
INDOBARCA IDENTITY CONSTRUCTION (INDOBARCA CHAPTER JAKARTA, BANDUNG AND JOGJA) ON INSTAGRAM

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ABSTRACT:

This research discusses identity construction by the Jakarta, Bandung, and Jogja chapters of IndoBarca on their Instagram accounts. Football is a sport that is popular with people all over the world. FC Barcelona is a football club from Catalonia, Spain, with many followers from various parts of the world. FC Barcelona has an official community from multiple countries, including Indonesia, namely IndoBarca. IndoBarca holds the *Penya* title, which was given directly by FC Barcelona as an official community and, to this day, a chapter (representative, section) in almost all of Indonesia. This research aims to discover how para chapter from the IndoBarca community build their identity on Instagram. This research uses observations on each of the three Instagram accounts IndoBarca and data collection techniques through documentation and observation. The research results show that each chapter of IndoBarca is trying to construct its identity differently from chapter other. To show every chapter using regional icons in the middle of the IndoBarca logo, using specific colors for content uploaded on Instagram, differentiating content from attributes membership, and carrying out activities (events) for members.

Keywords: *Identity Construction, Social Media, Community.*

INTRODUCTION

Football is a sport popular with people from all walks of life, both men and women, worldwide. According to history, soccer originated in England and spread to Europe. Various studies on this sport have always linked it to the identity of European society. For example, the articles edited by Adam Brown (2000) and first published at the end of the 20th century present

more about power relations, racism, local and national identity construction, as well as borders in the world of European football, such as England, Ireland, Italy, Scotland, Portugal and also Scandinavia (Hadi, 2017).

Football and identity can be seen in Futbol Club Barcelona (FC Barcelona, Barca), which started at the beginning of the 20th century. FC Barcelona not only received support from the Barcelona bourgeoisie (upper middle class) who supported the Catalan Independence Movement but also grew the symbol of "Catalanism" by successfully attracting the masses as the sport of football developed, and this football club was very different from other clubs. -clubs in Spain in general. The founder of FC Barcelona, Hans Gamper, created a club with a "Catalan" identity that united the masses in more significant numbers across ethnicities and classes (Hadi, 2017).

FC Barcelona is a club in Catalonia, the northern part of Spain. FC Barcelona, usually called Barca, also acts as a representative of the Catalonia region and represents the Catalan tribe itself. This football club was founded in 1899 and has become a symbol of Catalan culture and Catalanism, which has the motto "Mes Que Un Club," or, in Indonesian, it means "More Than a Club." It can be interpreted that the Barcelona football club is not like other football clubs in general; the supporters of this club not only defend a football club but also do more than that, such as attaching importance to Catalan culture. According to the official story from Barcelona (Kurniawan, 2020), FC Barcelona has the nickname Blaugrana, which comes from Catalan and means "Blau," which means blue, and "Grana," which means deep red.

Barca has an eternal rival, which also comes from Spain and is headquartered in Madrid, namely the Real Madrid football club. A very fierce and prestigious match known as "El-Classico" between FC Barcelona and Real Madrid in the context of nation-states, this match is a battle between the central government (Real Madrid) and a region that is often considered separatist (Catalonia). This can be seen when in every match played by FC Barcelona, usually called Barca, whether against its rival Real Madrid or other football clubs, the audience will carry the iconic Catalan flags and shout songs directly to the Spanish government, which wants independence. Catalan nation.

The stadium that accommodates FC Barcelona supporters is known as Camp Nou, which is a place where Catalan identity is glorified. Before the existence of this stadium, Barca always played on different fields and finally settled at Camp Nou. After being the name applied for so long to the headquarters of this Catalan club, in 2022, Camp Nou as the stadium will no longer be used. FC Barcelona has collaborated with a music service provider company from Sweden, Spotify, which has been negotiating with FC Barcelona for a long time. With this collaboration, the name of FC Barcelona's headquarters has changed to Spotify Camp Nou. Barca agreed to collaborate with Spotify to deal with the financial problems that hit the club due to the impact of the Covid-19 pandemic.

