

THE ACTION OF FOOTBALL SUPPORTERS IN SUSTAINING SPORTS STADIUM

(Case Study The #JagaGBK Campaign By Jakmania of Persija Jakarta)

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ABSTRACT

The sports stadium is an important element in organizing a football match. From a number of negative cases related to the behavior of football supporters in Indonesia, the story of the destruction of stadium facilities by the supporter is quite often become the headline in various media. One of the major events that occurred was the destruction of the Gelora Bung Karno National Stadium (GBK) facilities in the 2018 Presidential Cup final by some individuals who were thought to be supporters of the Persija Jakarta club. The biggest problem is, the stadium facilities are still in trial after renovation and will be prepared for the 2018 ASIAN Games. Encouraged by the guilty pleasure, Jakmania as Persija Jakarta's Supporters took an independent initiative by raising the #JagaGBK movement without any interference with the club's managerial. The purpose of this campaign is to maintain the surrounding environment and sports facilities inside the GBK stadium. This grassroots movement involves all Jakmania who are estimated around 45,000 people from 66 Regional Coordinators. The purpose of this study is to understand the use of campaign techniques carried out by Jakmania in performing the #JagaGBK campaign. This study used a qualitative approach with data collection techniques through in-depth interviews with three resource persons: the main chairperson of Jakmania, the Jakmania board of trustees, and the Head of branch Jakmania East Jakarta. This research resulted in findings related to strategies in assembling member participation, similarity goal associations, efforts to unite (integrative), giving rewards, delivering messages, gaining empathy, and giving coercion to members who are not involved in running #JagaGBK campaigns. This research is expected to find a formulation that can be an inspiration for other campaigns which held by the football supporters, especially regarding environmental preservation and the sports facilities.

Keywords: Supporters, Football, Campaign #JagaGBK, Jakmania, and Persija Jakarta.

1. RESEARCH BACKGROUND

Some people in Indonesia believe that football supporters are a very disturbing community. There are a lot of reasons why the imaging of football supporters are so bad in the public's point of view. In the '90s, some football supporters from Persebaya Surabaya football club, called Bonek (Bandol Nekat) became the enemy of the public. It is very disturbing when Persebaya is having a football match, the Bonek will come to the city without anything, they just came with the train without paying any tickets and eat in many restaurants without paying the debts. Some people are afraid of their behavior. Bonek is just one from many communities of football supporters in Indonesia. Not all the supporters are having the same characteristics as Bonek, but some people already having bad images on the football supporters behavior.

Nowadays, football supporters are trying to impress the public with many good things. In Bandung, the community of football supporters from Persib Bandung club, called bobotoh are having a lot of agenda with the public. First, they created a "nonton bareng" event, which is showing the football match together with the public as not one of the community. This events makes a good impression and have great attention from the public, especially from the government. Using experiential marketing for grabbing the public as the person from outside the community, the "nonton bareng" event become one of the regular events in Bandung when Persib football clubs playing during the Indonesia first league (Fauzi & Anshari, 2016).

Another creation from the supporters for grabbing the public attention, still coming from Bobotoh as Persib football supporters. Collaborate

with the provincial government, bobotoh create a mass media, which is the radio to grab the public attention every time, not only once in a week like the special events. The radio called Bobotoh FM, located in Persib Bandung's office, in the center of the city. The content of the radio is all about Persib's daily and update pieces of information, also showing the good side of the football supporters activity. By broadcasting and announcing the supporters' good activity like helping the public clean the environment or playing a role in city cleaning program, bobotoh try to show their good impression to the public (Anshari, Fauzia & Funky, 2016).

From many research and literature, Bobotoh Persib Bandung shows the best activity to impress the public, that already has a bad stigma that Indonesian football supporters always make everything chaos. Another program that coming from Bonotoh's idea is making many online media that exposes the football supporters activities. The oldest online media that shows the Bobotoh activities and wrapped by many football information which has a lot of criticism news for Persib, is simamaung.com. This online media has a good reputation in Bandung's people and has a lot of viewers and readers, which can make a good agenda setting for the public's mindset. Simamung.com became the pioneer for online media, that created by the supporters, organized by supporters, and also sharing all the information for the supporters and public as the person from the outside community (Anshari, Fauzia & Funky, 2016).

Not far away from Bandung, still inside the Java island, Slemania as PSS Sleman's football supporters also having a unique way of making a good impression for the Yogyakarta's public.

