2013), Beddu (2014), Iqbal (2014), Makbul (2016), Suliyati (2014), Iqbal (2014), Makbul (2016), Suliyati (2014), 2016), Syarif (2016), Kaddi and Dewi (2017), and Rochwati (2017) suggested that *Siri'* culture is an attitude of shame to maintain the self-esteem of the supporter community indicated by the values of *sipakatau*, *sipakainge*, and *sipakalebbi*. *Siri'* is one form of Bugis-Makassar culture in the form of self-esteem, dignity, decency, deep feelings of shame, being the driving force or force to destroy anyone who offends the sense of honor (self-esteem, dignity, shame, and decency) of the supporting community.

Ahmadi (2009:152-153) suggests that social behavior is an individual awareness that determines real deeds, against social objects (the objects of many people in the group) and over and over again. Weber (2001:21) proposes a transition from social action to general social life where actions are classified into four kinds to draft the components included in them. Furthermore, Weber (2001:23) suggests Action is zweckrational while it is applied in a situation with a plurality of ways and purposes where the student is free to choose ways purely for efficiency purposes; action is were rational (rational about values) while ways are chosen for their efficiency purposes because the goal must be excellence; action is effective while emotional factors determine the ways and objectives of the action, and action is traditional while both the ways and the objectives are just habitual

On the other hand, they all believe that the role of stakeholders in reducing social behavior is wise to support the development of social behavior. This data means that the role of stakeholders in reducing the social behavior of the community of supporters improves the understanding of the community of supporters about the application of local conversion, especially in providing support to their beloved team. This is in line with the research results of Arifuddin Usman (2018), and Arifuddin Usman (2021) that Aggressive, Religious, Innovative, and Fanaticism social behavior which is then abbreviated to ARIF became a characteristic of PSM supporters. The development of social behavior is wise for the community of PSM supporters, namely in overcoming negative behavior and directing it into positive behaviors consisting of Aggressive, Religious, Innovative, and Fanaticism. Wise social behavior is an act of action and rapid reaction accompanied by trust, confidence to create creativity and innovations in supporting the team by having a sense of pride and willingness to sacrifice in providing team support both playing away in the opponent's area and playing at home in their area. Thus, wise social behavior based on local wisdom can be implemented by Perssin Sinjai supporters in providing support to Perssin Sinjai players when competing.

Conclusion

Based on the results of the research can be concluded that the strategy of reducing social behavior Arif sinjai perssin community is reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators namely aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration. This work also contributes to expanding the current knowledge about the social behavior of the community of perssin sinjai supporters reviewed from the role of stakeholders.

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Impact of Supporter Community Development with Education in Reducing Social Behavior: Stakeholder Roles and Strategies

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Abstract

The purpose of the study was to determine the impact of education in reducing the social behavior of the supporter community through the roles and strategies of the stakeholders (Sinjai Regency Government). This research uses a qualitative type with a survey method. The population in this study are stakeholders consisting of the Youth and Sports Office of Sinjai Regency, the Indonesian National Sports Committee (KONI) of Sinjai Regency, and a football support group in Sinjai Regency. The number of samples taken using purposive sampling technique consisting of 10 respondents from stakeholders and 50 respondents from the supporters' community. Research data collection techniques through field observations and structured interviews with respondents. The data analysis used includes interview transcripts, data reduction, analysis, data interpretation, and triangulation. The results of the study indicate that the strategy to reduce the social behavior of supporters of the Sinjai Football Association supporters community in terms of the role of stakeholders in Sinjai Regency consists of two indicators, namely the supporters' community and the part of stakeholders and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, provide ideas and ideas, periodically consolidate with supporters, controllers, mediators, givers of considerations. This work also contributes to expanding current knowledge about the social behavior of community supporters in terms of stakeholder roles.

Keywords: social behavior, the role of stakeholders

INTRODUCTION

Football and supporters cannot be separated from each other. The existence of football supporters in supporting their club shows a sense of solidarity, which can be seen from the support of both teams playing in home and away matches. Football can foster the spirit of the supporter community in the form of social behavior shown by its own identity. One example of the existence of supporters in football can be identified in the team that won the victory, where the community of supporters vented emotions and euphoria out of control. On the other hand, if their team loses, the fans act more brutally, expressing their team's defeat by disrupting traffic on the highway.

Supporters show a variety of expressions of support both outside and inside the stadium. According to Giulianotti, the characteristics of football supporters are a community of football lovers who have a close emotional connection with a particular football club. Fanatical supporters consider football not just an expression of aesthetic solidarity or to remove the saturated feeling of everyday life and just entertainment and hobbies (Giulianotti, 2002). Many supporters believe in a football game that plays a vital role in expressing identity collectively and encouraging football players. Millward argues that supporters' rejection of transformation occurs in football, such as excessive commercialization of football, which in the end, football no longer represents the values, identity, and culture that is built on the football fan community but has become an elite sport that no longer represents solidarity and loyalty of the football fan community (Millward, 2012).

A supporter community is an organization or group of people from various social status backgrounds, education, employment. The existence of a supporter community requires guidance and attention from stakeholders so that supporters understand the regulations following applicable laws. The supporter community has the same goal: to support their team in home and away matches by carrying the prestige and self-respect to be a winner and respect by the opponent. However, if the community of supporters is formed in the organization, culture and loyalty are organized, the community of supporters becomes the motivation for players to show their best performance. This is done so that the supporter community can control excessive euphoria with the control in the supporter community organization.

Regarding the supporter community providing support for their team at home and away matches with a celebration of euphoria and creativity, only a few studies discuss the supporter community. Studies conducted by (Bayudewanto & Junaedi, 2017; Effendy & Indrawati, 2020; Hapsari & Wibowo, 2015; Jariono & Subekti, 2020; Syahputra, 2017; Warsa & Bahfiarti, 2016) revealed that the supporter community provides support for aggressiveness, creativity, and fanaticism to the team and promotes the big name of their respective communities.

This study revealed that related to the supporter community, the synonym of wise (*arif*) is the right attitude in responding to supporter support for the football team they support, both playing in the opponent's cage or competing in their field. Meanwhile, the acronym for wise (*arif*) is aggressive, religious, innovative, and football fans fanaticism. Thus, the supporters must carry out coaching through education by involving the role of stakeholders. For

supporter development through education, it consists of knowledge, skills, abilities, and motivation to increase the understanding of the supporter community related to football regulations associated with providing support to their favorite team so that they are wiser in providing support both in their home area and playing away in the opponent's area.

This study reveals a strategy to reduce the social behavior of the Sinjai Football Association supporters' community in terms of the role of stakeholders through an educational approach by providing an understanding of knowledge, skills, and motivation so that supporters know the ethics of supporters, support innovation strategies by involving stakeholders

According to the initial observations, there are phenomena that the fan community shows aggressive, religious, innovative, and fanatical behavior in supporting their team at home and away matches. On the other hand, the existence of supporters requires a strategy and the role of stakeholders to reduce this social behavior. The researchers believe that the study on plans to reduce the social behavior of supporter groups in terms of stakeholder roles is necessary to provide a scientific description and empirical evidence.

RESEARCH METHOD

A survey research method with a qualitative and quantitative approach was performed in this study. This research was carried out on the Sinjai football association supporters' community from April to May 2021. The population and sample in this study were 60 people consisting of 10 stakeholders and 50 supporters, with the technique of determining the sample using purposive sampling. The sampling technique uses purposive sampling, where the researcher determines the sampling by determining the unique characteristics that follow the research objectives so that it is expected to answer the research problem. The purposive sampling technique is carried out by considering the involvement of the sample in providing support for the players when playing away from the opponent's area or playing drums in their area.

The data collection technique used several techniques, namely 1) the observation method was carried out during the matching activity and recorded in the observation sheet as data collected in the form of quantitative data supporters; 2) The interview method was conducted twice with the informants, namely: from the security sector in which there were members of the national army and one member of the police as well as from the chairman of the Indonesian national sports committee in the Sinjai district and the Youth and Sports Office consisting of the chairman, secretary, and treasurer to obtain information—related to the role of stakeholders in providing education and training to the supporters needed in this research. Interviews were conducted in two ways, namely open and closed interviews.

