

## LANGUAGE ATTITUDE OF INDONESIAN FOOTBALL FANS ON INSTAGRAM

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### ABSTRACT

The football phenomenon in Indonesia always becomes a hot issue. Indonesians football fans play a big role in the popularity of their football team. The use of social media like Instagram gives them a chance to show their loyalty to their favorite team. The language attitude of Indonesia football fans on Instagram has become an interesting topic to be discussed. This research is aimed to identify the meaning of the language used by Indonesian football fans on Instagram. The discussion of the research includes; (1) Term of Indonesia football used, (2) Social-culture context on Instagram, (3) The meaning of language attitude by Indonesian football. This research used descriptive qualitative as the approach based on the data documentation on Instagram comments done by the researcher. The analysis of the comment by Indonesian football fans is limited on the @liga1match account post. The data is analyzed through three activities; data reduction, data display, and verification. This research found, (1) There are three types of football terms. (2) There are four aspects of social culture. (3) There are football fans with positive & negative language attitudes. The finding of the research can help to gain the conclusion that this condition is due to the factor of solidarity (supporting the club) and rivalry.

Keywords: Language attitude, Indonesian football fans, sociolinguistic

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### INTRODUCTION

Football fanaticism in Indonesia has become one part of the rise of social media use in this modern era. Football clubs fans are triggered to enliven the world of Football in Social media. To be updated by the football news, this community created an account that becomes the place they can post anything related to the football information especially the matches. The social media that is popular nowadays is Instagram due to its facility that can simply post any picture & comment. This simplicity makes people use it and even there are many official accounts created on Instagram especially football fans. There are so many football accounts that are administrated based on the

matches recently ongoing. It becomes the place for football fans to gain information about their favorite teams, to show their support, and even to show their rivalry. This activity can be done through the comment column provided by Instagram.

Since all people are free to comment on Instagram, the language they used are varied based on the intention they use their word. Many factors influence the football fans community to choose the language used in their upload on social media. Holmes (2013) states "the setting or social context (e.g. home, work, school) is generally a relevant factor too." The aim or purpose of the interaction (informative, social) may be important. And, in some cases, the topic has proved an influence on language choice. Every community provides us with different linguistic styles for use in different social contexts. Choices may even involve different dialects of a language, or quite different languages, as we shall see. For example PSS Sleman uses English, Persebaya Surabaya uses Indonesian, and PSM Makassar uses the Regional (Makassar) language.

Language attitude become an interesting topics to discuss due to the freedom used by people in commenting on instagram especially the football fans. This research, similarly, endeavors to use language attitude analysis and domain analysis to investigate the positive and negative attitude among communities of Indonesia Football fans and the language choice of Indonesia Football Fans on Instagram. Holmes (2013) states "that positive attitude towards language might support language maintenance in which the minority language is highly valued, while a negative attitude toward language can accelerate language shift, where an ethnic language is not highly valued."

Positive language attitude has three features relate to the basis of people in choosing a language form variety of languages that will be used for communication. There are language loyalty, language pride, & awareness of the norms. "Language loyalty" can be said as a language defense from any bad influence of the foreign language that maybe can affect the existence of their native language. The attitude that encourages a person or group to create their identity by using language and spread them as a symbol of unity forms the "language pride" of the speaker. "Awareness of the norm" in language attitudes that is used by the speaker is under prevailing norms reflect the responsibilities, attitudes & feelings of having language.

In contrary with positive language attitude, negative language attitude includes "language disloyalty", "language lack of pride", and "unawareness of the norms".

“Language disloyalty” show people’s uncareness about their language. They have no intention to protect their language from any affects come from other language that may distract the origin of their language. Similar with this, people with “language lack of pride” have no sense of pride to their language so they will not show or spread their language identity that show the symbol of unity. Moreover, people with negative language attitude are also doesnt have an “unawareness of the norm”. This condition will make them have no intention to use language politely, carefully, and correctly based on the norm used in their community.