Instead of having some special events, they created a new media that can be heard from everywhere without having a location issue. Slemania created a streaming radio, called Elja Radio. Taken from the name of Elang Jawa as the symbol from PSS Sleman Football Club, Elja becomes the one and only media that represents the supporter's activity. The unique way to impress the public is, Elja Radio is announcing in all "angkringan" or public's space. With the power of the internet, Elja Radio also is heard in the same public's area like campuses, restaurants until traditional markets. The great advantages of streaming radio than a conventional radio is, streaming radio also can show some picture and videos on the website. Instead, just listening to the activities, the public also can see all the good activities conducted by Slemania (Linnarta & Anshari, 2015).

As the oldest club in Indonesia, and settled in the capital city of the country, Persija Jakarta as the football club also having bad issues with the behavior of their football supporters. Bad images become a strong relationship when the public thinks about Jakmania as football supporters. Many bad cases about supporters behavior in Indonesia football history, includes Jakmania as one of the driving force for some bad activities in football. For some people, Jakmania always has a legendary and bad relation with Bobotoh Persib Bandung. When these two communities of football supporters met, some bad things will lead to chaos. If the chaos happens and becomes headlines, the public always relates the bad cases with supporter's behavior. In this case, everything that happens about football bad cases in Jakarta, the public always blaming Jakmania as the supporters.

Persija Jakarta as the football clubs is indirectly related to Jakmania's impression. To change the impression from the bad into a good one, Persija as the football club also create a special event that shows Jakmania can become a good inspiration for the public. By showing all the activities that relate with Jakmania in their official website and social media, Persija is helping the Jakmania to create a good reputation which can lead to the club's reputation too. This cyber public relations activity helps the image building of Jakmania in the public and somehow can produce a good impression for the Persija Jakarta and the Jakmania (Putra & Anshari, 2017).

When Persija Jakarta are trying so hard to create a good image and reputation for their supporters, some new case happens and changes everything. All the cyber public relations effort's are destroyed by Jakmania behavior in President Cup 2018. The story began with the decision of using Gelora Bung Karno (GBK) stadium as the venue for the final match. The problems are, first stadium Gelora Bung Karno are the located in Jakarta and almost 20 years become the home base stadium of Persija Jakarta. This fact, headed to the amount of Jakmania's desire to see live their football clubs inside the stadium.

Another problems that become the second question, is Gelora Bung Karno stadium are just finished from a renovation for the main venue in Asian Games 2018, that held in Jakarta and Palembang, Indonesia. The stadium's condition is in a trail position, so the organizing committee announced that all the facilities inside the football stadium are new and in trial position. This announcement is trying to say that all football supporters from both sides are willing to take care of the facilities in the

stadium, and not trying to make bad destruction.

The fast effect of the vandalism activity is the threat of PSSI to move the Persija home venue to the Pakansari Stadium, Cibinong, Bogor in navigating the remaining next Indonesian League season. In addition, the biggest threat is the ban on Persija Jakarta using the Gelora Bung Karno stadium forever, where the stadium which is known as GBK is indeed a stadium that is actually in the cage of the Indonesian national football team. Fear of threats from the government in this case the Indonesian League authorities and PSSI gave rise to a movement from below, the Jakmania organization, with the name "Jaga GBK".

The movement itself aims to make Jakmania aware of to be more careful in using all the sport facilities supporting Persija when they supporting Persija at the Bung Karno Stadium. The #JagaGBK movement has only begun since the beginning of March 2018, and has appeared in the real world and cyberspace. Through the internet approach that is connected to social media, the #JagaGBK movement has spread in various social networks, such as Facebook, Twitter and Instagram, which must be included by every Jakmania member every time they supports Persija Jakarta as their lovely football clubs.

In addition, based on the observation of the research team, the movement of #JagaGBK was also echoed in all actions when Jakmania watched the match directly. Through the support coordinator, all Jakmania who will watch inside the stadium are required to comply with all regulations, such as being prohibited from carrying sharp objects and various forms of

Public relations is a method of communication that includes various

firecrackers. Meanwhile, if there is a jakmania who fights and acts arbitrarily, the coordinator of the Jakmania Supporter himself who will punish the guilty person is by removing him from membership of Jakmania. These action proves that all Jakmania, from the leader until the new followers are very serious planning and activating these movement.