Fans or supporters of FC Barcelona are called "Culers" or "Cules," which means back. The nickname came from passersby who happened to pass by the field during a match, seeing a long line of spectators sitting against the wall in the top stand of the stadium. Due to this unusual sight, residents began to call him Culers or Cules over time. This nickname is interpreted as a mockery or insult towards FC Barcelona supporters, but it is adopted with pride, and they are happy to use it as their identity. The term Culers or Cules for supporters of FC Barcelona still exists and is still used today (Arifin, 2020).

With such a long history, this club from Catalonia has succeeded in attracting the masses, not only from the Catalan people themselves but from all over the world, including Indonesia, which is proven by its high level of popularity on social media. FC Barcelona has 124 million followers on Instagram, more than 31 million on TikTok, more than 48 million on Twitter, and 16 million on its YouTube account. Over time, FC Barcelona's popularity level has resulted in supporters or fans of this football club spreading worldwide. In Indonesia, fan clubs are officially registered with FC Barcelona, and the only one in Southeast Asia is IndoBarca.

According to Marvin (2016) on the official Indobarca website, this community has existed since 2002 through the Indobarcamania@yahoogroups mailing list with six members from Jakarta, Bandung, and Yogyakarta. On May 23, 2009, this community was officially established in Pancoran Jakarta and became Indonesia's first FC Barcelona community. As time passed, Indobarca changed its name due to directions from FC Barcelona to *Penya Barcelonista Indobarca*.

Penya is the official title of FC Barcelona given to Indobarca, and it has serial number 2182 from other official communities worldwide. Until now, the Indobarca fan community has chapters (representatives) of regions from Aceh to Merauke, giving names as Indobarca Chapters (accompanied by the name of the region) such as Indobarca Chapter Jakarta, Indobarca Chapter Bandung, and so on.

With the rapid development of technology, chapters from the IndoBarca community now use social media, especially Instagram. According to Boyd, social media is software enabling communities to gather, share, communicate, collaborate, and play (Fiolina, 2023). The IndoBarca community might want to do this so that members can connect.

Instagram is the most widely used social media, especially in Indonesia. According to Cindy Mutia Annur, in October 2023, Indonesia was the fourth country with the most significant number of Instagram users, namely 104.8 million, below India, the United States, and Brazil. Instagram has complete user features such as photos, videos, and text. The availability of these features makes it easier for communities or individuals to carry out the production process in forming their identity according to what they want and the opportunity to get greater attention because images and videos attract more audiences than text.

The researchers used previous research discussing identity construction with different objects. Research on identity construction from Dwitriani Ulfi Rifqiningsih (2021) with the title "Celebgram Lifestyle Identity Construction on Instagram Social Media (Case Study of Celebrity @Ameliaelle)." This research shows that Elle's lifestyle as a celebrity has gained many followers and made Elle a lifestyle reference. The identity construction process is built through a social environment created deliberately on his Instagram account, consisting of only his friends. Then, a social environment was formed; Elle's self-concept was built naturally by doing her daily activities, which were then uploaded to Instagram. Meanwhile, lifestyle is processed through internal factors, namely attitude as the aim of building values that exist in oneself to produce a good image; experiences and observations are made due to repetition in one's activities to produce an exciting impression among one's Instagram followers, personality is formed through habits in carrying out daily activities. -Today, his self-concept in conveying messages is not formed

to be persuasive but can produce Instagram followers; his motive is the message conveyed, and his perception produces an image as an Instagram celebrity. Furthermore, suggestions for further research are expected to help us understand the construction of identity in lifestyle.

The research was conducted by Aulia Hadi (2017) with the title "BOBOTOH PERSIB" AND IDENTITY CONSTRUCTION IN THE DIGITAL ERA." The results of this research are that Bobotoh Persib, in the digital era (re), constructed a project identity that represents local Sundanese people, immigrants in Bandung, and Persib supporters in general, who are connected to the global community.