In this research, football is as a symbol of one social situation which has a mutual relationship between one football fans and anothers. In social situations, individuals take action and react to other individuals who are not normally perceived as 'neutral states' especially if the individual is in a competitive, cooperative, friendly, hostile, or inferior relationship between the individual.

According to Holmes (2013), “They are the participants or the users of language: who are speaking and who they are speaking to; the setting or social context of the interaction, which is related to its users: where they are speaking; the topic, which deals with what is being talked about; and the function of the interaction, which deals with why they are speaking.” From the above explanation it can be concluded that football matches are a form of social situation.

In the case of language use, football community has its own choice of languages. There are many factors that influence the football fans community to choose the language used. Holmes (2013), state “the setting or social context (e.g. home, work, school) is generally a relevant factor too.” The purpose of the theory is that from different backgrounds, surely each community has its own language choice. Community plays an important role in the influence of language. Choices may even involve different dialects of a language, or quite different languages, as we shall see. For example PSS Sleman uses English, Persebaya Surabaya uses Indonesian, and PSM Makassar uses the Regional (Makassar) language.

Football also has an organization that is fully responsible for football matches in Indonesia. The organization that works and is responsible is PSSI (Persatuan Sepakbola Seluruh Indonesia). According to Wrench & Punyanunt-Carter (2012) “An organization is a group of people who have a responsibility structure to achieve a common goal.” In Indonesia, under the auspices of PSSI (Persatuan Sepakbola Seluruh

Indonesia) football can be divided into three castes. There are highest caste (league 1), middle caste (league 2) and low caste (league 3).

The world has increased amazing technology, one of which is the development of communication media, namely Instagram. Instagram is a social networking application created to share photos and videos in short duration (Instagram, 2020). Instagram users take advantage of social networking as needed. Instagram can also be used to share information. Liked, commented, and shared features are also available on Instagram. Instagram also has a community, anyone can join any community. For example, if someone likes football, he can join the community he wants to discuss the ball. Besides that Instagram also supports and protects a community from bullying and negative behavior.

The increased use of social media especially Instagram, as the platform to communicate among football fans, interest the researcher to conduct a study about their language attitude used in the comment or posting on Instagram. The focus of the research is on football terms, socio-cultural context, and meaning (purpose of the language choice) of Indonesia football fans used on Instagram.

## **METHODOLOGY**

This research used descriptive qualitative as the research design. The data, in the form of written material, was gained from the Instagram post & comments on a football fan Instagram account. The data was analyzed by using document analysis. According to Miles et. Al. (2014), there are three activities to analyze data in document qualitative research. Those activities are data reduction, data display, and conclusion drawing/verification. The researcher used those three activities in data analysis. The researcher did the data reduction by identifying the comment that was raised by Indonesian football fans to find out whether there was any feeling or not. To help the researcher in analyzing the data, it is provided some tables. Last, the researcher concludes the data display.

The Indonesian football match is divided into three castes namely League 1, League 2, and League 3. The researcher chose clubs from league 1 (18 clubs) to retrieve the data. There is always a degradation of the clubs every year based on the lowest rank. The researcher chose the league 1 match official account namely *@liga1match* because all

football activity was uploaded on this account since the match opened till closed. The researcher chose some uploaded comment on @liga1match based on some matches below:

- a. PSS vs Arema (15 Mei 2019, Stadion Maguwoharjo, Sleman)
- b. Persib vs Persebaya (5 Juli 2019, Stadion Gelora Bung Tomo, Surabaya)
- c. Persija vs Persib (28 Oktober 2019, Stadion Si Jalak Harupat, Bandung)
- d. Persebaya vs Arema (12 December 2019, Stadion Balikpapan)

PPSI Organizations have always made trending Indonesian Football matches through social media. Instagram has become the most popular media used by football fans. So, it was easy to find out the data through posts or comments on the football Instagram account. The researcher did some steps to conduct the study in analyzing the data from an Instagram account namely @liga1match.