The open interview was meant to dig deeper into the strategy to reduce the Sinjai Football Association supporters' community in terms of the role of stakeholders when supporting their favorite team when playing away from the opponent's area and playing at home. While the closed interview confirms the research data, to record interviews with respondents, the researcher uses a Digital Voice Recorder for voice recording; and 3) the questionnaire method was distributed to stakeholders, administrators, and supporters of the Sinjai football Association obtain quantitative data. The data collected through the distribution of

questionnaires about strategies to reduce social behavior wisely by the supporter community in terms of the role of stakeholders consisting of indicators and sub-indicators of aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, periodically consolidating with supporters, controllers, mediator, advisor. Data analysis techniques used in qualitative research include interview transcripts, data reduction, analysis, data interpretation, and triangulation. From the results of data analysis, conclusions can then be drawn.

RESULTS AND DISCUSSION

Research Observation Results

According to the research results, the Observations were made by researchers and assisted by the team when supporters supported the Sinjai football Association team playing away in the opponent's area and playing in their drum area within one month, starting from April to May 2021. Furthermore, observations were made when the atmosphere of the supporters was going to support the supporters. The Sinjai Football Association will be held on Monday 19 April 2021 at 14:30 WITA; the atmosphere of supporters when they will provide support in the field to the Sinjai Football Association will be held on Thursday 19 March 2021 at 15:40 AM; following the convoy of the Sinjai Football Association supporters group while supporting the Sinjai Football Association to return to their respective homes Monday 19 March 2020 at 17:40 AM-until finished; and distribution of social assistance in the form of distributing masks to passersby who do not wear masks during the COVID-19 pandemic on Sunday, April 25, 2021, at 08:30-10:00 AM around the H. Andi Bintang stadium, Bongki Sub-district, North Sinjai District, Sinjai District, South Sulawesi Province.

Observations were made to directly observe the behavior of the supporters of the community group of supporters, which includes the behavior of supporters in supporting the Sinjai Association, whether playing at the H. Andi Bintang Sinjai Stadium, included in one of the Regional Coordinators is "Capo" is the name of the field general of the supporters' community to observe the behavior of the supporters of the Sinjai Football Association before watching the Sinjai Football Association Match take place, and after the Sinjai Football Association (South Horse) match is over, the researcher also follows the activities of one of the Sinjai Football Association Coordinators besides supporting his favorite team in the stadium while supporting and giving orders for the supporters to encourage the players of the Sinjai Football Association to present their best performances to win and be interesting to watch. This activity was carried out by researchers and supporters from the Sinjai Football Association, who helped the research process. Currently, there are approximately 953 supporters who are members of the Keris Muda supporter community, the Sinjai Riding Troops, the Sinjai Mania football association from various educational backgrounds, and different social statuses. However, in this study, the focus is on the role of stakeholders in reducing the social behavior of the community of supporters of the Sinjai Football Association.

The role of stakeholders in reducing the behavior of the Supporter Community

The strategy of reducing the social behavior of the supporter community is reviewed from the role of stakeholders consisting of aggressive indicators and sub-indicators, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas,

periodically consolidating with supporters, controllers, mediators, givers of consideration consisting of 30 maps could be outlined in figure 1 below:

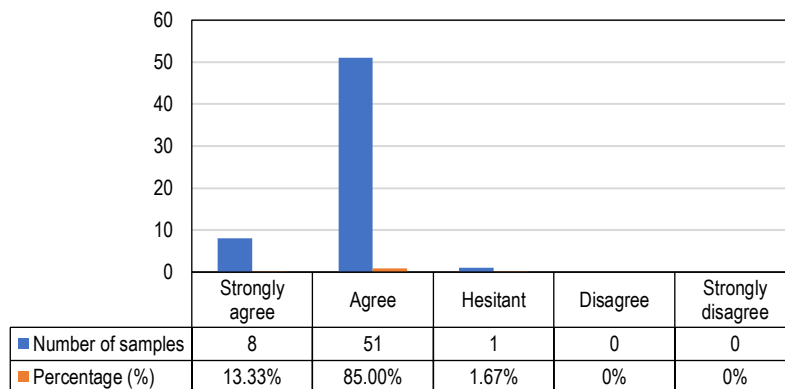


Fig. 1. Recapitulation of supporter's community behavior strategy

Based on the recapitulation of supporters, community behavior strategy consists of aggressive, religious, innovative, fanaticism there are 85% agree with the process of reducing the behavior of the supporters' community consists of aggressive, religious, innovative, fanaticism reviewed from the role of stakeholders. Interestingly, 1.67% of the community of social behavior expressed skepticism because the support community consists of various backgrounds of social status, occupation, and gender ranging from children to adults united to support their favorite team both when playing away in the opponent's area or playing home in their field area. To strengthen the results of descriptive analysis of the frequency of strengthened by a recapitulation of strategies to reduce social behavior supporter's community supporters Sinjai Football Association reviewed from the Role of Stakeholders

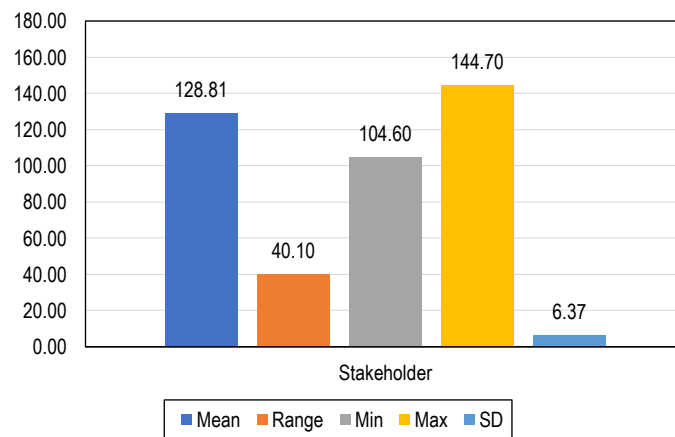


Fig. 2. Stakeholder role reduces social behavior of community supporters

Based on the recapitulation of strategies to reduce social behavior of the community of supporters Sinjai football community reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, provide ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration through the test of the spread of questionnaires from 60 samples can be described that stakeholder strategies

obtained an average value of 128.81, a range of values of 40.10 obtained from a reduction in the maximum value of 144.70 and a minimum value of 104.60 while for the standard deviation value of 6.37. Figure 2 shows that most of the participants in this study are community supporters who have experience providing support both playing at home and away in the opponent's area who are actively involved in providing support to their beloved team as well as stakeholders have a role in supporting supporter activities, providing ideas, consolidating periodically with supporters, controllers, mediators, givers of consideration. This community of experienced supporters has a work background without being bound by any company. Strategy is carried out as an effort, action, and activity effectively and successfully to obtain better results.

The role of stakeholders in reducing the social behavior of the community of supporters through supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration, for more details can be described as follows:

1) Supporting supporter activities

Related to reducing social behavior, the stakeholder supporter community has a role in supporting football supporters' activities, increasing their knowledge of how to behave, and acting as supporters who prioritize the culture of local wisdom in providing support to their favorite teams. This is following the results of interviews with some supporters: "after being supported by the government in particular about understanding social behavior wisely, the result of the interview that supporters better understand how to provide support, especially the duties and functions as supporters and be wiser and more tolerant of supporters supporting the opposing team" (IKR, interview Wednesday, April 21, 2021). This is in line with the results of the interview revealed by "Capo" as an Ultras field general who did not want to be named (interview Wednesday, March 21, 2021); the reason for the existence of ultras today is "longing" that makes us here to follow.

Strategies to reduce prudent behavior through the role of stakeholders, in this case, support supporter activities so that supporters understand the rules of the game of football. The results of the interview were reinforced by the results of interviews with public figures (JSM, Wednesday, March 21, 2021) "as senior supporters of the Sinjai Football Association, as well as community leaders, always try to advise new members so that supporters can behave well in providing support, to have more understanding about providing support in the game of football." The statement was affirmed by the Chairman of the National Sports Committee of Sinjai District as well as the administrator of the Sinjai Football Association supporter community and as a member of the police as a security party (SHD, Wednesday, March 21, 2021) "that in his statement as a stakeholder, he always gave Understanding the rules of the game of football so that the supporter community is more understanding and more tolerant in providing support for players both when playing in their areas and playing in the opposing zone.

2) Give ideas and ideas to the community of supporters

Strategies to reduce social behavior wisely in supporters through the role of stakeholders about providing ideas and ideas in innovation related to providing support in the game of football can improve supporters' skills on how to behave by putting forward wisely.