Carolina Etnasari Anjaya et al. (2022) also researched identity construction titled "Construction of True Christian Identity in Virtual Public Spaces." The results of this research show that Christianity is not a religion but a way of life-based on the teachings of the Bible. Therefore, it is necessary to construct an identity in the virtual public space to make the Christian way of life the dominant culture within it. Identity construction can be done through the formation and unity of a Christian community. Applicable points that can be taken: first, an active role in expressing morality and Christian values. Second, expressions that demonstrate Christian faith through example. Third, it provides the fruits of the spirit reflected in virtual public spaces. Fourth, encourage efforts to unite denominations and prioritize the teachings of Christ as the main thing. Fifth, build courage and a spirit of exploration and integrate faith values in genuine service in society.

Research from Titik Endang Rahayu & Eko Hero (2022) with the title "CONSTRUCTION OF SOCIAL IDENTITY "MUSLIMAH MOTIVATIONS RIAU" IN THE HIJRAH MOVEMENT THROUGH INSTAGRAM." This research shows that "Muslimah Motivations Riau" went through 3 (three) stages in social construction theory: externalization, objectivation, and internalization. (1) In the externalization stage, there is a process of assessing Muslim women, the process of forming "Muslimah Motivations Riau" which can make Muslim women aware of covering their intimate parts, the process of introducing the community to society, and the process of adapting themselves to the vision and mission, as well as the management and members; (2) at the objectivation stage, there is an interaction process through social media and directly, resulting in

an assessment process of the interaction process, as well as a process of awareness of their position in the community by requiring members to be active and attend every activity; (3) at the internalization stage, there is a process of instilling values and beliefs regarding the obligation to cover the private parts for Muslim women, changes in members who are aware of covering the private parts according to Islamic law and consistently providing good benefits to the community around them.

From the article above, a question arises for researchers: what identity construction does the IndoBarca community want to showcase on Instagram media?

LITERATURE REVIEW

Identity Construction

Construction in a general context can be interpreted as forming something. In a social context, construction can be interpreted as a formation process from any aspect of a person's life. A person's thoughts are formed from his own experiences. Identity, or identity in English, literally means a sign, characteristic, or identity in each individual or group to distinguish it from others. Identity cannot be separated from relationships with society because identity is an element of reality. Identity is formed through social processes; once it has been formed, it will be maintained, changed, or reshaped through social relationships according to needs (Rahayu & Hero, 2022).

According to Giddens, identity is created by a person from what he thinks through social processes, the formation of identity by showing himself to the general public, and this can change in every space, time, and use (Fiolina, 2023). According to Chirs Barker, identity construction is a building of self-identity that shows who and how we are, what we have in common with other people, and what differences we have. Identity construction is not a concept that can stand alone because the way to build identity depends on the social situation, such as interacting with other people to gain understanding.

Identity construction does not happen suddenly. Identity construction is built through a long and repetitive process because this is related to the views of community groups and other

communities. Identity construction is an identification and basis for defending the characteristics of a culture that differentiate it from different cultures. Instagram

Instagram is a social media (social network) with the most users worldwide. According to Sheldon & Bryant, Instagram was created so smartphone owners, especially those with good camera quality, don't feel in vain. This camera will be utilized optimally to capture images and videos (Suharso & Pramesti, 2019). Instagram is a social media company under Meta, the same as Facebook and WhatsApp. Meta Platform Inc. is a company that provides solutions for social networking, advertising, and business insight. It was formerly known as Facebook Inc., and the owner was Mark Zuckerberg. Instagram is an application that is used by someone to take photos and videos, apply filters, and share them on their social networks (Rahayu & Hero, 2022). As a social media with many features, Instagram is the choice of many people from various circles and ages. Instagram has many features to provide an experience for users, such as feed, *Instastory* (Instagram stories), *reels*, *highlights*, and also hashtags (*hashtag*).