- a. The researcher finds an interesting topic to be discussed from social media trending which is in a football circumstance.
- b. In the 2017-2018 period of PSSI, the #ediout hashtag become viral after the death of one football team supporter. It made the football fans who are social media user become "crazy" in filling the comment on Instagram account. They spill out some kinds of hate speech, words of enthusiasm, and etc. The researcher sees the language used by football fans on the Instagram comment as a problem that is interesting to be discussed especially on the attitude.
- c. 2019 league becomes an interesting topic chosen by the researcher. The comment posted on Instagram account @liga1match was observed from the start to the end of the match.
- d. 5 matches were chosen by the researcher from a total of 34 uploads to examine the netizens' comments on the @liga1match Instagram account.
- e. In choosing the data which is associated with the theories, the researcher saves the screenshot on the Instagram comment of @liga1match.
- f. Last, the data is classified into the meaning of Indonesia football terms then it was ready to be analyzed.a. PSS vs Arema (15 Mei 2019, Stadion Maguwoharjo, Sleman)

## DISCUSSION

### Indonesian Football Terms

*Football Term According to Linguistic Form*

The transactional & interactional function of language relates to the spoken & written linguistic language form that is used to understand & convey the meaning of other people's utterances. In the case of the linguistic form of a football term, the data was analyzed by using KBBI (Kamus Besar Bahasa Indonesia).

No	User account	Comments	Corrections
1	@rangga_asyari	<b>Goal pinalty</b> terus	<i>Gol Penalti</i> (Bahasa)
2	@aji.andriann	<b>T(4)NPA WAS(1)T</b> AREMA LEMAH COK	<i>TANPA WASIT</i> (Bahasa)
3	@muhmounif_	<b>Istimiwir Capt.</b>	<i>Istimewa</i> (Bahasa) Captain (English)
4	@_rcksr	Real predator ... <b>Hatrick</b> tanpa pinalty satupun	Hat Trick (English)
5	@yonchar_pratama	<b>De Ril Cempien</b> gak pernah menang away yak?	The Real Champion (English)

Table 1. *Finding about linguistic form*

In data findings related to linguistic form, the data found are varied to some kinds of incorrect linguistic form. Many football fans have been affected by the use of English in writing the comment. The use of English in their speech is often found. It is shown from the comment of @rangga\_asyari: “*Goal pinalty terus*” that was addressed to Persija that continuously get penalties. Based on the linguistic form of Bahasa, it should be “*Gol Penalti terus*” without any mixing Bahasa with English to avoid readers’ misunderstanding. Moreover, there is also a comment that has incorrect spelling by did replacement of the letter “A” with number “4” and the letter “I” with the number “1”. The comment “T(4)NPA WAS(1)T” that is written by @aji.andriann should be in a form of “TANPA WASIT” to represent correct spelling based on the linguistic form. The word “*istimiwir*” should be “*istimewa*” in the form of Bahasa. “*capt*” should be “*captain*” to make clear that this is intended for a captain (leader of the team). Moreover, there is also found the term “*hatrick*” that is incorrectly written to mean “*hat trick*” (scored 3 goals in one match by the same person).

In writing a comment on Instagram, people sometimes do not take much attention to their language whether the word they use is correctly written or not, understood by all people who read the comment or not, or use understandable language or not. There is also a possibility that some people who give a comment in a wrong linguistic form actually know the correct form but they choose to do this kind of writing.

*Football Terms Relate to Social Culture*

Since Indonesia is a country with a varied ethnic, culture, and language, it also rises in many football terms by using their local language. Those terms are only used and well understood by football fans community in their communication, especially in the Instagram commentary column.