The big expectation of the #SaveGBK campaign is the good culture of Jakmania when watching Persija Jakarta's football matches, especially in Gelora Bung Karno stadium. Fearing the transfer of the homebase to the Pakansari stadium, Cibinong, made all Jakmania support the #SaveGBK campaign movement. Another unique fact is, this campaign are all came from the grassroots, without any interference from the Persija club management. Therefore, the researcher was interested in examining the extent to which the participatory campaign of the public relations campaign effectively changed the attitudes and behavior of Jakmania members, who expected the good image of Jakmania. This study was designed to examine the movement of the Public Relations campaign "Save Bung Karno (#SaveGBK)" on the participation of the Jakmania community, elaborated into the research question: how is the implementation of campaign public relations strategies that created by Jakmania as Persija Jakarta's supporter on #Save GBK" movement as the action in sustaining sports facilities?

2. LITERATURE REVIEW

1. Public Relations Campaign for Moving the Football Supporters.

communication techniques. Public relations is an activity to foster and

maintain a pleasant attitude for an organization on a party with the public on the other. The task of Public Relations in an organization, among others, includes these two main activities: Building relationships for internal public. This activities explain that public is part of the company or organization itself. Public Relations must be able to identify or recognize things that give rise to negative images in the community, before the policy is carried out by the organization.

The second main activities is building out relations for external public. Which this activities explain that Public relations need to striving for the growth of a positive attitude and public image of the company it represents, and it can come from the community as the external public (Ruslan, 2012). Based on Cutlip's explanation of the activities or tasks of Public Relations, the researcher understands that Public Relations activities are two-way namely inward communication (internal public) and outgoing communication (external public), namely society. In this study, the Jakmania as a community is an internal public, so the public relations efforts is to change the behavior of Jakmania towards the good will provide a positive image for the publics (Elvinaro, 2010).

Moreover, campaign become one of the key to moving the public relations efforts to the public. Campaign is a form of communication that is usually carried out by an institution or organization to introduce an organization's program or activity as an effort to provide confidence with the intention of changing the mindset of the audience, motivating or persuading and achieving certain goals. The public relations campaign, according to Ruslan (2008), is

are formed in such a way that it isf. Obtaining Empathy: this technique puts itself interesting.

a series of organized communication activities with the aim of creating an impact on targets on an ongoing basis in a certain period. Public relations campaigns provide understanding and motivate the community towards a particular activity and are planned so that a positive image is achieved. Ruslan also added, there are several campaign techniques used in public relations activities:

- a. Participation: namely the technique of including (participation) the audience that provokes the same interest or attention into a campaign activity with the aim of fostering mutual understanding, respect, cooperation and tolerance.
- b. Association: this technique presents the contents of the campaign relating to an event or object that is being talked about so that it can attract people's attention and response.
- c. Integrative: this technique efforts to unite a communicator to his audience communicatively by saying the words: "we, us, or all for you, and so on" which means that the communicator is conveyed not for the sake of himself or his company, but for the common good.
- d. Reward (pay off technique): this technique is intended to influence the communicant with a pay off or promise something with a "gift lure".
- e. Arrangement of the Ice Statue: this technique is an effort to convey the message in the campaign so that it can be seen, read, heard, and felt like arranging blocks of ice that

conditions. In the practice of public relations this is usually called social responsibility and human relations.

- g. Coercion: this technique is a campaign with elements of stress, giving rise to a sense of concern if not subject to certain threats.

In this study, campaign techniques for participation, association, integrative, reward, ice sculpture arrangement, and empathy were considered relevant enough to study the campaign movement #JagaGBK, while coercion campaign techniques were not used because as a participatory movement there was no such technique.

2. Football Audiences in the Form of Supporters, Spectators, Followers, and Fans.

Many people, simply will see the four forms of supporters, spectators, followers, and fans as the same form. Munro in his literature: Sports Fan Culture and Brand Community (2006), tried to perfect the findings that had been raised by Richard Giulianotti regarding the definition and differences in the types of football supporters. Munro managed to define the type of football audience using a knife of sociology and cultural identity to become a supporter of football. Thus, the football audience which was then widely known by various names, succeeded in being divided into four different types of characters:

formed because of a hereditary culture that is nurtured in a person's inner circle or it can also be starts from someone's level is still a spectator and supporter.

spectators, supporters, followers, and fans.