This is following the expression of some supporters: "after being given coaching through education especially related to the training of behavior, the supporters can provide an exciting treatment of support this is shown with the community of supporters when providing support by offering innovation of support (SLM, interview Tuesday 20 March 2021).

The community supported the interview results around the Sinjai Football Association (MYS, Tuesday, March 20, 2021) "that the coaching of social behavior, in this case, is the role to form positive behavior." The results of the interview were strengthened by community leaders (JSM, Friday, March 20, 2021) "the provision of community coaching supporters through stakeholder roles is excellent, because the supporters before supporting their favorite team, supporters sing, cheer, only to support the favorite team supported, in this case, if there is no coaching, so the community of supporters is not organized and skilled.

3) Regular consolidation, controllers, and considerations with supporters of the football community

The ability of supporters to understand the rules of the football game varies this if not done coaching, and then the supporters cannot organize each other in providing support. Interview with supporters, "After being given an understanding of innovation and creativity in supporting the supporters better understand how to chant, chant and rhythm clapping and waving hands in providing more interesting support (DHR Wednesday, March 21, 2021). Thus, the support community's ability to make various innovations to support the team that supports it both when playing at home or playing away in the opponent's area.

4) Supporter community mediator on football rules

The role of stakeholders as mediators is a motivation in developing the supporter community through this social behavior approach to encourage supporters to provide support. The interview results with the supporters were "Supporters are more eager to provide support without coercion from any party so that the players in the Kung can show their best game" (interview with MAR, Friday 20 March 2021). Thus, motivation is a psychological condition that encourages the community of supporters to do something. The results of the interview were in line with the results of the initial assessment in the form of observations on the field that it was not easy for the organizers of the Sinjai Football Association supporter community to invite other members to change the aggressive character that has been deeply rooted in the Sinjai football Association supporter community. Previously, senior Sinjai Football Association supporter community members often indoctrinated other members for hard-finds in showing strong support for the Sinjai Football Association. However, through the continuous approach taken by the founders of the supporter community, the community members were finally encouraged to change their aggressive character. The organizers of the Sinjai football Association supporter community cooperated in directing the other members using a dynamic approach.

Discussion

The role of stakeholders in reducing the social behavior of the community of supporters is indicated by supporting the activities of supporters, providing ideas and ideas, consolidating

periodically with supporters, controllers, mediators, givers of consideration. Social behavior in providing support to the eleven who support as an encouragement to the players to display their best game. Mathis suggests coaching is how people achieve specific abilities to help achieve organizational goals. Therefore, this process is related to various corporate objectives, and coaching can be viewed narrowly or widely (Mathis, 2002). Coaching is a learning process experienced by a child to acquire knowledge, skills, values, and norms to participate as a community member (Nisrma et al., 2016). An essential requirement for the progress of the coaching process is social interaction because, without social interaction, the coaching process is impossible. Social interaction is a dynamic social relationship that concerns the relationship between individuals, between groups of people, and between people and groups of people.

Coaching through community education social behavior the supporters' community of Sinjai football Association through the role of the stakeholders has an impact on the change of social behavior by understanding the role of supporters by putting forward the norms and values of *siri'* consisting of attitude *Sipakalebbi* (respect), *sipakainge* (remind) and *Sipakatau* (respect) to build relations between supporters before the players Sinjai football Association compete. The results are in line with the research of (Beddu et al., 2014; Darwis & Dilo, 2012; Kaddi & Dewi, 2017; Khotimah, 2013; Makbul et al., 2017; Rustan & Cangara, 2011; Syarif et al., 2016) suggested that *Siri'* culture is an attitude of shame to maintain the self-esteem of the supporter community indicated by the values of *sipakatau*, *sipakainge*, and *sipakalebbi*. *Siri'* is one form of Bugis-Makassar culture in the form of self-esteem, dignity, decency, and deep feelings of shame, the driving force to destroy anyone who offends the sense of honor (self-esteem) dignity, shame, and decency) of the supporting community.

Social behavior is an individual awareness that determines actual deeds against social objects (the objects of many people in the group) and repeatedly (Ahmadi, 2009). Weber proposes a transition from social action to public social life where activities are classified into four kinds to draft their components. Furthermore, Weber suggests Action is zweckrational while it is applied in a situation with a plurality of ways and purposes where the student is free to choose methods purely for efficiency purposes; action is were rational (rational about values) while routes are selected for their efficiency purposes because the goal must be excellence; action is effective while emotional factors determine the ways and objectives of the action, and step is traditional while both the methods and the purposes are just habitual (Weber, 2013).

On the other hand, they all believe that the role of stakeholders in reducing social behavior is to support the development of social behavior. This data means that the role of stakeholders in reducing the social behavior of the community of supporters improves the understanding of the community of supporters about the application of local conversion, especially in providing support to their beloved team. This is in line with the research results of Arifuddin Usman that Aggressive, Religious, Innovative, and Fanaticism social behavior, which is then abbreviated to Sinjai Football Association Supporters, became a characteristic of Makassar Football Association (PSM) supporters (A Usman & Agustang, 2020; Arifuddin Usman, 2018). The development of social behavior is for the community of Makassar Football Association (PSM) supporters, namely overcoming negative behavior and directing it into positive behaviors consisting of Aggressive, Religious, Innovative, and Fanaticism (A Usman, 2018). Supporters social behavior is an act of action and rapid reaction accompanied by trust, confidence to create creativity, and innovations in supporting the team by having a sense of

pride and willingness to sacrifice in providing team support both playing away in the opponent's area and playing at home in their area. Thus, supporters' social behavior based on local wisdom can be implemented by Sinjai Football Association Supporters in providing support for the players of the Sinjai Football Association when competing.

CONCLUSION

Based on the results of the research can be concluded that the strategy of reducing social behavior supporters Sinjai football association community is reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration. This work also contributes to expanding the current knowledge about the social behavior of the community of Sinjai football association supporters reviewed from the role of stakeholders.

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#43947 Review

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NOTIFICATIONS

Football Supporter Community Development and Education in Reducing Negative Social Behavior: Stakeholder Roles and Strategies

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Abstract

The purpose of the study was to determine the impact of education in reducing the social behavior of the supporter community through the roles and strategies of the stakeholders (Sinjai Regency Government). This research used qualitative and quantitative approaches. The population in this study are stakeholders consisting of the Youth and Sports Office, the Indonesian National Sports Committee (KONI), and a football supporter community of Sinjai Regency. The number of samples taken using purposive sampling technique consisting of 10 respondents from stakeholders and 50 respondents from the supporters' community. Research data collection techniques through field observations and structured interviews with respondents. The data analysis used includes interview transcripts, data reduction, analysis, data interpretation, and triangulation. The results of the study indicate that the strategy to reduce the social behavior of supporters of the Sinjai Football Association supporters community in terms of the role of stakeholders in Sinjai Regency consists of two indicators, namely the supporters' community and the part of stakeholders and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, provide ideas and ideas, periodically consolidate with supporters, controllers, mediators, givers of considerations. This work also contributes to expanding current knowledge about the social behavior of community supporters in terms of stakeholder roles.

Keywords: social behavior, the role of stakeholders

Terhapus: Impact of

Terhapus: with

Dikomentari [Soni1]: Mohon dibuat abstrak dalam Bahasa Indonesia.

Terhapus: s

Terhapus: a

Terhapus: type with a survey method

Terhapus: of Sinjai Regency

Terhapus: of Sinjai Regency

Terhapus: group

Terhapus: in

INTRODUCTION

Football and supporters cannot be separated from each other. The existence of football supporters in supporting their club shows a sense of solidarity, which can be seen from the support of both teams playing in home and away matches. Football can foster the spirit of the supporter community in the form of social behavior shown by its own identity. One example of the existence of supporters in football can be identified in the team that won the victory, where the community of supporters vented emotions and euphoria out of control. On the other hand, if their team loses, the fans act more brutally, expressing their team's defeat by disrupting traffic on the highway.

Dikomentari [Soni2]: Mohon diberikan sumber/referensi

Supporters show a variety of expressions of support both outside and inside the stadium. The characteristics of football supporters are a community of football lovers who have a close emotional connection with a particular football club. Fanatical supporters consider football not just an expression of aesthetic solidarity or to remove the saturated feeling of everyday life and just entertainment and hobbies (Giulianotti, 2002). Many supporters believe in a football game that plays a vital role in expressing identity collectively and encouraging football players. Supporters' rejection of transformation occurs in football, such as excessive commercialization of football, which in the end, football no longer represents the values, identity, and culture that is built on the football fan community but has become an elite sport that no longer represents solidarity and loyalty of the football fan community (Millward, 2012).

