

## The Urgency of Photography in Football Interest (A Case Study of an Amateur Football Club in Boyolali Regency)

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### ABSTRACT

Photography in football not only serves as visual documentation but also plays a role in shaping social identity, enhancing interactions, and influencing societal behaviour. In amateur football, particularly in Boyolali Regency, photography has become an essential part of the playing experience, both as a means of self-expression and as a team branding strategy. This study aims to examine the urgency of photography in football from the perspectives of symbolic interaction theory, structural functionalism, and social construction. The research employs a quantitative approach with a survey technique. Data was collected through Google Form-based questionnaires and interviews, using a closed-ended questionnaire instrument with a Likert Scale. The findings indicate that amateur football players have a high interest in photography, with key influencing factors including attraction (75.72%), enjoyment (74.04%), attention (71.02%), and necessity (65.08%). Photography not only captures match moments but also enhances athletes' presence on social media, strengthens team identity, and builds personal image in the digital space. Furthermore, visual documentation in football reflects broader social dynamics, including competition among photographers and the economic impact of the sports photography industry. This study confirms that photography is a crucial element in the development of the amateur football community in the digital era. Beyond documentation, photography has become part of a media consumption culture that influences social interactions, aspirations, and public engagement in sports. These findings provide new insights into the relationship between photography, sociology, and the growth of amateur football, as well as its impact on the social construction and culture of modern sports.

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## INTRODUCTION

Photography in a sociological context can be considered a part of the cultural phenomenon that has developed in modern society. Photography serves as a medium used

to document significant moments. As Sulaiman(2016) stated, "With photography, the farther the footsteps, the more memories are preserved." Through a photograph, the beauty of memories remains timeless and never fades from recollection. As a visual recording tool, photography functions not only as a means of documentation but also influences social dynamics, public perception, and interactions among individuals and groups in everyday life (Ermawati, 2019). In this regard, sports photography, particularly in the realm of football, has become an inseparable part of the overall experience. Photography, as a representation of reality, plays a role in shaping the social identity of individuals and communities. In football, the visual documentation of matches does not merely serve as a historical archive but also acts as a form of expression for players, coaches, and even supporters. This reflects the concept of symbolic interaction theory, in which social meanings are constructed through visual communication captured in a photograph. A player celebrating victory, a supporter posing in the stands, or a dramatic moment when the ball enters the goal all contribute to a social narrative (Darwis et al., 2022).

From the perspective of structural functionalism, sports photography also plays an important role in maintaining social balance. Through photos disseminated across various media platforms, the public can access accurate information regarding match progress, team development, and the dynamics within football competitions. This function extends beyond entertainment; it also serves as an educational medium for football fans to gain deeper insight into game strategies, sports policies, and social issues related to the world of football. Moreover, sports photography also reflects conflict theory in sociology, where inequality arises due to differences in interests and access to photographic technology (Arbi & Indra Dewi, 2017). Competition among photographers, the phenomenon of price cutting among amateur photographers, and the exclusivity of access to match coverage illustrate a highly competitive and dynamic social environment. In this context, photography can serve as a tool for certain groups to gain economic or social advantages, while for others, it may become a source of injustice and social exclusion.

In the digital era, the role of photography has become increasingly powerful in shaping public opinion and influencing social behaviour (Arbi & Indra Dewi, 2017). The phenomenon of narcissism among amateur football players, who increasingly rely on visual documentation to boost their presence on social media, illustrates how photography has become a part of individual identity construction. This aligns with social construction theory, which posits that social reality is built through interaction (Arbi & Indra Dewi, 2017). In Boyolali Regency, sports photography in football has also seen significant development in line with the growing interest in the sport. As more amateur clubs emerge, the demand for match documentation has increased both for personal purposes and as part of club branding strategies. This highlights that photography plays a role not only in the aesthetic realm but also in the social and economic dynamics of society (Arbi & Indra Dewi, 2017).

Based on the various sociological perspectives outlined above, this study aims to explore more deeply the role and urgency of photography in enhancing public interest in

football, with a specific focus on amateur clubs in Boyolali Regency. This research is expected to provide broader insights into the impact of photography on social development in the world of sports, as well as its influence on cultural and behavioural changes.

## METHODS

### Type of Research

This study employs a quantitative approach using the survey method. The quantitative method is based on the philosophy of positivism and is used to survey a specific population or sample. The data collection techniques in this study were carried out through questionnaires distributed via Google Forms, as well as interviews (Iwan Hermawan, 2019).