No	User Account	Comments	Meaning
1	@enchep_1927	Balde mulai <b>ngosek</b> cuk	Go pressing the ball at high speed
2	@norman.wahyu	Lawanmu <b>sepele</b> to...	Loser
3	@samuel_walda	Insting <b>predator</b>	A goal hunter
4	@abimanyu26_	<b>Gacor</b>	Cool

Table 2. *Football Terms Relate to Social Culture*

The comments by using the local language are influenced by social culture. The term was created based on the environment. The word “ngosek” is originated by football fans of Persebaya by using the Javanese Language specifically Surabaya. According to Berita Jatim (2019), “What has been called the philosophy of football “ngeyel and ngosek” is translated in the frame of high-octane pressing football for 90 minutes.” “Ngosek” is meant here is playing with a fast tempo. Go pressing the ball at high speed to be able to score goals.

The rise of any football term based on social culture is believed as the result of football community enthusiasm in supporting their team. The origin of a football team and supporter is also given a big role in their language use especially in inventing any specific term used in the football area.

*Football Terms have Meaning*

There will be a specific term used in any field which has their own meaning although it does not appropriate with the meaning in the dictionary. The agreement of specific terms used in any specific field has gone through the processes of language until it is negotiated and used by the community for communication. Those terms are usually taken from the existing word but convey special meaning based on the field related. In the football field, many terms use English but it creates a new meaning suitable for the football area.

No	User Account	Comments	Literal meaning	Meaning of the football context
1.	@kryusuf13	Amigol is back. The	Three points	Three points goals by the

		<b>hat trick</b> hero	goals by the same person	same person
2.	@_mhmmadandi	The king of <b>penalty</b>	A punishment of breaking a law/ rule	a kick that is taken as a <u>penalty</u> in the game of football
3.	@jssn_arfn7	<b>Tackle</b> kaka Boas ke Evans berbahaya bgt, itu bisa mematikan karir pemain.	to try and take the ball from an opponent	to try and take the ball from an opponent
4.	@liga1match	<b>Fulltime:</b> @officialpersebaya 4-1 @aremafficial	the end of a sports game	90 minutes full of the game
5.	@antonio.id88	Hasil <b>draw</b> pemain e semen padang ribet gk tuh abis pertandingan	to make pictures	a match that ends in a tie, i.e. has no winner or loser. The teams get one point each for a draw

Table 3. *Meaning of Football Terms*

### The Socio-cultural Context in @liga1match Post on Instagram

There are 4 elements of the socio-cultural context that is analyzed in this study. These elements are analyzed one by one below:

#### *Participants*

In the @liga1match comment, the participant is in one community (football area). One participant can connect with other participants easily. The football fans' comments on Instagram give less information about the topic they are discussed but their communication goes well and they understand each other. It is shown that the participant has the same context of communication. For example, in one data taken from many data found in this research:

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#### **Comment:**

**@ikh-sanfauzzi** : Goal gufron mana min masa gak ada? @liga1match

**@achmad\_iswanta**: @ikh-sanfauzzi livenya diputus sebelum laga berakhir. jadi gak ada golnya gufron @aldysatriaji: @ikh-sanfauzzi

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**Transcript:**

**@ikh-sanfauzzi** : *Gufron's goal is not posted, is it? @liga1match*  
**@achmad\_iswanta** : *@ikh-sanfauzzi the live streaming it cut off before the game end, so there is no recording about it*  
**@aldysatriaji** : *@ikh-sanfauzzi*

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Table 4. Liga 1 Match post: "Fulltime PSS Sleman vs Persikabo 5-2"

This conversation is about the 5th goal that the PSS got but it was not uploaded by the account administrator. Therefore, PSS Sleman fans asked about the video of Gufron's goal. The participant in this situation was @ikh-sanfauzzi as the speakers who start the conversation then replied by @achmad\_iswanto and @aldysatriaji as the addressee.

*Setting*

Different aspects of the social identity of a person are relevant in determining his/her different setting or social context. All conversations about football in this study take place in one setting. It is on Instagram specifically on the comment column of football fans account namely @liga1match. Most of the participant that was a comment on this account was Indonesian so the communication goes well among them although there is a varied language used in one setting.