Terhapus: According to Giulianotti, t

Terhapus: Millward argues that s

A supporter community is an organization or group of people from various social status backgrounds, education, employment. The existence of a supporter community requires guidance and attention from stakeholders so that supporters understand the regulations following applicable laws. The supporter community has the same goal: to support their team in home and away matches by carrying the prestige and self-respect to be a winner and respect by the opponent. However, if the community of supporters is formed in the organization, culture and loyalty are organized, the community of supporters becomes the motivation for players to show their best performance. This is done so that the supporter community can control excessive euphoria with the control in the supporter community organization.

Dikomentari [Soni3]: Mohon diberikan sumber/referensi

Regarding the supporter community providing support for their team at home and away matches with a celebration of euphoria and creativity, only a few studies discuss the supporter community. Studies [revealed that the supporter community provides support for aggressiveness, creativity, and fanaticism to the team and promotes the big name of their respective communities](#) (Bayudewanto & Junaedi, 2017; Effendy & Indrawati, 2020; Hapsari & Wibowo, 2015; Jariono & Subekti, 2020; Syahputra, 2017; Warsa & Bahfiarti, 2016).

Terhapus: conducted by

Terhapus: revealed that the supporter community provides support for aggressiveness, creativity, and fanaticism to the team and promotes the big name of their respective communities

Terhapus: (arif)

Terhapus: (

Terhapus:)

This study revealed that related to the supporter community, the synonym of wise is the right attitude in responding to supporter support for the football team they support, both playing in the opponent's cage or competing in their field. Meanwhile, the acronym for wise "arif" is aggressive, religious, innovative, and football fans fanaticism. Thus, the supporters must carry out coaching through education by involving the role of stakeholders. For supporter development through education, it consists of knowledge, skills, abilities, and motivation to

increase the understanding of the supporter community related to football regulations associated with providing support to their favorite team so that they are wiser in providing support both in their home area and playing away in the opponent's area.

This study reveals a strategy to reduce the social behavior of the Sinjai Football Association supporters' community in terms of the role of stakeholders through an educational approach by providing an understanding of knowledge, skills, and motivation so that supporters know the ethics of supporters, support innovation strategies by involving stakeholders

According to the initial observations, there are phenomena that the fan community shows aggressive, religious, innovative, and fanatical behavior in supporting their team at home and away matches. On the other hand, the existence of supporters requires a strategy and the role of stakeholders to reduce this social behavior. The researchers believe that the study on plans to reduce the social behavior of supporter groups in terms of stakeholder roles is necessary to provide a scientific description and empirical evidence.

RESEARCH METHOD

A survey research method with a qualitative and quantitative approach was performed in this study. This research was carried out on the Sinjai football association supporters' community from April to May 2021. The population and sample in this study were 60 people consisting of 10 stakeholders and 50 supporters, with the technique of determining the sample using purposive sampling. The sampling technique uses purposive sampling, where the researcher determines the sampling by determining the unique characteristics that follow the research objectives so that it is expected to answer the research problem. The purposive sampling technique is carried out by considering the involvement of the sample in providing support for the players when playing away from the opponent's area or playing drums in their area.

The data collection technique used several techniques, namely 1) the observation method was carried out during the matching activity and recorded in the observation sheet as data collected in the form of quantitative data supporters; 2) The interview method was conducted twice with the informants, namely: from the security sector in which there were members of the national army and one member of the police as well as from the chairman of the Indonesian national sports committee in the Sinjai district and the Youth and Sports Office consisting of the chairman, secretary, and treasurer to obtain information—related to the role of stakeholders in providing education and training to the supporters needed in this research. Interviews were conducted in two ways, namely open and closed interviews.

The open interview was meant to dig deeper into the strategy to reduce the Sinjai Football Association supporters' community in terms of the role of stakeholders when supporting their favorite team when playing away from the opponent's area and playing at home. While the closed interview confirms the research data, to record interviews with respondents, the researcher uses a Digital Voice Recorder for voice recording; and 3) the questionnaire method was distributed to stakeholders, administrators, and supporters of the Sinjai football Association obtain quantitative data. The data collected through the distribution of questionnaires about strategies to reduce social behavior wisely by the supporter community

in terms of the role of stakeholders consisting of indicators and sub-indicators of aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, periodically consolidating with supporters, controllers, mediator, advisor. Data analysis techniques used in qualitative research include interview transcripts, data reduction, analysis, data interpretation, and triangulation. From the results of data analysis, conclusions can then be drawn.

RESULTS AND DISCUSSION

Research Observation Results

According to the research results, the Observations were made by researchers and assisted by the team when supporters supported the Sinjai football Association team playing away in the opponent's area and playing in their drum area within one month, starting from April to May 2021. Furthermore, observations were made when the atmosphere of the supporters was going to support the supporters. The Sinjai Football Association will be held on Monday 19 April 2021 at 14:30 WITA; the atmosphere of supporters when they will provide support in the field to the Sinjai Football Association will be held on Thursday 19 March 2021 at 15:40 AM; following the convoy of the Sinjai Football Association supporters group while supporting the Sinjai Football Association to return to their respective homes Monday 19 March 2020 at 17:40 AM-until finished; and distribution of social assistance in the form of distributing masks to passersby who do not wear masks during the COVID-19 pandemic on Sunday, April 25, 2021, at 08:30-10:00 AM around the H. Andi Bintang stadium, Bongki Sub-district, North Sinjai District, Sinjai District, South Sulawesi Province.

Observations were made to directly observe the behavior of the supporters of the community group of supporters, which includes the behavior of supporters in supporting the Sinjai Association, whether playing at the H. Andi Bintang Sinjai Stadium, included in one of the Regional Coordinators is "Capo" is the name of the field general of the supporters' community to observe the behavior of the supporters of the Sinjai Football Association before watching the Sinjai Football Association Match take place, and after the Sinjai Football Association (South Horse) match is over, the researcher also follows the activities of one of the Sinjai Football Association Coordinators besides supporting his favorite team in the stadium while supporting and giving orders for the supporters to encourage the players of the Sinjai Football Association to present their best performances to win and be interesting to watch. This activity was carried out by researchers and supporters from the Sinjai Football Association, who helped the research process. Currently, there are approximately 953 supporters who are members of the Keris Muda supporter community, the Sinjai Riding Troops, the Sinjai Mania football association from various educational backgrounds, and different social statuses. However, in this study, the focus is on the role of stakeholders in reducing the social behavior of the community of supporters of the Sinjai Football Association.

The role of stakeholders in reducing the behavior of the Supporter Community

The strategy of reducing the social behavior of the supporter community is reviewed from the role of stakeholders consisting of aggressive indicators and sub-indicators, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas,

Dikomentari [Soni4]: Temuan dari observasi ini apa saja?

periodically consolidating with supporters, controllers, mediators, givers of consideration consisting of 30 maps could be outlined in figure 1 below:

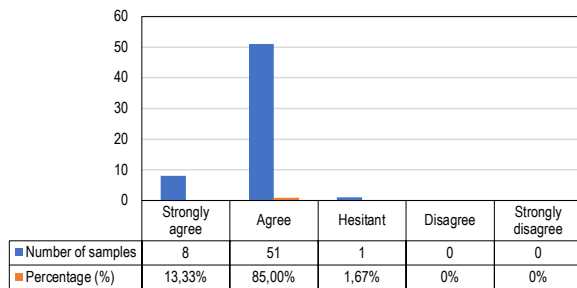


Fig. 1. Recapitulation of supporter's community behavior strategy

Based on the recapitulation of supporters, community behavior strategy consists of aggressive, religious, innovative, fanaticism there are 85% agree with the process of reducing the behavior of the supporters' community consists of aggressive, religious, innovative, fanaticism reviewed from the role of stakeholders. Interestingly, 1.67% of the community of social behavior expressed skepticism because the support community consists of various backgrounds of social status, occupation, and gender ranging from children to adults united to support their favorite team both when playing away in the opponent's area or playing home in their field area. To strengthen the results of descriptive analysis of the frequency of strengthened by a recapitulation of strategies to reduce social behavior supporter's community supporters Sinjai Football Association reviewed from the Role of Stakeholders

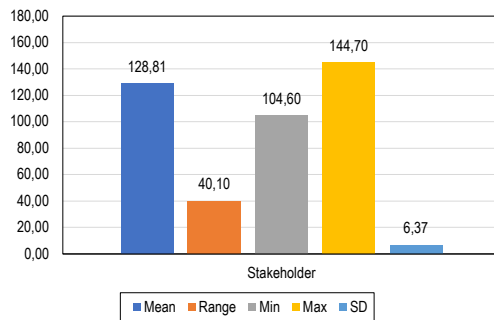


Fig. 2. Stakeholder role reduces social behavior of community supporters

Based on the recapitulation of strategies to reduce social behavior of the community of supporters Sinjai football community reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, provide ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration through the test of the spread of questionnaires from 60 samples can be described that stakeholder strategies

obtained an average value of 128.81, a range of values of 40.10 obtained from a reduction in the maximum value of 144.70 and a minimum value of 104.60 while for the standard deviation value of 6.37. Figure 2 shows that most of the participants in this study are community supporters who have experience providing support both playing at home and away in the opponent's area who are actively involved in providing support to their beloved team as well as stakeholders have a role in supporting supporter activities, providing ideas, consolidating periodically with supporters, controllers, mediators, givers of consideration. This community of experienced supporters has a work background without being bound by any company. Strategy is carried out as an effort, action, and activity effectively and successfully to obtain better results.