### Time and Place of Research

This research was conducted at amateur football clubs located in the Boyolali Regency area, with the data collection period taking place from March 19, 2024, to March 31, 2024.

### Population and Sample

The population of this study includes all members or athletes of amateur football clubs in Boyolali Regency. A total sample of 100 individuals was selected from several amateur clubs in the region using the Simple Random Sampling technique (Sutama, 2022). Random sampling was chosen because it gives each member of the population an equal chance of being selected as a sample.

### Operational Definition of Variables

The research variables consist of the independent variable (interest) and the dependent variables (attraction, enjoyment, attention, and need). These variables are expected to help analyse the urgency of photography in fostering interest in football within amateur clubs in Boyolali, as viewed through the factors of attraction, enjoyment, attention, and need.

### Research Procedure

The data collection techniques used in this study include observation, documentation, interviews, and questionnaires (Ngatman & Susworo, 2022). The research instrument employed is a closed-ended questionnaire using a Likert scale (Putra & Wulandari, 2021). The questionnaire consists of five response categories as follows: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). Each response option selected by the respondents is assigned a value, as shown in the table below:

**Table 1.**  
Likert Scale

Response Category	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: (Putra & Wulandari, 2021)

Data analysis techniques were carried out through several stages, including data collection, data reduction, data generalisation, data presentation, and conclusion (Ngatman & Susworo, 2022). The calculation of data analysis was conducted using a formula:

$$P = \frac{F}{N} \times 100\%$$

Source: (Sugiyono, 2019)

P = Percentage

F = Frequency

N = Total Number

This study utilized Microsoft Excel to facilitate data processing in determining the percentage related to the urgency of sports photography in fostering interest in football among amateur clubs in Boyolali Regency. The data analysis method is a procedure used by researchers to process the collected data to conclude (Sutama, 2022). In this study, data analysis was carried out using descriptive statistical techniques presented in the form of percentages. The purpose is to determine the extent to which photography plays an urgent role in influencing interest in football among amateur clubs in Boyolali.

The data obtained from the questionnaires filled out by respondents via Google Forms were in qualitative form. To make the data analyzable, they needed to be converted into quantitative data by assigning scores to each answer item according to its level. The data collection techniques used in this study included questionnaires and interviews, aimed at obtaining information from respondents both about themselves and other related matters. This research employed the Likert scale to measure individual or group attitudes, perceptions, and opinions toward a social phenomenon. The Likert scale offers a range of response options from highly positive to highly negative, making it easier for respondents to choose an appropriate answer (Maryuliana et al., 2018). The questionnaire provided to respondents used the Likert scale, where they were asked to respond to questions by selecting one of five answer choices, ranging from "strongly agree" to "strongly disagree." Additionally, respondents were also invited to participate directly through interactive media.

## RESULTS AND DISCUSSION

### Result

This study utilized data obtained through the distribution of questionnaires and interviews conducted at several amateur football clubs in Boyolali Regency. The questionnaire data were collected online via Google Forms and organized into tables to present the opinions of the athletes. A total of 100 respondents completed the questionnaire, which consisted of 20 questions, achieving a 100% response rate. In addition, interview data were collected in person and compiled using Microsoft Excel. To simplify the analysis, the data were grouped into tables based on respondent initials, question numbers, and answers. The interviews involved 20 respondents and included six main questions designed to explore their perspectives on the research topic more deeply.

## Data Analysis

This research employed data collected through questionnaires distributed to athletes from amateur football clubs in Boyolali, which were analyzed using descriptive statistical methods. The primary objective of this study is to understand how interest in football is influenced by several factors, including attraction, enjoyment, attention, and need. Interest in sports does not arise spontaneously; it is shaped by external stimuli one of which is photography. In the context of sports, photography is not merely a tool for documentation; it also possesses great potential to enhance appeal and motivation among athletes and fans. Captivating images capturing key moments in a match, individual skills, or victory celebrations can provide a strong emotional stimulus both for current players and for prospective athletes who aspire to become more involved in the sport.