Feed—This feature is used to upload photos to a personal account, which will last forever and appear when the user opens the Instagram profile. This feature allows users to upload pictures, videos, or writings, like on other social media, and they can choose who cannot see them. *Stories*. *Instastroy* lasts for 24 hours and will be removed by itself. Once deleted, the user can add it to the highlight under the Instagram account profile. Feature highlight: It helps store user memories in photos or videos. *Reels* are the newest feature of Instagram, and they are used for video sharing or videos with a limited duration. Users can use this feature to convey short messages in video form and share them with other users. And the last one is the hashtag (*hashtag*). Almost all social media sites have this hashtag feature, symbolized by the sign (#). Hashtags (*hashtags*) are helpful for Instagram users when they search for posts using "keywords." Users can hashtag a post to make the post easier to find. With these uses, hashtags can also be used to promote posts on Instagram.

RESEARCH METHODS

This research uses a descriptive qualitative research method focusing on the identity construction of the Jakarta, Bandung, and Jogja Chapters of IndoBarca on Instagram. Data collection techniques using observations on Instagram accounts from IndoBarca Chapter Jakarta (@indobarca_jkt), IndoBarca Chapter Bandung (@indobarca_bdg), and IndoBarca Chapter Jogja (@indobarca_jogja2). The data analysis technique uses documentation studies by analyzing Instagram accounts.

RESULT AND DISCUSSION

Based on the results of research using documentation and observation study methods on Instagram accounts from IndoBarca Jakarta, namely @indobarca_jkt, then IndoBarca Bandung, namely @indobarca_bdg, and IndoBarca Jogja, namely @indobarca_jogja2. Researchers will explain the research results per account chapter from the IndoBarca community, which aims to discover what identity construction the IndoBarca community wants to show in their respective chapters on Instagram media.

IndoBarca Jakarta Chapter (@indobarca_jkt)

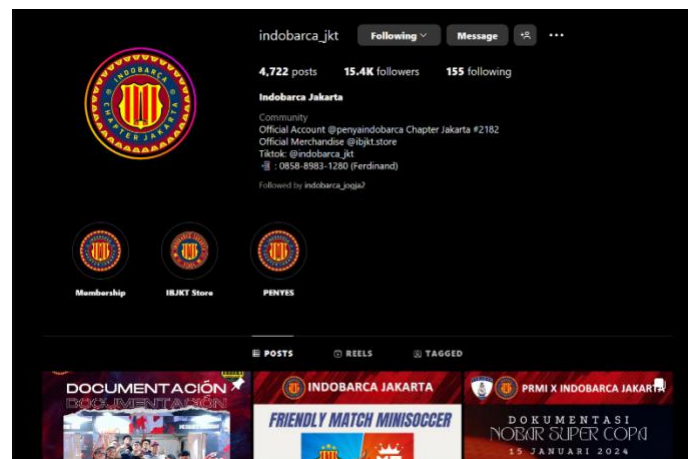


Figure 1. Instagram profile @indobarca_jkt

IndoBarca Chapter Jakarta is the center of the IndoBarca community in Indonesia, which will be referred to as IBJKT. Logo on each chapter From the IndoBarca Instagram account, if you look closely, they use the same shape and color, namely using the shape and color of the FC

Barcelona logo. Still, if you look closely, they use the icon of the city, which is placed in the middle of the logo. For this Jakarta chapter, we use the MONAS (National Monument) silhouette, a landmark from the city of Jakarta. Use Landmark as a logo icon to differentiate between the chapter and the IndoBarca community.

IBJKT's Instagram account is dominated by red and blue in the background of every content posted via the latest upload. This color is the iconic color of FC Barcelona, which indirectly IBJKT wants to show that they are fans of the club and are proud to be part of FC Barcelona.

