

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena tetap loyalnya *virtual fandom* Manchester United Indonesia di media sosial TikTok di tengah krisis performa tim dan tekanan dari fans lain. Manchester United mengalami penurunan performa yang signifikan sejak 2013 yang menjadikan fans dan klub sebagai sasaran ejekan masif di media sosial. Meskipun demikian, *virtual fandom* Manchester United Indonesia justru tetap aktif memproduksi konten dan mengekspresikan loyalitasnya. Penelitian ini bertujuan menggali pengalaman *virtual fandom* Manchester United Indonesia dalam memaknai loyalitas serta memahami bentuk ekspresinya di media TikTok. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi Alfred Schutz untuk memahami makna dan motif di balik tindakan sosial narasumber secara mendalam. Hasil penelitian menunjukkan bahwa loyalitas *virtual fandom* Manchester United Indonesia merupakan identitas sosial yang tidak bergantung pada performa tim. Krisis performa dan tekanan digital justru menjadi katalis yang memperkuat solidaritas dan mendorong produksi konten kreatif seperti *review* pertandingan, *reaction match*, meme, dan konten sinematik di TikTok sebagai bentuk advokasi dan ekspresi kesetiaan.

Kata kunci: Fenomenologis; Loyalitas; Manchester United; Tiktok; *Virtual fandom*



ABSTRACT

This research is motivated by the phenomenon of the continued loyalty of the Manchester United Indonesian virtual fandom on TikTok amidst the team's performance crisis and pressure from other fans. Manchester United has experienced a significant decline in performance since 2013, making fans and the club the target of massive ridicule on social media. Despite this, the Manchester United Indonesian virtual fandom remains active in producing content and expressing its loyalty. This study aims to explore the experiences of the Manchester United Indonesian virtual fandom in interpreting loyalty and understanding its forms of expression on TikTok. This study uses a qualitative method with Alfred Schutz's phenomenological approach to understand the meaning and motives behind the social actions of the informants in depth. The results show that the loyalty of the Manchester United Indonesian virtual fandom is a social identity that is not dependent on team performance. The performance crisis and digital pressure have instead become catalysts that strengthen solidarity and encourage the production of creative content such as match reviews, match reactions, memes, and cinematic content on TikTok as a form of advocacy and expression of loyalty.

Keywords: Phenomenology; Loyalty; Manchester United; Tiktok; Virtual fandom