If people traced deeper, Giulianotti (2006) describes the five characters very specifically. Spectators are more described as a group of people who watch a match either directly in the stadium or through television, the spectator itself is more often described as a neutral person who watches football as entertainment, so it does not have excessive tedensias on a particular team. Meanwhile, supporters are described as more specific than spectators. Supporters are defined as spectators who provide support for a football club that is competing. The word "support" itself is depicted more sharply that is sympathetic in nature which leads to a momentary interest.

The next type, followers are described as having deeper ties from supporters. Followers are defined as people who watch and support a football club because they follow others. Many factors that try to be explored deeper than this definition. Factors that often arise because of the start of excessive interest from just watching to be following, but leading to a deeper sense of being part of the fans of a football club. The next type who is a fan, is described as the highest level because they likes a football club. They are a group of people who have a strong emotional bond with one of the clubs. Fans themselves can be

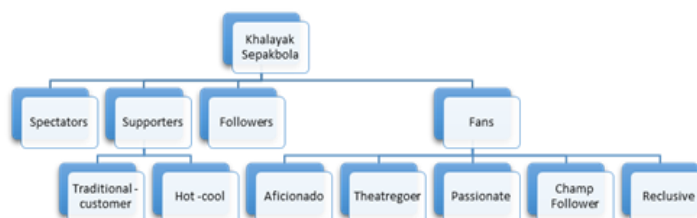


Figure 1. The breakdown of types of football audiences, expressed by Giulianotti (2006) and Munro (2006).

The feeling that arises in a fan is an emotional bond because they loves the club very much. While fans who grow in greater numbers can be categorized as

fanship, which has a definition as an affiliate where there are many emotional meanings and values that originate from group membership. Fanship itself is more in the form of a group of people who enjoy football and devote their attention to thinking, speaking, and being oriented to one football club that they like (Syahputra, 2016). The keywords Jacobson tried to express were excitement and inner attachments that were only shared by a group of football club fans.

In Indonesia itself, this sense of attachment arises, more because of the attachment that is influenced by the mass media. Social media followers in Indonesia are more accurately categorized as fan characters than characters as supporters. Departing from the definition stated by Munro (2006), supporters are more direct supporters in the field during the competition, while Jakmania characters are more suited to the character of supporters who love the club without no doubts and need to watch the match it directly in the field, and always keep up with the club's development. Another main characters that show the power of supporters is supporters will always follow the leader's argument. In this case, when the leader of Jakmania announce the #JagaBBK campaign, automatically all the supporters will follow what the leaders says.

3. METHODOLOGY

This study will use a variety of data collection methods: document readings, in-depth interview. The reading of the document in the form of archive is conducted by collecting data such as news, research, polemic, memoir or other records as the main artefacts. The archives that will be collected are some kind of records related to the

historical background of the action from Jakmania as the supporter and the news which Jakmania was written as the guilty side of the chaos things in Gelora Bung Karno stadium during President Cup final. The search activity will be done by browsing related keywords and searching from many archive centers.

Using in-depth interview as the main methodology technique in collecting data. Interviews will be conducted to significant parties such as the leader of Jakmania, the ex leader of Jakmania, and the head of branch of Jakmania in order to provide the narratives of the archive which is important for further discussion. In this study, the researchers tried to explain on the basis of the results of the findings of existence the campaign technique by Jakmania. The approach that used in this study is a qualitative approach to the types of descriptive research (Neumann, 2014) to explain the application of the concept, and lead to the strategy that can adapt with other supporters in Indonesia.

This research will include data in the form of explanations of the resource persons. The data can be derived from the interviews, field notes, photographs, videotape, personal documents, notes or memos, and other official documents. Researchers conduct interviews with 3 resources which consists of; Ferry Indra Syarief as leader or the chairman of Jakmania that play an important role in every movement of the community. In addition, researchers also interviewed Larico Ranggamone as the ex chairman of Jakmania which explains the details about their steps and the history of using Gelora Bung Karno stadium, and the interview also include Novirman as Head of Branch Jakmania East Jakarta, especially on Utan Kayu branch as the branch with the most number of

Jakmania members . In addition to using the data the results of the interviews, researchers also use study examining the at @Infokomjakmania Instagram and Facebook accounts.