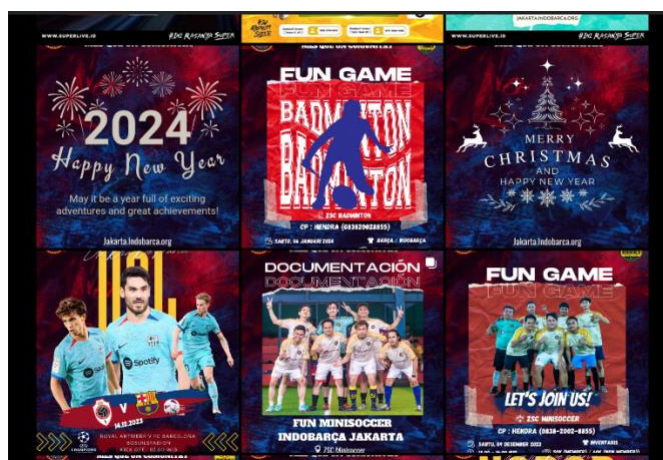


Figure 2. Instagram feeds @indobarca_jkt

Apart from the colors characteristic of IBJKT, their content is also diverse. The most dominant content includes:

- The FC Barcelona match schedule.
- Final match results.
- The latest standings.
- The transfer market for players to or from FC Barcelona.
- Player contract information at the club.

This is done so that FC Barcelona members or fans get all the information from their beloved club.

To strengthen relationships between members, IBJKT also creates activities such as watching every FC Barcelona match together in one place. Apart from that, sports activities such

as futsal, badminton, and mini-soccer are also routine activities for IBJKT members. These activities were immortalized and uploaded on Instagram to show the public that the IndoBarca Jakarta community has close relationships between members and is always together.

IBJKT members can also purchase a membership to get official attributes from the community. There are three package categories for IBJKT membership, namely Tito Villanova, Maradona, and Johan Cruyff, with different prices. The Tito Villanova category contains an identity card, sticker, box, and masks priced at Rp. 135,000.00. Then, the Maradona category contains an identity card, sticker, box, t-shirt, shorts, and mask for Rp. 270,000.00. And finally, the Johan Cruyff category contains identity cards, stickers, boxes, clothes, trousers, jackets, and masks for Rp. 465,000.00. The higher the membership price offered, the more attributes you get. The community provides membership to grow the loyalty of FC Barcelona fan members.

Apart from the membership offered by the IBJKT community, they also have the IBJK Store (@ibjkt.store), which sells merchandise such as t-shirts, jackets, and jerseys with various choices and different accounts. The goal is to generate income for the community and make members proud to join the community by purchasing and using merchandise in any activity. IBJKT also maximizes the features available on the Instagram platform. They also upload content highlights, Instagram stories, reels, and hashtags. Maximizing features is a way so that the message you want to convey to the general public can be well received.

IndoBarca Bandung Chapter (@indobarca_bdg)

