

ABSTRAK

Perkembangan media sosial telah mengubah cara komunitas membangun komunikasi dan mempertahankan hubungan antaranggotanya. Bagi komunitas suporter sepak bola, media sosial tidak hanya dimanfaatkan sebagai sarana penyebaran informasi, tetapi juga menjadi ruang untuk membangun kebersamaan, loyalitas, dan identitas kelompok. Jakmania Banjarnegara sebagai komunitas pendukung Persija Jakarta yang berada jauh dari wilayah asal klub menunjukkan bahwa media sosial mampu menjaga keterikatan antaranggota meskipun memiliki keterbatasan geografis. Penelitian ini bertujuan untuk menganalisis bagaimana pemanfaatan media sosial Instagram Jakmania Banjarnegara dalam membangun identitas kolektif anggotanya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap pengurus serta anggota aktif Jakmania Banjarnegara. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa pemanfaatan media sosial Instagram berperan penting dalam membangun identitas kolektif anggota. Pada dimensi *cognitive definition*, anggota memiliki kesamaan tujuan, nilai, dan makna sebagai pendukung Persija Jakarta. Pada dimensi *active relationships*, komunikasi yang berlangsung melalui unggahan media sosial, koordinasi kegiatan, diskusi, serta interaksi dalam kegiatan daring maupun luring mampu memperkuat hubungan dan kerja sama antaranggota. Sementara itu, pada dimensi *emotional investment*, komunikasi digital menumbuhkan rasa memiliki, loyalitas, kebanggaan, serta keterikatan emosional terhadap komunitas. Melalui proses komunikasi yang berlangsung secara berkelanjutan, Jakmania Banjarnegara mampu mempertahankan identitas kolektif anggotanya meskipun berada jauh dari Jakarta. Penelitian ini menunjukkan bahwa media sosial Instagram tidak hanya berfungsi sebagai media penyampaian informasi, tetapi juga menjadi sarana yang efektif dalam membangun dan memperkuat identitas kolektif komunitas suporter di era digital.

Kata kunci: media sosial Instagram, identitas kolektif, Jakmania Banjarnegara, media sosial, komunitas suporter.

ABSTRACT

The development of social media has transformed the way communities build communication and maintain relationships among their members. For football supporter communities, social media is not only used as a means of disseminating information but also serves as a space for fostering togetherness, loyalty, and group identity. Jakmania Banjarnegara, a supporter community of Persija Jakarta located far from the club's home region, demonstrates that social media can maintain members' connectedness despite geographical limitations. This study aims to analyze the use of the Jakmania Banjarnegara Instagram account in building the collective identity of its members. This study employed a qualitative approach using a descriptive method. Data were collected through observation, in-depth interviews, and documentation involving the administrators and active members of Jakmania Banjarnegara. The data were analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. Data validity was examined through source triangulation. The findings indicate that the use of Instagram plays an important role in building the collective identity of Jakmania Banjarnegara members. In the cognitive definition dimension, members share common goals, values, and meanings as supporters of Persija Jakarta. In the active relationships dimension, communication through social media posts, activity coordination, discussions, and interactions in both online and offline activities strengthens relationships and cooperation among members. Meanwhile, in the emotional investment dimension, digital communication fosters a sense of belonging, loyalty, pride, and emotional attachment to the community. Through continuous communication processes, Jakmania Banjarnegara has been able to maintain the collective identity of its members despite being geographically distant from Jakarta. This study concludes that Instagram not only functions as a medium for disseminating information but also serves as an effective tool for building and strengthening the collective identity of supporter communities in the digital era.

Keywords: Instagram social media, collective identity, Jakmania Banjarnegara, digital communication, supporter community.