4. RESULT AND DISCUSSION

This campaign started from an incident that happened a year ago, when the Indonesian President's Cup match on February 17th. The match involved Persija Jakarta against the club Bali United. Even though the victory was achieved, the Persija Jakmania supporters raised a riot over the destruction of several Gelora Bung Karno stadium facilities, which were the national stadiums and where the final match was held. Some of the facilities that were damaged were the audience seats until the entrance gate was forcibly traversed (liputan6.com). The incident was very unfortunate because the stadium had just been renovated at the beginning of the year, precisely January 14, 2018. So that some facilities damaged by the supporter were still very new and were being prepared for the Asian Games event.

One of the impacts of the destruction of the GBK stadium facilities was the threat of eliminating the use of the Gelora Bung Karno (GBK) stadium as the main stadium to be used by Persija during the 2018 Indonesian League round. Threats from various parties, like the Indonesia football federation (PSSI) caused its own anxiety and domino effects among club officials to Jakmania supporters. The effect that emerged on the surface was the raising of the #JagaGBK campaign, which created and echoed by the chairman of Jakmania and disseminated through all social media and direct appeals to all Jakmania from various areas. The #JagaGBK campaign

document with all kinds from official website as well as social media, like the content on Jakmania's official accounts appeals to safeguard the GBK stadium so that it is not damaged and cared for GBK to continue to be used by Persija during the 2018 Indonesian League round. Various posters and banners on all sides of the stadium supported Jakmania's awareness of the stadium facilities.

The campaign of #JagaGBK has a purpose for the supporter to sustaining the stadium of Gelora Bung Karno and the facilities inside the stadium. Jakmania as the supporter of Persija Jakarta football clubs is doing this campaign based on two big reasons. First, they are afraid and worried about the punishment from the Indonesia Football Federation (PSSI) that said Jakmania are banned to support and watch all the Persija Jakarta's football match during the Indonesian League. The next reason is PSSI as the federation and the biggest stakeholder of Indonesian football also give a warning to Persija Jakarta as the football club that cannot play their football match inside the Gelora Bing Karno Stadium until the end of the season. Those statements give a big reaction to the Jakmania. They feel guilty and they also afraid that they cannot support Persija when they are playing the football match because the locations of the home base stadium are far from Jakarta as the city of Persija and Jakmania.

The third reasons as the last reason from Jakmania, because they want to give a positive image to the public, which shows Jakmania is a good supporter community. By sustaining and keep the GBK stadium from bad action, Jakmania will show to the public that Jakmania also has a good side, not only the bad sides that always written inside the news. But, by interviewing the ex-

leader of Jakmania, Larico Ranggamone, the researcher know that the noble reasons from the campaign is to make the

the interview, the interviewer told us that this campaign actually already exist three years ago in 2016. But the problems are, Jakmania did not believe the effect of his campaign can help them in the future.

“...at that time, GBK was ordered by the top officials of the State, that GBK should not be damaged. This is our only stadium, Jakmania has been driven here and there. The peak is after the fasting month of 2016 when it was expelled by Jakmania, it is not permissible to play again at GBK for reasons of punishment. After that, there is a renovation. Asked to be guarded so that nothing happened. I made #JagaGBK until it is all crowded, use the hashtag #JagaGBK.” (Interview with Larico Ranggamone on 20th October 2018).

From the statement above, we can see that Jakmania believe that one day if they cannot sustain the GBK and keep the stadium clean and worthy, they will become the biggest section that feels the worst impact from the punishment that given from PSSI as the federation. So, from that moment, Jakmania declared the campaign of #SaveGBK and the name of campaign changes in 2018 become #JagaGBK. Like the statements from Fery Indra Syarief, this campaign is spread in social media, especially in all Instagram and Facebook accounts, and also spread and command to all branches of supporter groups to do and react with this campaign.

“.. as I said earlier, I briefed the regional administrations and using the social media’s gain. We want to watch, we tell the rules of GBK. We know the police will set the security like this, children should not sit on chairs, no one should

GBK as the stadium always clean and can be established for their children as the future of Jakmania of Persija. From smoke in the stadium. CCTV is there, so you will be found out if there is damage. Now almost all the stadium seats are "one man one seat", that's a request from the government. The British had succeeded in eroding hooliganism in that way, no more stands stood.” (Interview with Fery Indra Syarief on 28th October 2018).