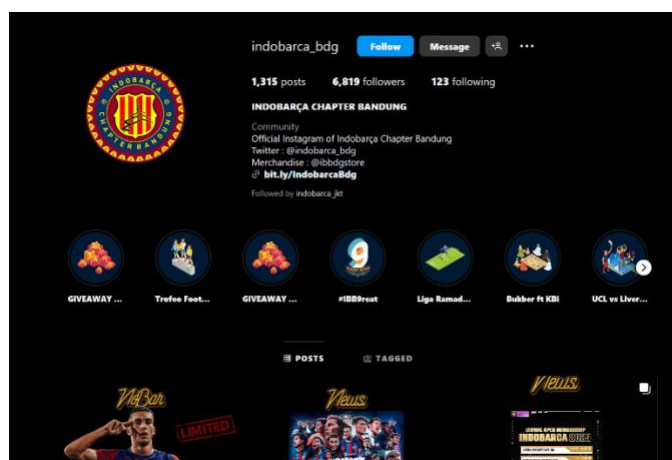


Figure 3. Instagram profile @indobarca_bdg

The Bandung Chapter of the IndoBarca Community is the second subject of this research, which will, from now on, be referred to as IBBDG. The IBBDG logo also highlights iconic things from the city of Bandung. The iconic thing that is highlighted is Gedung Sate with its top silhouette. Gedung Sate was chosen because it is a landmark building in his city. Unlike the IndoBarca Jakarta Chapter (IBJKT), IBBDG's Instagram account uses black, pink, and blue as the background for the content. However, red and blue are still used for the elements, and yellow is used for the text in his latest upload. In the content uploaded to the IBBDG Instagram feed, they emphasize image elements such as photos of players rather than emphasizing color. Indirectly, they are proud of the players from FC Barcelona.

The content uploaded by IBBDG is very varied; just like IBJKT, IBBDG also uploads FC Barcelona match schedules, player transfer markets, and big days. This content is to provide information to members and fans about FC Barcelona. IBBDG also carries out activities to strengthen relationships between members. IBBDG members routinely carry out activities such as watching movies together and futsal. This activity was also uploaded on their Instagram account so that the public knows that the relationship between their members is solid in supporting their favorite team and adding members to their community. IBBDG also provides membership for members who wish to have special IBBDG attributes. Just like IBJKT, IBBDG also provides three membership categories with the same name but different contents. The first choice is Tito Villanova, which contains attributes such as an identity card, lanyard, sticker, certificates, and bag ziplock, valued at a nominal value of Rp. 75,000.00. The second is Maradona, which has an identity card, lanyard, sticker, certificate, ziplock bag, t-shirts, and drawstring bags priced at a nominal value of Rp. 150,000.00. The last one is Johan Cruyff, who has an identity card, lanyard, drawstring bag, sticker, certificate, ziplock bag, t-shirts, and scarf. The higher the price offered per category, the more attributes received for membership.

IBBDG also provides merchandise for community income aimed at members and outside community members. IBBDG sells its merchandise with a different Instagram account: INDOBARCA BDG STORE (@ibbdgstore). Merchandise: A wide variety of products are available, from t-shirts, lanyards, stickers, glasses, key chains, jackets, jerseys, beanies, bags, hats, and

drinking bottles. These attributes or items are to be introduced to the general public by using them in every activity.

The features available on Instagram that IBBDG uses are almost all but reels. IBBDG, on its Instagram account, maximizes features such as feed and highlights. Feature feed and highlight This feature was chosen because it contrasts or is immediately visible when other users visit the Instagram account profile, so visitors to the IBBDG Instagram account can quickly get information about the community.

IndoBarca Chapter Jogja (@indobarca_jogja2)

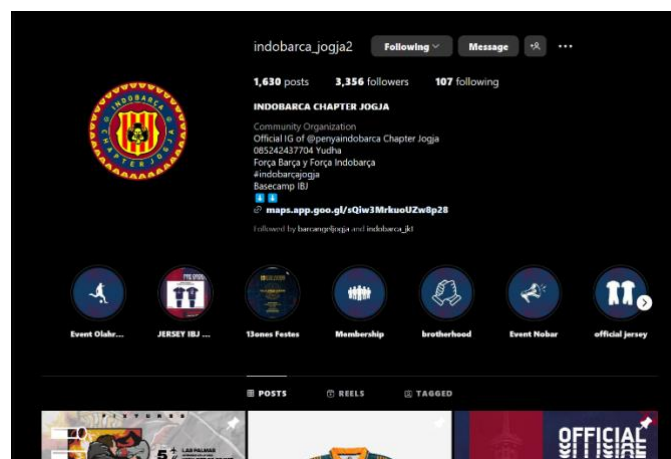


Figure 4. Instagram profile @indobarca_jogja2

The final subject or third subject is IndoBarca Chapter Jogja with the Instagram account @indobarca_jogja2, which will be referred to as IBJ. Choosing the icon for the IBJ logo, they used the silhouette of the Yogyakarta Palace symbol. Unlike the previous IBBJKT and IBBDG, which used landmarks from their city, IBJ chose the Keraton symbol because it represents the city of Jogja. The palace is the original kingdom, which is still maintained today by leading the Yogyakarta regional government by the Sultanate. Yogyakarta is the only region in Indonesia that still applies the royal system and holds the title of Special Region. Because of this, IBJ uses the Keraton symbol as the icon of its logo; they want to show the specialness of their area.