*Topic*

Every participant can determine the topic or issue that is currently circulating in the community. According to Holmes (2013), argues that people may select a particular variety or code because it makes people easier to discuss a particular topic, regardless of where they are speaking. Everyone is trying to set the main topic so that communication runs well. The topic found in this research can be seen in the example of data analysis below:

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**Comment:**

**@fahms.505** : *ketika... Persija kalah: dihujat diejek dan blablabla (selalu dikata buruk) dan ketika... Persija menang dibilang settingan, mafia, anak papa dan blablabla (selalu dikata yang buruk) Apakah kalian dan klub kesayangan anda sudah lebih baik? Sehingga begitu sombong*

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*dan angkuhnya menilai klub lain seperti ini #dewasadikitdong*  
@arymay\_1927 : @fahms.505 lah sekarang logika aja, taon kemaren bisa juara  
entah gimana caranya. Taun ini langsung jadi ampas, anehkan..  
Apalagi si Jokdri juga ditangkap satgas anti mafia bola..

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**Transcript:**

@ fahms.505 : when ... persija loose: blasphemed, ridiculed and blablabla  
(always said bad) and when ... persija won, it is said as a setting,  
mafia, papa's boy and blablabla (always said bad) Are you and your  
favorite club did better? So you become so arrogant and judge other  
clubs like this #growup

@ arymay\_1927: @ fahms.505 how's logic, last year has become the champion  
somehow. But this year just becomes a pulp, how weird ... Moreover,  
Jokdri was also arrested by the anti-mafia soccer task force ...

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Tabel 5. Liga 1 Match post: "Fulltime Persija 1 – 2 Persebaya"

This conversation is based on information from the official account @ liga1match. They talk about *Persebaya's* victory and the defeat of *Persija*. The topic of the conversation talks about *Persija* fans' response to *Persebaya's* fans namely *Bonek*. There are found many insults from *Bonek* to *Persija* by sounding the weakness of *Persija* that they are a club assisted by soccer mafia.

*Function*

Holmes (2013) offers several ways of categorizing the function of speech include: expressive (to express the speaker's feelings), directive (an attempt to get someone to do something), referential (to provide information), metalinguistic (to comment on language itself), poetic (focused on aesthetic features of a language), and phatic (to express solidarity and empathy with others). The function that is mostly found in this research is "expressive" which allows the football fans to show their expression of feeling such as enthusiasm, angry, disappointment, etc., referential as the availability of information and "phatic" as the expression to show their solidarity between one football supporter and others.

## Language Attitude in @liga1match Post on Instagram

### *Positive Language Attitude*

A positive language attitude will be only reflected if the user has a sense of loyalty to always maintain and maintain the language as a means to communicate. There is three aspects of language attitude found in this study as presented below:

#### *Language Loyalty*

A positive attitude language is marked with pride in the language of the country used. Indonesian people can be said as having a positive attitude towards language if they use Bahasa in their daily life also on social media. The use of Bahasa will make other Indonesian people understand. In this research, almost all communication is using Bahasa. it shows the identity that they are Indonesian and proud to use their language.

#### *Language Pride*

Language pride is the attitude to make language as identity. Indonesian people in this case of study can be said as proud of their language when they always use Bahasa in direct communication or correspondence. Although they have local languages that must be preserved in each region but to unite the community it is better to use Bahasa that is understood by all communities. Therefore the community must take pride in using Bahasa. The sample data that contains the language pride are as follows:

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#### **Comment:**

- @Aulia Hidayat** : *Elang jawa hentikan catatan tidak pernah menang di empat laga terakhir dengan kemenangan besar.*
- @ambar\_wawan** : *Cinta PSS selalu*
- @adipangestu73** : *cinta pss selalu*
- @muktyy\_** : *lupakan kekalahan hari ini dan fokus untuk pertandingan selanjutnya, semangat terus kami masih disini mendukungmu @badaklampungfc @malibojan @agolec @marco\_enzo @mi\_lan3981*
- @aseprabw9** : *Semoga sukses diliga barumu @badak lampungfc, sleman-lampung conection*
- @mirostore\_fashion** : *Selamat atas kemenangan telaknya, slemania mantap*
- 

Tabel 6. Liga1match: @pssleman 5-1 @badaklampungfc.