As the leader of Jakmania, Fery Indra Syarief directly ask and give an instruction to all branches (regional administrations) of Jakmania to perform and carry out this campaign. The first action is coming from the message that spread from all official account of Instagram, as the regular and as the social media that ha the most followers from Jakmania. As the leader, he insists give an instruction to all Jakmania to blow up the campaign of #jagaGBK on their own Instagram. Fery command asks that the content of this campaign need to share and written on social media every time Jakmania come to Gelora Bung Karno. The example can be seen in this picture:



Figure 2. Example from Jakmania that participate in spreading the #jagaGBK campaign,

From his own Instagram account. Source: [Instagram.com/#jagaGBK](https://www.instagram.com/#jagaGBK)

Because of the orders from the center and their own self-awareness, the followers of Jakmania also spreading

this campaign from the original sources (from the official account of Jakmania: @infokomjakmania) and trying to make

Another thing that gives some intention is, the command from the leader that they are also doing this campaign in real life, not only just spreading it on social media. Jakmania wants to give positive images by doing the action of cleaning up the stadium after the football match and sustaining the stadium facilities before and after the game.

The command from the center or the leader, always written and shown on the Jakmania official Instagram accounts, that known as InfokomJakmania. The message also containing the campaign, and always disenchant the followers to doing the same action. This picture becomes the prove that Jakmania also starts spreading the campaign from their own social media, not just asking the followers to make their own content.



Figure 3. The example of Jakmania's official account that also written and spreading the campaign from social media. Source: Instagram accounts of @infokomJakmania.

However, the campaign of #JagaGBK become the highlights action that must be implemented by all Jakmania. This campaign becomes the important content that needs to spread and implemented by all Jakmania every time they want or watching the football match in Gelora Bung Karno Stadium. As the order that comes from the leader to all the head Jakmania branches, it

a lot of creative content on their own accounts that tell the same message and same meaning about the campaign.

means that the message of this campaign also needs to be spread to all the member inside the branches. The fastest way to spread the message is by giving the instruction on every weekly meeting that held out by every branch. From the interview with one of the head branches of Jakmania, especially from Utan Kayu branch in East Jakarta, Novirman gives some explanations about how this message spread and done, like the instructions from the center.

“...the point is that I always spread the message that coming from the center, if that is a positive value for all Jakmania and Persija, I will say that for my own members in the WA group or weekly meeting. I will inform to share in their own social media, like Instagram or Facebook, and they will automatically share everything. For example, don't be racist, or the campaign of Jaga GBK. I believe Jakmania must be a barometer for the supporters in Indonesia.” (Interview with Nurvirman on 2nd November 2018).

By doing the instruction from the leader, all branches will share the message and the campaign. But, the problem is coming from the followers who do not run the campaign and want to make their own action that deviate from the leader instruction. In groups and organizations communication, this kind of action always happen and sometimes are very hard to be erased. Based on this case study, the researcher also asking the punishment and action for the rebel followers that do not want to follow the instruction from their leader in the branch central.

“...usually first, we will track down which member is it and coming from which branches. After that, we will

punish the member, by giving him or her to the center of Jakmania meeting that leads directly with Bung Ferry. The (Interview with Nurvirman on 2nd November 2018).

Discarded and banned from becoming a member of Jakmania forever, become the hardest punishment that can be imagined from the followers. Became Jakmania, as the supporter of Persija Jakarta always become their dream, because the identity that shown and the value that shared from the place where they come from. Being a Jakmania is their identity for their daily life. Do not care what they're doing for a living is, but become Jakmania always giving them another power to survive and be proud of their action. That is why they as the followers and supporters will always follow what their leaders say and so it with their biggest power.

As the leader of Jakmania, Ferry Indra Syarief also believe that all Jakmania in Indonesia will always follow his command and instruction related to the policy of Jakmania as the supporter of Persija Jakarta. Ferry also share the volume of Jakmania members around Indonesia, and he believes that all members are join become Jakmania because they loved Persija and will do anything for their football clubs.

“...we are official members, there are data in the map, also computerized, and there are 45 thousand members in 2018. Those who have KTA (car of members). KTA is valid for only 3 years, so they have to renew again. That's how I control my members. 45 thousand members with 66 regional offices. So when the chairman said something, spread to the regional office, the regional coordinator to the sub-regional office, the sub-regional office to the members was very fast. And the effect is that if someone

hardest punishment is banned from the membership as Jakmania forever.”

violates, I don't hesitate. Sometimes my actions are too hard, but that's a lesson for all.” (Interview with Ferry Indra Syarief on 28th October 2018).