The use of color on the IBJ Instagram account doesn't use the iconic colors of FC Barcelona, which are dominated by red and blue in its latest upload. IBJ uses a dull white color, which, in some of its content's backgrounds, is combined with photos from landmarks. Their city is Tugu Jogja. The content's choice of color and background is to make it different from other IndoBarca Chapters and emphasize where they come from.

The selection of content uploaded to IBJ Instagram is the same as in the previous chapter. Uploaded content includes match schedules, match results, big days, player transfer markets, and also about players from FC Barcelona. The content of the IBJ Instagram account is dominated by uploads of activities from community members, such as futsal together and watching matches together. This is done so the public sees them as a community with high solidarity. The activities carried out by the IBJ community are also varied; as mentioned above, they regularly hold futsal sports activities together, mini-soccer, and watch FC Barcelona matches together. These activities are carried out to strengthen relationships between community members.

Like other chapters, IBJ also provides membership for members who want to have official attributes from the community. The categories given are also the same as in the previous chapter: Tito Villanova, Maradona, and Johan Cruyff. The prices set by IBJ for membership categories vary. Tito Villanova at a price of Rp. 135,000.00 to get attributes such as identity cards, stickers, boxes, and masks. Then Maradona for Rp. 270,000.00 to get identity cards, stickers, boxes, t-shirts, shorts, and masks. And Johan Cruyff at Rp. 465,000.00 to get identity cards, stickers, boxes, t-shirts, shorts, jackets, and masks. The higher the category price, the more attributes you will get. This can also measure members' love and loyalty to the community and FC Barcelona.

Besides membership, IBJ also sells merchandise in the form of jerseys. Unlike IndoBarcachapter, which previously provided very diverse merchandise, IBJ is more focused on providing a variety of choices. This is because futsal sports activities are held regularly, and members can buy and use them when participating in these activities. IBJ also optimizes Instagram features like feeds, Instagram stories, reels, highlights, and hashtags. IBJ maximizes the features on its Instagram account, namely the feed and highlight features. These two features

immediately appear when other users visit the Instagram account profile, allowing them to quickly receive information about the community.

DISCUSSION

The construction of IndoBarca's identity for each chapter varies depending on the interests and circumstances of the community. From the results of research using documentation and observation study methods on the IndoBarca Jakarta, Bandung, and Jogja Chapter Instagram accounts, the answer to the researcher's question was, how does the Jakarta, Bandung, and Jogja Chapter IndoBarca community construct their identity on Instagram media. Each chapter of the IndoBarca community has its way of constructing its identity, one of which is by holding activities by community members. This is done so that one member has a close relationship with others. According to Rumahuru, social or group identity can be understood by looking at the relationships between individuals from one group and others. An individual positions himself as part of a group because he has similarities with other individuals in the group (Rumahuru, 2018).

