

ABSTRAK

Mukhamad Taufan Wahyudi. Fanatisme Suporter Manchester United di Kalangan Gen Z Kota Mojokerto Studi Fenomenologi Alfred Schutz. Program Studi Sosiologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis bentuk fanatisme yang muncul dari *suporter* Manchester United di Kota Mojokerto. Dalam penelitian ini menggunakan metode kualitatif yang menghasilkan data deskriptif berupa kata-kata tertulis maupun lisan dari informan, yakni Gen Z Kota Mojokerto. Adapun teknik pengumpulan data yang digunakan selama proses penelitian ini adalah observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa seluruh fans klub sepak bola Manchester United memiliki frekuensi tonton yang sama, namun hal itu bukan berarti menyamakan fanatisme dan pengorbanan mereka terhadap tim kesayangan. Setiap individu memiliki cara berbeda dalam menunjukkan dukungan mereka. Beberapa mungkin menonton setiap pertandingan secara langsung di stadion atau melalui televisi, sementara yang lain mungkin tidak bisa menyaksikan secara rutin karena keterbatasan waktu atau tempat tinggal. Meskipun begitu, hal ini tidak membuat rasa cinta mereka terhadap klub menjadi kurang.

Kata Kunci: Fanatisme, Manchester United, Suporter, Gen Z

ABSTRACT

Mukhamad Taufan Wahyudi. Fanaticism of Manchester United Supporters among Gen Z Mojokerto City Phenomenological Study of Alfred Schutz. Sociology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo University of Madura.

The purpose of this research is to know and analyze the analyze the form of fanaticism that arises from supporters of Manchester United supporters in Mojokerto City. In this study using qualitative methods which produces descriptive data in the form of written and oral words from informants, namely Gen Z Mojokerto City. The data collection techniques used during this research process are observation, interview, and documentation. The results of this study indicate that all fans of Manchester United soccer club have the same viewing frequency, but the United soccer club fans have the same viewing frequency, but that doesn't mean it equalize their fanaticism and sacrifice for their favorite team. Each individual has a different way of showing their support. Some may watch every match live at the stadium or on television, while others may not be able to watch regularly. Television, while others may not be able to watch regularly due to time or housing constraints. Due to time or housing constraints. However, this does not make their love for the club any less.

Keywords: Fanaticism, Manchester United, Supporters, Gen Z