

ABSTRAK

Persepsi adalah cara seseorang memahami peristiwa berdasarkan informasi yang diterima. Dalam konteks sepak bola Indonesia, persepsi dari supporter dapat memberikan wawasan penting untuk perbaikan. Penelitian ini bertujuan untuk memahami pengalaman, motif, dan makna bagi supporter Bobotoh terkait tayangan YouTube program Mata Najwa yang berjudul “PSSI Bisa Apa Jilid 6: Lagi-lagi Begini”. Bobotoh adalah pendukung klub Persib Bandung, salah satu supporter paling terkenal di Indonesia. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi Alfred Schutz. Teknik pengumpulan data utama adalah wawancara dan observasi, sementara keabsahan data diperiksa melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa pengalaman menonton tayangan ini memberikan pemahaman yang mendalam dan menginspirasi perubahan serta partisipasi. Namun, terdapat juga pengalaman buruk seperti kekecewaan dan dampak negatif dari mafia bola. Motif Bobotoh meliputi rasa penasaran terhadap isu pengaturan skor dan keinginan untuk mendukung integritas sepak bola, memperjuangkan perbaikan, serta mengemukakan aspirasi mereka. Makna tayangan bagi Bobotoh adalah memberikan informasi penting tentang berbagai masalah PSSI, membuka wawasan terhadap isu yang dihadapi PSSI, serta harapan akan perubahan. Program ini juga berperan dalam menyampaikan suara dan aspirasi supporter serta memperkuat solidaritas antar komunitas penggemar sepak bola.

Kata Kunci : Fenomenologi, Supporter , Bobotoh, Persepsi, Narasi Newsroom, PSSI

ABSTRACT

Perception is a person's way of understanding events based on the information received. In the context of Indonesian football, perceptions from supporters can provide important insights for improvement. This research aims to understand the experiences, motives and meanings of Bobotoh supporters regarding the YouTube broadcast of the Mata Najwa program entitled PSSI Can Apa Volume 6: It's Like This Again." Bobotoh is a supporter of the Persib Bandung club, one of the most famous supporters in Indonesia. This research uses a qualitative method with Alfred Schutz's phenomenological approach. The main data collection techniques are interviews and observation, while the validity of the data is checked through source triangulation. The research results show that the experience of watching this show provides a deep understanding and inspires change and participation. However, there are also bad experiences such as irregularities and negative impacts from the football mafia. Bobotoh's motives include curiosity about the issue of match-fixing and a desire to support the integrity of football, fight for improvement, and express their aspirations. The meaning of the broadcast for Bobotoh is to provide important information about various PSSI problems, open insight into the issues facing PSSI, and hope for change. This program also participates in conveying the voices and aspirations of supporters and strengthening solidarity between football fan communities.

Keywords: *Phenomenology, Supporter, Bobotoh, Perception, Newsroom Narrative, PSSI*

KATA PENGANTAR