The role of stakeholders in reducing the social behavior of the community of supporters through supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration, for more details can be described as follows:

1) Supporting supporter activities

Related to reducing social behavior, the stakeholder supporter community has a role in supporting football supporters' activities, increasing their knowledge of how to behave, and acting as supporters who prioritize the culture of local wisdom in providing support to their favorite teams. This is following the results of interviews with some supporters: "after being supported by the government in particular about understanding social behavior wisely, the result of the interview that supporters better understand how to provide support, especially the duties and functions as supporters and be wiser and more tolerant of supporters supporting the opposing team" (IKR, interview Wednesday, April 21, 2021). This is in line with the results of the interview revealed by "Capo" as an Ultras field general who did not want to be named (interview Wednesday, March 21, 2021); the reason for the existence of ultras today is "longing" that makes us here to follow.

Strategies to reduce prudent behavior through the role of stakeholders, in this case, support supporter activities so that supporters understand the rules of the game of football. The results of the interview were reinforced by the results of interviews with public figures (JSM, Wednesday, March 21, 2021) "as senior supporters of the Sinjai Football Association, as well as community leaders, always try to advise new members so that supporters can behave well in providing support, to have more understanding about providing support in the game of football." The statement was affirmed by the Chairman of the National Sports Committee of Sinjai District as well as the administrator of the Sinjai Football Association supporter community and as a member of the police as a security party (SHD, Wednesday, March 21, 2021) "that in his statement as a stakeholder, he always gave Understanding the rules of the game of football so that the supporter community is more understanding and more tolerant in providing support for players both when playing in their areas and playing in the opposing zone.

2) Give ideas and ideas to the community of supporters

Strategies to reduce social behavior wisely in supporters through the role of stakeholders about providing ideas and ideas in innovation related to providing support in the game of football can improve supporters' skills on how to behave by putting forward wisely.

Dikomentari [Soni5]: Apakah ini temuan dari kualitatif?
Jika ya, mohon digabungkan dengan temuan pada observasi.

This is following the expression of some supporters: "after being given coaching through education especially related to the training of behavior, the supporters can provide an exciting treatment of support this is shown with the community of supporters when providing support by offering innovation of support (SLM, interview Tuesday 20 March 2021).

The community supported the interview results around the Sinjai Football Association (MYS, Tuesday, March 20, 2021) "that the coaching of social behavior, in this case, is the role to form positive behavior." The results of the interview were strengthened by community leaders (JSM, Friday, March 20, 2021) "the provision of community coaching supporters through stakeholder roles is excellent, because the supporters before supporting their favorite team, supporters sing, cheer, only to support the favorite team supported, in this case, if there is no coaching, so the community of supporters is not organized and skilled.

3) Regular consolidation, controllers, and considerations with supporters of the football community

The ability of supporters to understand the rules of the football game varies this if not done coaching, and then the supporters cannot organize each other in providing support. Interview with supporters, "After being given an understanding of innovation and creativity in supporting the supporters better understand how to chant, chant and rhythm clapping and waving hands in providing more interesting support (DHR Wednesday, March 21, 2021). Thus, the support community's ability to make various innovations to support the team that supports it both when playing at home or playing away in the opponent's area.

4) Supporter community mediator on football rules

The role of stakeholders as mediators is a motivation in developing the supporter community through this social behavior approach to encourage supporters to provide support. The interview results with the supporters were "Supporters are more eager to provide support without coercion from any party so that the players in the Kung can show their best game" (interview with MAR, Friday 20 March 2021). Thus, motivation is a psychological condition that encourages the community of supporters to do something. The results of the interview were in line with the results of the initial assessment in the form of observations on the field that it was not easy for the organizers of the Sinjai Football Association supporter community to invite other members to change the aggressive character that has been deeply rooted in the Sinjai football Association supporter community. Previously, senior Sinjai Football Association supporter community members often indoctrinated other members for hard-find in showing strong support for the Sinjai Football Association. However, through the continuous approach taken by the founders of the supporter community, the community members were finally encouraged to change their aggressive character. The organizers of the Sinjai football Association supporter community cooperated in directing the other members using a dynamic approach.

Discussion

The role of stakeholders in reducing the social behavior of the community of supporters is indicated by supporting the activities of supporters, providing ideas and ideas, consolidating

periodically with supporters, controllers, mediators, givers of consideration. Social behavior in providing support to the eleven who support as an encouragement to the players to display their best game. Mathis suggests coaching is how people achieve specific abilities to help achieve organizational goals. Therefore, this process is related to various corporate objectives, and coaching can be viewed narrowly or widely (Mathis, 2002). Coaching is a learning process experienced by a child to acquire knowledge, skills, values, and norms to participate as a community member (Nisrima et al., 2016). An essential requirement for the progress of the coaching process is social interaction because, without social interaction, the coaching process is impossible. Social interaction is a dynamic social relationship that concerns the relationship between individuals, between groups of people, and between people and groups of people.

Coaching through community education social behavior the supporters' community of Sinjai football Association through the role of the stakeholders has an impact on the change of social behavior by understanding the role of supporters by putting forward the norms and values of *siri'* consisting of attitude *Sipakalebbi* (respect), *sipakainge* (remind) and *Sipakatau* (respect) to build relations between supporters before the players Sinjai football Association compete. The results are in line with the research of (Beddu et al., 2014; Darwis & Dilo, 2012; Kaddi & Dewi, 2017; Khotimah, 2013; Makbul et al., 2017; Rustan & Cangara, 2011; Syarif et al., 2016) suggested that *Siri'* culture is an attitude of shame to maintain the self-esteem of the supporter community indicated by the values of *sipakatau*, *sipakainge*, and *sipakalebbi*. *Siri'* is one form of Bugis-Makassar culture in the form of self-esteem, dignity, decency, and deep feelings of shame, the driving force to destroy anyone who offends the sense of honor (self-esteem) dignity, shame, and decency) of the supporting community.

Social behavior is an individual awareness that determines actual deeds against social objects (the objects of many people in the group) and repeatedly (Ahmadi, 2009). Weber proposes a transition from social action to public social life where activities are classified into four kinds to draft their components. Furthermore, Weber suggests Action is zweckrational while it is applied in a situation with a plurality of ways and purposes where the student is free to choose methods purely for efficiency purposes; action is were rational (rational about values) while routes are selected for their efficiency purposes because the goal must be excellence; action is effective while emotional factors determine the ways and objectives of the action, and step is traditional while both the methods and the purposes are just habitual (Weber, 2013).

On the other hand, they all believe that the role of stakeholders in reducing social behavior is to support the development of social behavior. This data means that the role of stakeholders in reducing the social behavior of the community of supporters improves the understanding of the community of supporters about the application of local conversion, especially in providing support to their beloved team. This is in line with the research results of Arifuddin Usman that Aggressive, Religious, Innovative, and Fanaticism social behavior, which is then abbreviated to Sinjai Football Association Supporters, became a characteristic of Makassar Football Association (PSM) supporters (A Usman & Agustang, 2020; Arifuddin Usman, 2018). The development of social behavior is for the community of Makassar Football Association (PSM) supporters, namely overcoming negative behavior and directing it into positive behaviors consisting of Aggressive, Religious, Innovative, and Fanaticism (A Usman, 2018). Supporters social behavior is an act of action and rapid reaction accompanied by trust, confidence to create creativity, and innovations in supporting the team by having a sense of

pride and willingness to sacrifice in providing team support both playing away in the opponent's area and playing at home in their area. Thus, supporters' social behavior based on local wisdom can be implemented by Sinjai Football Association Supporters in providing support for the players of the Sinjai Football Association when competing.