By analyzing this data, the study aims to identify the role of photography as a medium that can enhance interest in football within amateur clubs in Boyolali. It seeks to determine whether images shared on social media or used in club documentation can increase player enthusiasm, and to what extent photography contributes to strengthening athletes' attachment to the sport. The answers to these questions will be revealed through the following data analysis results:

**Table 2.**  
Distribution of Interest Categorization

Question Number	1	2	3	4	5
Total Score	431	392	393	392	285
Maximum Score	500	500	500	500	500
Percentage	86,2 %	78,4 %	78,6 %	78,4 %	57 %
Category	Very High	High	High	High	Moderate
<b>Average Percentage</b>	<b>75,72%</b>				
<b>Overall Category</b>	<b>High</b>				

The results of the data analysis show that the level of interest in sports photography within amateur football clubs in Boyolali reached 75.72%, indicating that the appeal of football photography is categorized as high. This finding supports the assumption that the presence of photographers on the field whether during training sessions or matches, has a positive impact on the motivation and interest of athletes and team members.

The fact that many amateur teams choose to hire photographers on various occasions further highlights that visual documentation has become an essential part of the amateur football ecosystem. Based on interviews, there is variation in the frequency of hiring photography services. Some teams consistently bring in photographers for every match, especially during local village tournaments (known as tarkam), while others only use photography services for significant events, such as tournament finals or major friendly matches.

This phenomenon demonstrates that photography is not merely a tool for documentation but also plays a significant role in enhancing team exposure, strengthening identity, and fostering a competitive spirit among players. Action shots captured on the field and shared on social media or archived by the team can instill a sense of pride in athletes and

reinforce their connection to the sport. Thus, photography becomes a powerful element in increasing the appeal and popularity of amateur football in Boyolali.

**Table 3.**  
Distribution of Enjoyment Categorization

Question Number	6	7	8	9	10
Total Score	358	339	415	382	367
Maximum Score	500	500	500	500	500
Percentage	71,6 %	67,8 %	83 %	76,4 %	73,4 %
Category	High	High	Very High	High	High
<b>Average Percentage</b>	<b>74,04%</b>				
<b>Overall Category</b>	<b>High</b>				

Based on the research findings, 74.04% of respondents stated that the presence of photographers during football matches brings them a sense of enjoyment. This indicates that the presence of photographers can enhance players' motivation, as they tend to have the intention to display unique and appealing expressions during the game, hoping those moments will be captured on camera. These expressions are often uploaded to social media as a form of self-actualisation, contributing to increased individual self-confidence.

Further interview results also reinforce this finding, as several respondents expressed that they feel more enthusiastic and joyful when playing football if a photographer is present to document their moments. Statements such as "capturing the moment" and "having fun" serve as evidence that the enjoyment factor plays a significant role in boosting players' enthusiasm, both during matches and training sessions.

In addition, the visual documentation produced by photographers not only serves as a personal memory but also functions as a form of appreciation for the skills and efforts demonstrated by the players. Thus, the presence of photographers can be considered an external factor that contributes to enhancing the overall football playing experience.

**Table 4.**  
Distribution of Attention Categorization

Question Number	11	12	13	14	15
Total Score	349	355	373	353	350
Maximum Score	500	500	500	500	500
Percentage	69,8 %	71 %	74,6 %	70,6 %	70 %
Category	High	High	High	High	High
<b>Average Percentage</b>	<b>71,02%</b>				
<b>Overall Category</b>	<b>High</b>				

Based on the research data, 71.02% of respondents showed a high level of attention toward the presence of photographers during football matches. This figure indicates that players, particularly members of amateur football teams, are consciously aware of the photographer's presence and have a desire to be in the spotlight, whether through the lens of the photographer or in the eyes of a broader audience.

From the collected data, it was found that players often request photographers to capture their moments, especially after scoring a goal. These photos are then uploaded



to personal social media accounts or the club's official platforms as a form of appreciation for their achievements on the field. This highlights the important role of visual documentation in enhancing players' presence and appeal in the digital world.

Nevertheless, the presence of photographers does not directly impact the quality of players' performance. This is supported by the results of question number 13, which revealed that players' confidence levels remain high, whether or not a photographer is present on the sidelines. Further interviews also confirmed this finding, indicating that the attention gained through social media motivates players to strive for their best photo moments during matches.

One of the most anticipated moments for players is when they successfully score a goal. Celebrations are often deliberately designed to appear visually appealing, whether carried out spontaneously or intentionally directed toward the camera. This phenomenon occurs not only among amateur players but also among professional athletes, indicating that photography in football plays a significant role in shaping self-image and enhancing players' satisfaction with their performance.