The action off forbid their membership as a supporter, are a nightmare for some supporters. The reason they become a supporter because they want to have an identity as a football supporter. The identity that leads them to some and new persona of characteristic. Become a football supporter can give a lot of advantages for them. They can watch the football match, live inside the stadium and they can gather together with many people that shared the same delight of football and life. So, if the punishment is forbidden their membership, it is the most effective way to reach the member's attention to participating in the campaign.

5. CONCLUSION AND RECOMMENDATION

By analyzing the concept of campaign technique, we can see that Jakmania as the football supporters in Indonesia will do anything based on what their leader ask and command. From the concept of participating, all the Jakmania members are required to participate in the campaign. They are required to share the #JagaGBK campaign on their own social media account, and also required to do the action of sustaining the stadium, every time they come to watch Persija match on Gelora Bung Karno stadium.

The association technique presents the contents of #JagaGBK campaign relating to an event that is being talked about so that it can attract people's attention and response. Every

time before and after Persija Jakarta played their match in Gelora Bung Karno, all members of Jakmania need to sustaining the stadium. The action includes to sit on one chair, and do not throw some trash on the stadium. After the game, all members that on duty need to clean up the stadium and make it as clean as before the match game.

The other technique includes Integrative, which means efforts to unite a communication to the audience by saying some words, which means that the communicator is doing the action for the groups' name, and for the common good. In the field, every time Jakmania sustaining the stadium of Gelora Bung Karno, they will do the action on behalf the name of Jakmania. All branches are taken turns to clean up and sustaining the stadium, and all the members are doing the stadium because the goals of this action that include the existence of Persija Jakarta as one of the Indonesian League members.

However, the exception of this campaign is Jakmania as the supporter are not using the payoff technique or giving a reward to the member. The command that comes from the leader in the center, are automatically held by all the members that integrated by the branches. All the members are doing this campaign because they are Jakmania, and that is their identity. They believe that this campaign will lead to an action that can help Persija Jakarta and will give a positive impact on their images or reputation as football supporters.

Insist of giving a reward to the members that participating on the campaign, Jakmania's members believe that this action is the best way to spread from the punishment of prohibition on using Gelora Bung Karno as their home base stadium. On the ice statue technique, they will arrange this action for many goals. Like we have seen from

ready to help the organizing match committee, to vocalize the action of

the interview data, which this action of the campaign will lead to main reasons and all the Jakmania will do everything like sharing some campaign content on their social media and do the real action on the stadium, just because they loved their football clubs very much.

The next technique of campaign that used by Jakmania is obtaining empathy. These methods are using them in the position of members, to feel and care about the situation and conditions. Inside the message that spread by the leader of Jakmania, the message contains some statement that all members Jakmania need to be afraid if the Federation of Indonesian football is giving some punishment. The punishment will lead to the policy of Persija Jakarta and their match in Gelora Bung Karno. The message that contains empathy is the fear of Jakmania that cannot support Persija Jakarta direct on the stadium again, or the hardest part is supporting Persija but in another stadium that represents Jakarta, aside from Gelora Bung Karno. The support will lead to extra effort and money, which sometimes are not easy to be searched.

This last technique of coercion is also used by Jakmania when they have campaign the #JagaGBK action. They are giving some punishment to the members that not doing the action or obey the action inside the stadium. The leader believes that the campaign is good for Jakmania's reputation and good for the future of support activities. By giving some hard punishment, like banned from the members forever, the leader believes that Jakmania will follow the instruction and the campaign whenever or wherever they are.

By seeing the implementation of all the campaign technique, the

researcher can form a formula that can be used with another group of football supporters. The supporters need to campaign be spread, because the members are doing the action just for some gift or presents. But, by giving some obtaining empathy to the members, the researcher believes that it is a good way to make self-awareness from the members. Giving some message that can raise their identity and become proud as a supporter, are the best way to catch their intention. The last thing that also needs to be applied by the supporter's campaign is the punishment that can make all the members afraid if they are not following the orders. The best and hardest punishment is banned their membership as a supporter of their lives. That is a very hard punishment because for some members, become a supporter is their life and their identity.

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