CONCLUSION

Based on the results of the research can be concluded that the strategy of reducing social behavior supporters Sinjai football association community is reviewed from the role of stakeholders Sinjai District consists of two indicators and ten sub-indicators, namely aggressive, religious, innovative, fanaticism, supporting supporter activities, providing ideas and ideas, consolidation periodically with supporters, controllers, mediators, givers of consideration. This work also contributes to expanding the current knowledge about the social behavior of the community of Sinjai football association supporters reviewed from the role of stakeholders.

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Educational Strategies and Roles of Stakeholders in Reducing Antisocial Behavior of Football Supporters

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Abstract: This study aims to determine the strategies and roles of stakeholders in an effort to reduce antisocial behaviors of football supporters. This mixed-method study employed survey, interview and observation as the data collection techniques. A total of 60 participants consisting of 10 stakeholders and 50 football supporters were involved in this study. The qualitative data were collected through structured-interviews and field observations, while the quantitative data were obtained by administering questionnaires. The qualitative data analysis involved data display, data reduction, and conclusions, while quantitative data analysis used descriptive statistics and the mean difference test with one-way Anova. The results showed that the strategies to reduce antisocial behaviors of football supporters consisted of aggressive, religious, innovative, and fanaticism (ARIF) strategies. Stakeholders had six roles in an effort to reduce antisocial behaviors of football fans, namely: supporting fans' activities, giving ideas, consolidating with supporters, controlling, mediator, and giving consideration. These strategies and stakeholder roles were implemented through empowerment and education of the football supporters on a regular and ongoing basis so that antisocial behaviors change into good social behavior.

Keywords: strategies, roles, stakeholders, football supporters.

Abstrak: Penelitian bertujuan untuk mengetahui strategi dan peran stakeholder dalam upaya mengurangi perilaku antisosial suporter sepakbola. Penelitian ini menggunakan metode survei dengan pendekatan campuran (mixed-methods) kualitatif dan kuantitatif. 60 orang partisipan yang terdiri atas 10 orang dari stakeholder dan 50 orang dari komunitas suporter sepakbola terlibat dalam penelitian ini. Pengumpulan data kualitatif dilakukan melalui wawancara terstruktur dan observasi lapangan, sedangkan data kuantitatif diperoleh dari penyebaran kuisioner berbasis skala likert dengan skor 1-5. Analisis data kualitatif menggunakan tahapan display data, reduksi data, dan kesimpulan, sedangkan analisis data kuantitatif dengan statistik deskriptif dan uji perbedaan rata-rata dengan one-way Anova. Hasil penelitian menunjukkan bahwa strategi untuk mengurangi perilaku antisosial suporter sepakbola terdiri atas strategi Agresif, Religius, Inovatif, dan Fanatisme (ARIF). Stakeholder memiliki enam peran dalam upaya mengurangi perilaku antisosial suporter sepakbola, yaitu: pendukung kegiatan suporter, pemberi ide dan gagasan, konsolidasi dengan suporter, pengontrol, mediator, dan pemberi

pertimbangan. Strategi dan peran stakeholder tersebut diterapkan melalui pemberdayaan dan pendidikan komunitas supporter sepakbola secara berkala dan berkelanjutan agar terjadinya perubahan perilaku antisosial menjadi perilaku sosial yang baik.

Kata kunci: strategi, peran, stakeholder, pendukung sepakbola.

INTRODUCTION

The existence of football manifests itself not only in the matches played on the field. The presence of supporters coming from many different backgrounds in the stadium to support their favorite team is also an element that makes football an inclusive sport (Brown, 2020), making football one of the most popular sports in the world. There is a strong emotional bond among the football supporters/fans, football clubs and where the clubs exist (Fuller, 2017). Football fanatics view the sport as more than just aesthetic expressions of solidarity or ways to escape from boring routine; it is not just an entertainment or hobby either (Giulianotti, 2002). Many supporters believe that football plays a vital role in the collective expressions of identity, making the sport a magnificent spectacle. With that in mind, this research focuses not only on the technical factors of the game in the field, but also supporters who have also been the icon of the clubs (Brown, 1998).

Football industry revolution has been in conjunction with the ways the media portrays football. This relation is the result of three marketing methods implemented by sports media, including: evolution of digital media, workforce globalization and economy as well as cultural practice and identity (Boyle, 2010). Not all parties can immediately embrace this revolution. Enjoying the game 'intimately', supporters are among those who are against this modernization. According to Millward (2012), supporters' rejection of this transformation, stems from their views that overcommercialization of the sport has led to the loss of values, identities, and cultures originally shared among the football fans community, making it an elite sport, not a sport that represents solidarity and loyalty. They believe sports media companies have allegedly undermined romanticism they have nurtured while supporting their favorite clubs (Fuller & Junaedi, 2018). Some of them even hate the easy-to-consume kind of football that is produced in a safe, clean, sterile place with tight security. Results of an ethnography study in Manchester, England, show that the bond between supporters and teams has been mobilized, leading to global capitalism practices in daily life (Porter, 2008). Fans' rejection has been manifested in actions such as violence and vandalism (Rookwood & Spaaij, 2017). Such actions cause damage to properties, injury, and even fatalities.

Supporters who demonstrate the tendency to commit antisocial actions is often referred to as hooligans. This label originally refers to England supporters who, back in the 1960s, gained a reputation for causing riots in football matches (Giulianotti, 2002). The hooligan movement has created a room for violence among football supporters (Krahé, 2013). Football hooliganism is also perceived as an antisocial behavior towards other groups (Clarke, 2003), particularly supporters of the opposing team, security personnel, and public facilities. This

phenomenon was portrayed by Foer (2004), after viewing how football supporters were seen as a group of people with the biggest capacity manifested in hate and vandalism. Supporters argue that togetherness and the spirit of helping other group members are manifested in their presence in the stadium to support their favorite club and in the riots they are involved. This movement may have rooted in 'the England disease', but this practice has been reported as social issues in many countries (Rookwood & Spaaij, 2017). Supporters' actions have drawn both positive and negative attention from the public and have been discussed in many studies. Dunning (2000) who viewed this phenomenon through sociological perspective stated that football hooliganism is a worldwide phenomenon influenced by certain social cultures. More recent studies have attempted to identify universal tendencies in the hooliganism movement, including joy and pleasant emotional desire, tough masculinity, territorial identification, individual and collective reputation management, a sense of solidarity and belonging, as well as representation of sovereignty and autonomy (Spaaij, 2008).

A sense of solidarity and belonging among football supporters has been a dominating variable. Research conducted in Bosnia-Herzegovina found that the unrest in Tuzla that ended in the resignation of the cantonal government was also a result of supporters' movement bringing up historical and gender issues (Gilbert, 2018). Football supporters are often seen as the identity of a city/region. A fieldwork by Fuller and Junaedi (2018) successfully captured how three groups of supporters (Ultras) from different regions live in different cultural and political realities. Often remembered for their violent behavior, football supporters share the same dream of a better 'soccer-scape' in Indonesia. Indonesian football supporter communities display numerous behaviors while supporting their favorite team in either home game or away game. Research results (Bayudewanto & Junaedi, 2017; Effendy & Indrawati, 2020; Hapsari & Wibowo, 2015; Jariono & Subekti, 2020; Syahputra, 2017; Warsa & Bahfiarti, 2016) revealed that supporter communities use aggressiveness, creativity, and fanaticism to support their favorite clubs and promotes their communities' names. Usman and Herman (2019) found a number of factors behind such behaviors which include motivation, loyalty, pride, togetherness, and mutual needs among fans.

The attitudes displayed by individuals or groups of supporters while supporting their favorite teams in the stadium are identified as 'ARIF' (aggressiveness, religiosity, innovative behavior, and fanaticism) (Usman & Agustang, 2020). Such attitudes can be manifested in both positive and negative actions. Development of modern football must be accompanied by changes in the negative stigma attached to supporters. Therefore, education and involvement of multiple stakeholders are critical in the supporter development process. Previous research found a group of supporters that made a positive impact in delivering a 'propaganda' to grow and nurture love for the team (Niatami, Luga & Rachmawati, 2020). Other studies found that educating other fellow supporters in the same group while acculturating both local and foreign cultures to the group can stimulate creativity in the way the group supports their favorite teams (Kusuma, 2017 ; Prasetyo, 2018).