**Table 5.**  
Distribution of Need Categorization

Question Number	16	17	18	19	20
Total Score	340	302	309	315	381
Maximum Score	500	500	500	500	500
Percentage	68 %	60,4 %	61,8 %	63 %	76,2 %
Category	High	High	High	High	High
<b>Average Percentage</b>	<b>65,08%</b>				
<b>Overall Category</b>	<b>High</b>				

Based on the research results, 65.08% of respondents stated that they felt a need for the presence of photographers during football matches. This data reflects the emotional aspect experienced by players when their games are not documented. One indication that reinforces this finding is evident in question number 17, which addresses feelings of laziness and lack of enthusiasm when playing without a photographer on the sidelines. The percentage, reaching 60.4%, suggests that external factors such as visual documentation play a significant role in building the enthusiasm and motivation of amateur athletes during matches.

The presence of photographers at football matches is no longer merely complementary but has evolved into a growing necessity in line with the increasing demand for photos and visual content. Match documentation serves not only as a personal record of moments but also holds added value as a medium for building both individual and team image on digital platforms. In an era where social media plays a vital role in social interaction and personal identity, many players consider the presence of a photographer to be essential in every match.

In addition, the increasing number of photographers offering their services provides players and teams with more options to select those who best meet their needs. Players and teams have become more selective in choosing photographers who can deliver high-quality, aesthetically pleasing images. Opinions gathered from interviews

also confirm that photography in football has become a primary need for many players. The photographs produced are not only used for personal purposes but also serve team-related goals, such as social media content for the club or promotional materials for specific tournaments, such as invitation designs or event publicity. Therefore, football photography not only impacts individuals but also contributes significantly to shaping the identity and public presence of the team as a whole.

Interview results with amateur football athletes in Boyolali Regency show that the presence of photographers receives a positive response. The majority of respondents felt that having a photographer present boosts their enthusiasm for playing while also helping them capture important moments on the field. Sports photography has thus become a distinct attraction in the world of amateur football. The high demand for photography services is seen as reasonable and has a positive impact not only for teams aiming to appear more professional but also for photographers who are building their careers. Nearly 50% of amateur teams regularly hire photographers, whether every month, during friendly matches, or for major tournaments. The primary factor driving the use of photography services is the need for documentation for social media, to strengthen the team's image and attract supporters. For some players, this documentation also serves as a means of personal expression and enjoyment.

Nevertheless, there are some criticisms regarding photography services, particularly related to pricing, which is considered by some to be more affordability. Technical aspects such as improved communication, removal of watermarks, and faster delivery of the final photos are also highlighted as areas for improvement. Overall, interest in photography within amateur football remains relatively high, especially for digital purposes. This trend also reflects a culture of narcissism in sports, where visual documentation serves as a means of self-expression and appreciation for on-field performance.

## Discussion

Football is not merely a sport but also a social phenomenon that connects various communities across the globe. With over 200 countries participating and millions of players involved, football has become an inseparable part of many people's lives. In fact, more than half of the world's population identifies as fans of the sport, spanning all age groups from children to adults (Teguh Susanto, 2016). Its extraordinary popularity makes football not only a form of entertainment but also a platform for social interaction that brings together people from diverse cultural and social backgrounds.

Despite its simple rules, football demands a high level of technical skill and strategic understanding. Each team, consisting of 11 players, must compete to score goals, a challenge that lies at the heart of the game. A player's success on the field depends not only on basic techniques such as passing, shooting, dribbling, heading, and ball control, but also on mental strength, physical fitness, and tactical intelligence (Pungki Indarto, 2019). A professional player must possess endurance, mental resilience, and consistent performance to navigate the intense dynamics of competitive matches (Teguh Susanto, 2016).



From a sociological perspective, football reflects various aspects of social life, such as teamwork, solidarity, and rivalry between groups (Larasati et al., 2023). Moreover, in today's digital era, the urgency of photography in football is increasingly evident. Sports photography not only serves as documentation but also as a medium that captures crucial moments, conveys the emotions of the game, and strengthens the social narrative within football. Images produced by sports photographers are capable of representing the drama of the match, the fighting spirit of the players, and the emotional bond between teams and their supporters (Handoko & Ali, 2021). Thus, football is not merely a game played on the field, but a dynamic social reality continually shaped and preserved through the lens of photography.