The use of background color for each content on each Instagram account chapter in the IndoBarca community is different. Using the background color of each Instagram upload chapter applied periodically but only for a while. They change the background color if they feel that the upload using that background color is very old. However, if the background color changes, it will not match the background color of the Instagram account, so each region is different. Each chapter of the IndoBarca community membership is for members who want to have official attributes of the community. The differences between each chapter's characteristics are the attributes you get when buying a membership. Apart from the different qualities obtained, the nominal set is also different. Among the three 3chapter studied, IBBDG (IndoBarca Chapter Bandung) set the lowest nominal value. The attributes obtained are also very diverse compared to IBJKT (IndoBarca Jakarta Chapter) & IBJ (IndoBarca Jogja Chapter). IBBDG wants to show that their city is the birthplace of well-known local brands by providing various attributes and affordable prices. Apart from its diverse attributes, IBBDG also has the most varied merchandise. They want to show the general public that they are different from each other by using the logo

icon they use. Every chapter lifts the symbol of their region and pours it into a logo with a silhouette icon. IBBKT and IBBDG use landmarks from their area, namely MONAS (National Monument) and Gedung Sate. Different from the others, IBJ does not use its regional landmarks as icons in its logo but rather as the symbol of the kingdom that rules its region.

Every post or chapter The IndoBarca community on their Instagram account always posts about their favorite clubs, such as match schedules, match results, and information on player transfers to or from FC Barcelona. According to McCudden, this is a common thing for fans to do; he stated that fan activities are making meaning (meaning sharing), hunting (poaching), collecting (collecting), and building knowledge (knowledge building) as the main activities that are relevant to fan activity itself. (Rinata & Dewi, 2019).

Research on IndoBarca has also been carried out, such as by Riky Januar Ramadhan (2019) titled "INDOBARCA FANATISM IN SUPPORTING FC BARCELONA." In his research, the researcher focused on understanding the phenomenon of IndoBarca fanaticism in supporting FC Barcelona in Bekasi. The results obtained by the researchers were that the informants viewed and assessed that IndoBarca's actions in supporting FC Barcelona were based on the club's philosophy and history of the FC Barcelona club. Then, from Emanuel Andhika Bagus Cristiano (2023) titled "THE RELATIONSHIP OF Referring GROUPS WITH MEMBER Locke in THE INDOBARCA COMMUNITY CHAPTER JOGJA." In their research, researchers want to describe how community members carry out product consumption as a form of loyalty. His study shows a positive relationship between reference groups and member loyalty, as demonstrated by the correlation between data persons. The resulting value is 0.964, included in the powerful relationship category. And research on IndoBarca was also carried out by Rio Windarmoko (2017) entitled "INDOBARCA COMMUNITY PUBLIC RELATIONS COMMUNICATION STRATEGY IN THE COMPETITION TO BECOME THE OFFICIAL FANS CLUB OF BARCELONA FOOTBALL CLUB IN INDONESIA." In their research, researchers want to know the communication strategies used by Public Relations of the IndoBarca community in the competition to become fans of the FC Barcelona club in Indonesia. The results obtained by the researchers were that the IndoBarca community used several steps and methods to achieve the goal of becoming an official FC Barcelona fan club in

Indonesia, including publications, holding events, caring for the community, achieving an image, lobbying, and negotiating, and having a sense of social caring. In previous studies, no one has discussed IndoBarca identity construction. This is something new that can become knowledge that can be studied and can be a reference for other researchers who want to research IndoBarca.

CONCLUSION

Based on the results and discussions carried out by researchers from the three Instagram accounts of IndoBarca Chapter Jakarta (@indobarca_jkt), IndoBarca Chapter Bandung (@indobarca_bdg), and IndoBarca Chapter Jogja (@indobarca_jogja2), the researcher then answered the research question, namely "what is the identity construction that you want to show? by the IndoBarca community on *chapter* each on Instagram?" and the researcher has explained and described the research question in the results and discussion section. So, the researchers concluded that there were differences between each chapter from the IndoBarca community. Even though they are not very contrasting, they try to make their identities different. The first thing to do is determine the icon on their community symbol by highlighting a famous landmark or something famous in their area. Secondly, each Instagram account uses specific colors to form an identity but still uses the colors of their favorite club. Third, every chapter has its way of strengthening relationships between its members, such as holding regular sports activities, watching matches together, etc. Identity construction is an effort formed and demonstrated by assessments from other individuals or groups.

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