There has been some research on education among the football supporter communities; however, the topics studied often focused solely on stakeholders' roles, including the clubs and

the government, in educating football supporters. Therefore, this research attempts to investigate ways stakeholders introduce and implement 'ARIF' among supporters in Sinjai Football Association (Perssin). Educating supporters involves knowledge sharing, skills and capacity building, and motivation to increase their understanding of football rules so that they can act more wisely when supporting the team in either home game or away game. This research attempts to answer two main questions, including: (1) what strategies are used to reduce the antisocial behavior of Perssin supporters? and (2) what roles stakeholders play in reducing the antisocial behavior of Perssin supporters?

RESEARCH METHOD

This survey research adopted a combination of qualitative and quantitative approaches. In mixed method research, quantitative analysis which provides descriptive statistics is followed by qualitative analysis that attempts to describe the phenomenon being explored (Onwuegbuzie & Leech, 2005). With two data sources, one can be used to confirm the description generated using the other data source (Rallis & Rossman, 2003).

This research involved stakeholders and Sinjai Football Association's supporter communities, and took place between April and May 2021. There were 60 participants including 10 stakeholders and 50 supporters selected based on certain criteria (purposive). Factors in selecting participants include: (a) supporters who actively come to the stadium to support Perssin team in matches; and (b) stakeholders, in this case security officers, who often interact with supporters and sports federation executives.

Data were collected through: (a) observation of Perssin supporters' activities, recorded on observation sheets (field notes); (b) semi-structured interview with selected participants; and (c) questionnaire distribution. In the semi-structured interview, an Indonesian Military (TNI) personnel and a police officer from security division were questioned, along with the head of the National Sports Committee (KONI), the head, secretary, and treasurer of the Youth and Sports Agency (*Dispora*) of Sinjai District to collect information relating to the roles of stakeholders in providing supporters with education and training needed. A semi-structured interview aims at digging up more information regarding strategies to reduce antisocial behavior of Perssin supporters while supporting the team from stakeholders' perspectives.

Questionnaires were sent out to stakeholders as well as Perssin's executive board and supporters to investigate strategies to wisely reduce antisocial behavior of the supporter communities from stakeholders' perspectives. The questionnaire involved ARIF indicators (aggressiveness, religiosity, innovative behavior, and fanaticism) and stakeholders' roles (support activities of supporters, give ideas, consolidate with supporters regularly, serve as a controller, act as a mediator, and give advice). Five-point Likert scale was adopted with options including: strongly agree, agree, undecided, disagree, and strongly disagree. The positive and negative statements in the questionnaire determined the score of each item.

Quantitative data were analyzed using descriptive statistics and one-way ANOVA techniques to rank indicators of strategy and roles of stakeholders from the highest to the lowest scores. Statistical analysis was performed using IBM SPSS 26 software. Qualitative analysis followed a procedure including interview transcript making, data reduction, analysis, data interpretation, and triangulation before drawing conclusion (Miles, Huberman & Saldana, 2014).

FINDINGS AND DISCUSSION

Findings

ARIF strategy to reduce supporters' antisocial behavior

Based on Aggressiveness, Religiosity, Innovative behavior, and Fanaticism (ARIF) indicators, there are 12 items constructing supporters' antisocial behavior reduction strategy. Descriptive statistics of data collected from respondents is presented in Table 1 below.

Table 1. Descriptive Statistics of ARIF Indicators

Indicator	N	Mean	Standard Deviation	Minimum	Maximum
Aggressiveness	60	12.35	1.16	9.00	15.00
Religiosity	60	12.35	1.16	9.00	15.00
Innovative	60	13.45	1.23	10.00	15.00
Fanaticism	60	12.97	1.48	9.00	15.00
Total	240	12.78	1.34	9.00	15.00

The one-way ANOVA results reveal a significant difference in ARIF indicators ($F=10.656$, $p=0.000$) as seen in Figure 1. As presented in Table 1, ARIF strategies in reducing supporters' antisocial behavior, from the highest to the lowest means, are Innovative behavior ($M=13.45$, $SD=1.23$), Fanaticism ($M=12.97$, $SD=1.48$), Religiosity ($M=12.35$, $SD=1.16$) and Aggressiveness ($M=12.35$, $SD=1.16$).

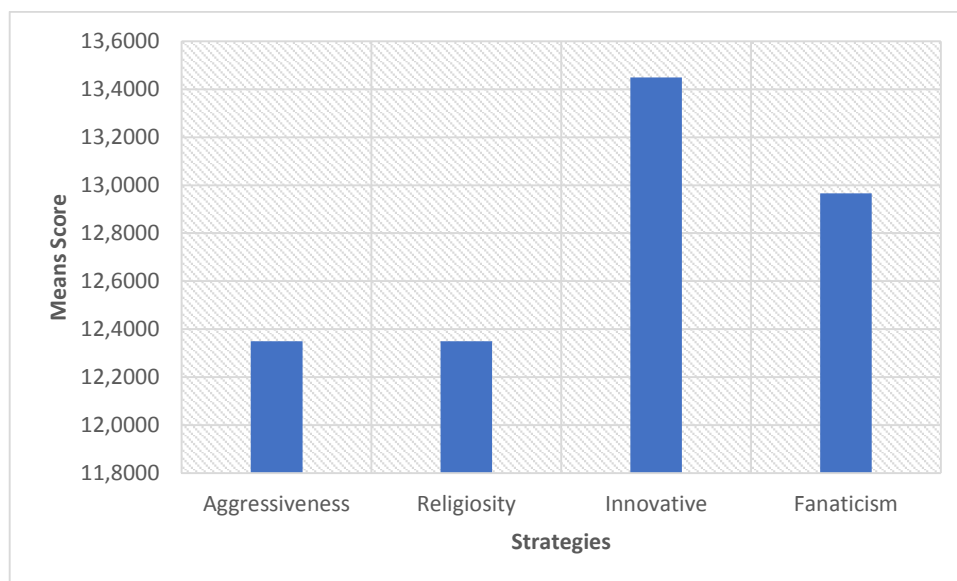


Fig. 1. Strategy of supporter's community to reduce antisocial behavior

The roles of stakeholders in reducing supporters' antisocial behavior

In reducing supporters' antisocial behavior, stakeholders play roles as supporter, idea generator, consolidator, controller, mediator, and advisor. Descriptive statistics of data collected from respondents is presented in Table 2 below.

Table 2. Descriptive Statistics of Stakeholders' Roles

Indicator	N	Mean	Std. Deviation	Minimum	Maximum
Supporting	60	12.72	1.25	10.00	15.00
Giving Idea	60	12.40	1.38	8.00	15.00
Consolidation	60	13.40	1.53	10.00	15.00
Control	60	12.42	1.38	9.00	15.00
Mediator	60	12.65	1.09	10.00	15.00
Consideration	60	12.85	1.42	10.00	15.00
Total	360	12.74	1.38	8.00	15.00

One-way ANOVA results demonstrate a significant difference ($F=4.646$, $p=0.001$) among means of the six roles of stakeholders in reducing supporters' antisocial behavior as can be seen in Figure 2. Referring to Table 2, the roles of stakeholders in reducing supporters' antisocial behavior, from the highest to the lowest means, are Consolidation ($M=13.40$, $SD=1.53$), Consideration ($M=12.85$, $SD=1.42$), Supporting ($M=12.72$, $SD=1.25$), Mediator ($M=12.65$, $SD=1.09$), Controlling ($M=12.42$, $SD=1.38$), and Giving Idea ($M=12.40$, $SD=1.38$).



Fig. 2. Role of stakeholders in reducing antisocial behavior of supporters

Results of interviews with some supporters and stakeholders reveal that stakeholders play six roles in reducing supporters' antisocial behavior, which include: supporting supporters'

activities, giving ideas, consolidating with supporters regularly, supervising, mediating, and giving advice.