Football photography has now become an integral part of the sports world, both at the professional and amateur levels. Advances in technology and the rise of social media have driven increased interest in visual documentation, ultimately shaping a new culture among amateur football athletes. The impact of this phenomenon is wide-ranging, from creating job opportunities for sports photographers to fostering a growing dependence among athletes on the presence of photographers during every match and training session. The results of this study indicate that amateur football athletes show a high level of interest in photography, influenced by several key factors: attraction (75.72%), enjoyment (74.04%), attention (71.02%), and need (65.08%). These findings suggest that photographers are not merely documentarians but also play an active role in shaping the overall football experience. The majority of respondents acknowledged that the presence of a photographer enhances their team's image and helps boost their visibility on social media. As one respondent stated, "It's very useful because it captures moments of togetherness when playing football with the club".

In the context of sociological theory, this phenomenon can be analysed through George Herbert Mead's theory of symbolic interactionism, which explains that individuals form their identities and social interactions based on symbols and the meanings assigned to certain actions (Derung, 2017). In this case, photos uploaded to social media are not merely documentation; they become symbols of existence and achievement for amateur athletes. Thus, sports photography functions not only as a visual recording tool but also as a form of self-representation that contributes to the construction of their social identity (Derung, 2017). Athletes who frequently share their match photos on social media tend to gain greater recognition within their communities and establish a stronger presence in the digital space.

In addition, this phenomenon can also be analysed through Featherstone's theory of consumer culture, where visual documentation is not merely a personal archive, but also part of an evolving lifestyle and digital trend (Hidayat, 2019). Amateur athletes do not view photography solely as a technical necessity, but also as a means to enhance their personal and team appeal on social media platforms. With this emerging trend, a shift in media consumption patterns has occurred within the world of sports, where images and videos have become key instruments in constructing narratives and shaping self-image (Hidayat, 2019).

This study aligns with the findings of Ananda & Ginanjar (2023), which revealed that the growing demand for sports photography services has become a key factor in the expansion of this profession. Their research highlights how digitalization has driven a shift in sports media consumption patterns, where visual content has become more significant than merely reporting match results. In addition, research by Pramudya et al., (2022) also shows that amateur athletes tend to be more motivated to train and compete when visual documentation is available, as it allows them to review and evaluate their performance through the captured images.

However, not all amateur athletes consistently rely on photographers for every match. Some respondents stated that they only hire photography services for certain events, such as tournaments or important friendly matches. This indicates varying preferences regarding the urgency of documentation. Nevertheless, the primary reason amateur athletes use photography services is to fulfill the need for both personal and team documentation. As one respondent mentioned, "Because it captures every moment of the match". In addition, during the interviews, athletes also offered several suggestions for football photographers, especially regarding the speed of photo delivery. Many expressed the hope that photos could be received more quickly, so they could be immediately uploaded and enjoyed by both players and spectators. One respondent stated, "Perhaps if the time or turnaround for delivering the shots were faster, it would allow the moments to be enjoyed more quickly by the players and generate more excitement around football".

Overall, this study confirms that photography in amateur football is not merely a tool for documentation, but also plays a significant social role. The presence of photographers on the field reflects a shift in sports culture in the digital era, where image building and social interaction have become integral parts of the football experience. The findings also indicate that photography has become embedded in the modern sports ecosystem, with amateur athletes' social identities increasingly shaped by their visual representation on social media. Therefore, this phenomenon not only influences the development of sports photography as a profession but also affects the social and cultural dynamics within amateur football communities.

## CONCLUSION

This study demonstrates that football photography plays a vital role in increasing sports interest among amateur athletes in Boyolali Regency. This is evidenced by the high percentages recorded in the categories of attraction (75.72%), enjoyment (74.04%), attention (71.02%), and need (65.08%) toward football photography. These findings affirm that the presence of photographers is not merely supportive but has become an integral part of the amateur football experience. Beyond serving as documentation, photography acts as a medium for amateur athletes to build their identity and presence, especially on social media. Match photos not only function as personal mementoes but also serve as promotional tools for individuals and teams to gain attention and build

community engagement. Furthermore, this phenomenon reflects how advances in technology and social media have reshaped the way amateur athletes interact with sports. Today, photography does more than just capture moments; it has become a part of modern sports culture, linking on-field performance with digital exposure. Thus, football photography offers benefits not only to individuals but also contributes to the broader dynamics and development of amateur football communities.

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