The sample data above showed a language pride attitude towards Bahasa. Regardless of where they come from, supporters provide a proud attitude towards Bahasa. This is shown from the comments they write that provide

positive support. The supporters gave comments by using Bahasa to show an identity and unity, regardless of caste or ethnicity. Therefore, the comments will be understood by everyone.

#### *Awareness of the Norm*

The language that is used also contains norms. In Bahasa it is divided into several types: informal, formal, and slang. Awareness of norms is an important factor in determining language use.

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#### **Comment:**

- @gembelpamungkas:** *katanya sanksi bagi suporter itu berlaku away maupun home... Cuma mau tau apa komdis liat atau pura-pura gak liat.. itu di stadion ada yang pake baju hijau*
- @frendikarifin46 :** *awalnya wasitnya berat ke madura.. setelah kelakuan greg, si wasit sakit ati, jadi netral lagi..*
- @deaputri3374:** *@frendikarifin46 ya iyalah sudah di bela kok ngelunjak, peluitmnya sampek ilang, orang mau nyempit ditanduk*

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#### **Transcript:**

- @gembelpamungkas** *Punishment is applied for all supporters both away and home... But Is the commander recognize it or pretending to not so? There is someone wearing a green shirt!*
- @Frendikarifin46** *in the beginning, it looks like the referee on Madura's side... after look on Greg's movement, the referee seems has a heartbreak, so he choose to neutral again..*
- @deaputri3374 @ frendikarifin46** *Agree, Greg has been defended by the referee but does not realize the attitude, how can referee lose his whistle after he is butted by Greg*

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Tabel 7. Liga1match: Fulltime @maduraunited.fc 2-3 @officialpersebaya

The sample data above supports the norms that are applied in Indonesia. In one comment, it is always used good and right language and be polite to avoid hurting others. This is a conscious attitude towards the norm. Judging from the comments provided, supporters use good language without offending people following events in the field.

#### *Negative Language Attitude*

The conversation, which began in Bahasa, made it easier for people from various regions of Indonesia to know the purpose of football account administrator. The comments given by supporters use a lot of English, one of the factors that influence it is

the background of the club. Supporters are not only using English but also still thick with their local languages so when commenting on social media they often use local languages. This is detrimental to the reader because not all football fans understand the language from each region. The attitude of the supporters did not maintain the feasibility of Bahasa or proud to use it. Lack of concern for the importance of Bahasa makes many negative language attitudes.

*Language disloyalty*

Language disloyalty is the attitude of not maintaining language owned by a community or country. People who do not have language loyalty are easily influenced by negative factors that force them to leave their language. The sample data that contains the language disloyalty are as follows:

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<b>Comment:</b>	
<b>@vincensiusguido</b>	Class
<b>@eljakomik</b>	the outbound effect.. the new jersey effect.. the slemanfans effect.. the coach seto effect.. the pss effect
<b>@nurlaylavia</b>	ale ale ale good job man @pssleman

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Tabel 8. Liga I match: Fulltime @pssleman 5-2 @officialpersikabo

The sample data above includes language disloyalty. This conversation is about the PSS Sleman victory. PSS Sleman is often referred to as Italy district because Sleman fans are oriented towards Italian supporters. Besides, the Sleman stadium also supports the nickname as the District of Italy. This is caused by supporters that always comment on Sleman's victory in English. It does not only happen to Sleman but many supporters of other clubs who use English, choose to left Bahasa to convey the victory. Another factor is that English has become a trend in all circles so becomes an alternative in saying happiness.