Supporting supporters' activities

To reduce antisocial behavior of supporters, stakeholders play an important role in supporting football supporters' activities, increasing their knowledge of how to behave and act as supporters who prioritize local cultures while supporting their favorite team. In an interview, a supporter stated "with support from the government, particularly in how to understand social behavior wisely, supporters understand not only how to give support but also their tasks and functions as supporters better. They are also wiser and more tolerant towards supporters of the opposing team" (IKR, 21 April 2021). This is similar to what the "Capo", the Ultras' field general, stated "ultras are here to follow because we are "longing" (Interview, 21 March 2021).

As reducing antisocial behavior requires carefully made strategy, stakeholders can support supporters' activities to understand the rules of football, either inside or outside the field, in numerous ways. A public figure also stated "as Perssin's senior supporter, and as a public figure, I have always tried to give advice to new members so that they can maintain good behavior while supporting their favorite team, and understand how to give support in a football game better" (JSM, 21 March 2021). Similar to this, the head of the National Sports Committee (KONI) of Sinjai District, who is also Perssin's supporter community executive as well as a police officer, stated that, as a stakeholder, he has always given other supporters understanding of football rules so that people can show greater understanding and tolerance while supporting players in either home game or away game (SHD, 21 March 2021).

Giving out ideas to supporter community

The strategy to wisely reduce supporters' antisocial behavior through provision of ideas for innovative ways of supporting players in a football game can increase supporters' skills and knowledge of how to behave with kindness. Supporters revealed that "after receiving education, particularly about behavior, supporters can provide joyful support as can be seen from the innovation they make while giving support (SLM, interview, 20 March 2021). One of Perssin's supporters added "in this regard, social behavior education aims at shaping positive behavior" (MYS, interview, 20 March 2021). A public figure also supported this statement by saying "stakeholders' participation manifested in education for supporter community is considered excellent because, before supporting, without education, supporters will sing and cheer their favorite team, but they will not be organized nor skillful (JSM, interview, 20 March 2021).

Regular consolidation, supervision, and attention to football supporter community

Supporters have different abilities to understand football rules. Therefore, without oversight and education, supporters cannot be well organized while giving support. In an interview, a supporter stated that "after gaining knowledge of innovation and creativity in supporting their favorite team, supporters understand how to make support more exciting by understanding chanting, rhythmic clapping, and wave better" (DHR, 21 March 2021). Supporters come up with innovations to support the team that plays in either home or away matches. Continuous communication efforts initiated by the Youth and Sports Agency

(Dispora) and KONI of Sinjai District have made Perssin’s supporters feel acknowledged, encouraging them to be wiser and more compliant with the rules, especially during match day.

Mediation with supporter community concerning football rules

As a mediator, stakeholders are one of the sources of motivation to develop and educate supporter communities using a social behavior approach to encourage them to maintain positive behavior while supporting the team. A supporter stated that “supporters feel more excited when giving support of their own free will; we cheer so that the players can give their best performance” (MAR, 20 March 2021). Intrinsic motivation has driven supporter communities to be fully supportive of their favorite team. This interview results support findings of previous field observation showing how difficult it was for executives of Perssin’s supporter community to encourage other community members to change aggressive behavior that has grown for so long within themselves.

Perssin’s senior supporters indoctrinated junior members beforehand, telling them to choose ways that demonstrate good manners over anarchy while supporting the team. Continuous approaches by founders of supporter communities successfully nurtured supporters’ aggressiveness in supporting Perssin.

ARIF strategy and the roles of stakeholders in reducing antisocial behavior among football supporters in supporting the team are summarized in Table 3 below.

Table 3. The summary of ARIF strategy and roles of stakeholders

	Indicator	Role
ARIF strategy	Aggressiveness	Understand the instructions given by the leader of the supporter community
	Religiosity	Prioritize the values and norms they hold
	Innovative behavior	Support innovation in raising the players’ spirits
	Fanaticism	Be wherever the team plays to provide support
Stakeholders’ roles	Support the activities	Provide supporters with support
	Give ideas	Always give ideas to help supporters understand their existence better
	Consolidate with supporters regularly	Consolidate with supporters so they can manage their community better
	Control	Control the activities of supporter communities
	Mediate	Act as a mediator when the situation that involves supporters is no longer conducive
	Give advice	Give advice concerning provision of support

Discussion

Indonesian supporters have been carrying a stigma. This research attempts to investigate what roles stakeholders should play as well as what strategies are needed to reduce antisocial behavior. Involvement of stakeholders in reducing antisocial behavior is manifested in their actions which involve supporting supporters’ activities, giving ideas, consolidating with

supporters regularly, controlling, mediating, and giving advice. These findings provide real measures to reduce negative behavior of supporters. Mathis (2002) defined oversight as how people obtain special abilities to help achieve organizational goals. Furthermore, sports organizations need to encourage sports fans to participate in more positive activities to develop their communities (Yim et al., 2021). Therefore, this process is related to a range of goals of the company; meanwhile, oversight can be seen from both narrow and broad perspectives (Mathis, 2002). Oversight is a learning process through which a child obtains knowledge, skills, values, and norms to be part of the community (Nisrima, Yunus & Hayati, 2016). Oversight process can advance only if social interaction exists. Social interaction is a dynamic social relation which involves relationships among individuals, groups, and between individuals and groups. In the end, education for supporters is inevitable (Thomson & Williams, 2014).

Stakeholders' involvement which manifests in oversight through education about social behavior among Perssin supporter communities has brought changes in social behavior, particularly due to implementation of *siri*' norms and values including *sipakalebbi* (respect), *sipakainge* (improve) and *sipakatau* (respect for fellow human beings) to build relationship among supporters before the game. This finding is similar to the findings of the research conducted by Beddu et al. (2014); Darwis & Dilo (2012); Kaddi & Dewi (2017); Khotimah (2013); Makbul et al. (2017); Rustan & Cangara (2011); and Syarif et al. (2016) saying that *siri*' culture believes that shame is the way to maintain self-esteem through firmly held values of *sipakatau*, *sipakainge*, and *sipakalebbi*. *Siri*' is one of Bugis-Makassar cultures within which self-esteem, dignity, morality, and shame are firmly held, and those who hurt other people's self-esteem and dignity, bring shame, and break morality must be destroyed.

Despite stigma, Perssin supporters show willingness to open up to stakeholders as well as cooperative behavior and adaptive responses to the new era. They are now aware that their violent actions and vandalism will undermine their communities. Social behavior is described as one's awareness which determines one's concrete and repetitive actions to social objects (many people in a group) (Ahmadi, 2009). Weber proposed a transition from social actions to public social lives whose activities are classified into four. Moreover, Weber proposed that a democratic action occurs in situations in which multiple methods and purposes are available with people being able to choose any method solely for efficiency purposes; a rational action (value-rational) occurs when people choose certain methods by taking into account their efficiency in order to achieve excellence; an affective action occurs when methods and purposes of the action are driven by emotions; and a traditional action occurs when methods and purposes of the action are solely customary (Weber, 2013).

On the other hand, they believe that stakeholders take part in reducing antisocial behavior to support the development of social behavior. These data indicate that stakeholders' participation in reducing supporters' antisocial behavior has increased supporter communities' understanding about local conversion implementation, particularly in supporting their favorite team. In a similar, Usman found that aggressiveness, religiosity, innovative behavior, and fanaticism are the characteristics of Makassar Football Association (PSM) (Usman, 2018b; Usman & Agustang, 2020). To develop PSM's supporters' social behavior, negative behavior

must be controlled and turned into positive behavior including aggressiveness, religiosity, innovative behavior, and fanaticism (Usman, 2018a). Supporters' positive social behavior manifests in swift actions and fast reactions, along with trust, confidence in developing creativity, as well as innovation, pride and willingness to sacrifice when supporting the team in either home game or away game. In short, supporters' social behavior based on local wisdom can be developed by Perssin's supporters to support Perssin's players in the game.

CONCLUSION

Strategy for reducing Perssin's supporters' antisocial behavior is consisted of indicators namely aggressiveness, religiosity, innovative behavior, and fanaticism. In an attempt to reduce the football supporters' antisocial behavior, Sinjai District stakeholders play roles as supporter of supporters' activities, idea generator, and regular consolidator between supporters, controller, mediator, and advisor. ARIF strategy and stakeholders' roles can be manifested through empowerment of football supporter community. Understanding football characteristics is a critical aspect to stress. Strategy and the roles of stakeholders, either through continuous approach or education, can change supporters' behavior, from antisocial to social. It is expected that future research can investigate the implementation of ARIF strategy more closely and expand the roles of stakeholders in reducing football supporters' antisocial behavior.

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