*Language lack of Pride*

Language less of pride is the attitude of people who do not push themselves to spread and use language as a symbol of identity and unity. Language lack of pride means that people who use other languages have reasoned that they do not feel proud to have that language. The sample data that contains the language lack of pride are as follows:

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<b>Comment:</b>	
<b>@m.bagus11</b>	Ampas bantalan gubis meong meong wkwkwk
<b>@ramaemolution</b>	MamPOSSSSS

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*@solo\_solo\_ea\_ee kipere joss arema luput terus petahankan, konsisten, wkwkwk luput guys*

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**Transcript:**

*@ m.bagus11 Baggage padding meow meow meow wkwkwk*

*@ramaemolution Loser*

*@solo\_solo\_ea\_ee the goalkeeper is good, arema keeps failed, keep up, be consistent, they are failed*

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Table 9. Liga 1 match: Fulltime @psisofficial 5-1 @aremafcofficial

Supporters are free to comment on every official @liga1match's posting. The conversation above is an attitude that shows they are not proud of using Bahasa. Supporters are still carried away by their regional languages so in commenting in public forums they still use their local languages. Besides, Bahasa misspelling is often found. There is also a mixing of some words of the local language and Bahasa. Many supporters who are not proud to use Bahasa prefer to use local languages. They eliminate the symbol of the identity of the Bahasa unity preferring regional languages. This condition is called language lack of pride.

*Unawareness of the Norm*

Unawareness of norms is the attitude of people who do not push themselves to use language accurately. This condition is considered as the dominant factor for influencing language use. Ignorance of the norms for language means that people do not tend to use language politely, carefully, and correctly. The sample data that contains the unawareness of the norm are as follows:

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**Comment:**

*@abd\_adjez des bedes metuo cok komen iki lo gedang ta tenang ake stock arema elek elek tuek-tuek djancok*

*@zaqwedcx @hadii.p\_\_ TERB4NTA1 iku lho cok. Ajur. Lemah, arema lemah jancok.*

*@benni\_pamungkas07 cukup malang ae seng EDAN, suroboyo ojok melu-melu EDAN wkwkwk salam satu nyali WANI!!!*

*@om.gustrie\_1927 Opooo,, adoh adoh teko malang neng kene dodol bakwan. Terpongkeng Singone dadi kucing salam 4-1*

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Unawareness of the norm means not tending to use language politely, correctly, and carefully without hurting others. This conversation shows unawareness of the norm, brings insults and sarcasm from supporters of the peer to the supporters of Arema. They arbitrarily use language to hurt others. The poor manners in language. Not only

the two supporters above, but all Indonesian club supporters are always sarcastic against their rivals. This attitude is unfortunate because it includes a negative language attitude.

## **CONCLUSION**

First, the result of the analysis shows that there are three conditions about football terms includes; 1) it is according to linguistics form; 2) it is related to social culture, & 3) It has meaning. The research found that a new term created by football fans that are accepted by them and used for their communication without any misunderstanding in using it. Social change makes a new football term without change the meaning. This new term is understood by fellow Indonesian football fans.

Second, the social culture aspect found in this research involves participant, setting, topic, and functions. The aspect of "part" includes two categories (speaker & addressee). The aspect of "setting" show that all of the football fans are Indonesian and all conversation is on the Instagram comment column. In the aspect of "topic", this study found many different topics due to the latest news that is always uploaded based on the schedule of the matches in one league (34 matches). The "functions" aspect found in this research include several types namely expressive, referential, & phatic. The most used "functions" is an expressive function that is following their feeling.

Last, in the problem of language attitude had by football fans, it is found two categories include positive and negative language attitudes. A positive language attitude involves language loyalty, language pride, and awareness of the norm. Negative language attitude involves language disloyalty, language lack of pride, and unawareness of the norm. The language attitude of football fans is influenced by solidarity & rivalry.

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