

Communication Ethics in Football Fan Interactions with Blackpink's K-pop Fandom

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Abstract

Communication between humans can be established more easily and quickly with the development of advanced technology today. The number of social media that exists at this time, makes the communication process can be done easily. Currently, the communication process has become easier so that we know media communication, namely in this study through Instagram social media. In using social media there are communication ethics that must be considered, so it should not be arbitrary in communicating. This study examined the media behavior of football fans on Blackpink's K-pop fandom on Blackpink's Instagram social media account. The research method in this study uses a qualitative approach. Data collection is carried out by observing a case that is happening through Instagram social media. The data collection method used is by observing and analyzing the ethics in communicating football fans with Blackpink's K-pop fandom on Instagram media through comments shown on the blackpinkofficial Instagram account. The results of this study, we can see that the communication we use on Instagram, over time can reduce the rules contained in it. The reason is, social media is a gathering place for various kinds of human nature, both mature in addressing problems and those who are still childish, causing poor communication ethics of football fans and Blackpink fans.

Keywords: K-pop Fandoms; Supporters; Communication Ethics; Social Media; Instagram

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Etika Komunikasi dalam Interaksi antara Penggemar Sepak bola dengan Fandom K-pop Blackpink

Abstrak

Komunikasi antar manusia dapat terjalin dengan lebih mudah dan cepat dengan perkembangan teknologi yang maju saat ini. Banyaknya media sosial yang ada pada saat ini, membuat proses komunikasi bisa dilakukan dengan mudah. Saat ini proses komunikasi sudah semakin mudah sehingga kita mengenal komunikasi bermedia, yaitu pada penelitian ini melalui media sosial Instagram. Dalam menggunakan media sosial ada etika komunikasi yang harus diperhatikan, sehingga tidak boleh seenaknya dalam berkomunikasi. Penelitian ini meneliti mengenai perilaku bermedia penggemar sepak bola pada fandom K-pop Blackpink di akun media sosial Instagram Blackpink. Metode penelitian pada penelitian ini menggunakan pendekatan kualitatif. Pengambilan data dilakukan dengan mengamati sebuah kasus yang sedang terjadi melalui media sosial Instagram. Metode pengumpulan data yang digunakan yaitu dengan mengamati dan menganalisis etika dalam berkomunikasi para penggemar sepak bola terhadap fandom K-pop Blackpink di media Instagram melalui komentar yang ditunjukkan pada akun Instagram blackpinkofficial. Hasil penelitian ini, kita dapat melihat bahwa komunikasi yang kita gunakan di Instagram, seiring berjalannya waktu

dapat mengurangi aturan-aturan yang terkandung di dalamnya. Pasalnya, media sosial menjadi tempat berkumpulnya berbagai macam sifat manusia, baik yang sudah dewasa dalam menyikapi masalah maupun yang masih kekanak-kanakan, sehingga menyebabkan buruknya etika komunikasi penggemar sepak bola dan penggemar Blackpink.

Kata-kata Kunci: *Fandom K-pop; Suporter; Etika komunikasi; Media Sosial; Instagram*

INTRODUCTION

Language is the most effective tool in all communication activities. Everyone needs language to express their thoughts. In its use, languages become very diverse according to the needs and purposes of communication. Communication can be done orally or in writing (Post & Brief, 2019). The advancement of human civilization, including Indonesia, language users have chosen various methods of communication. In fact, the choice of communication methods is not only increasingly diverse, but also increasingly complex.

In the current era with the presence of globalization which has resulted in changes in most of the population in Indonesia, people who used to adhere to different regional cultures now adhere to the same culture, called modern culture (Rahmayani et al., 2017). In modern times, society has great challenges related to communication so that it can cause conflicts in society itself. Especially among teenagers. Because it is inhabited by a society with a combination character, to reach rational decisions in solving various problems requires more complex actions.

Many things can hinder the realization of rationality, namely the illusion of knowledge and the influence of reflection on groupthink that seems right, so that both of these things lead to total ignorance of a problem (Wahyuni, 2020). Man has a

tendency to lock himself in his own beliefs so that believing his beliefs have their own truth and repeating what he understands in a closed system. Hermin Indah in her book also argues that the media behavior of Indonesian people tends to be the behavior of "self-confirming news feeds" which means that people tend to only seek and believe news in accordance with what they will believe. Therefore, it will result in increasing their confidence and will rarely face new ideas.

The development of technology and information has an impact on people's communication behavior, including in Indonesia (Munthe et al., 2022) One of the impacts of technological developments is the emergence of various social media applications. Currently, social media is very important for everyone because it can easily connect humans with the outside world (Mutiah et al., 2019) One of the most rapid communication phenomena today is the use of language supported by advanced technological devices, especially those used on social networks such as Instagram. However, communication that deviates from communication ethics will cause high scrutiny from observers and become a mistake in expressing one's own thoughts.

The discussion about communication in cyberspace needs to be reviewed because each social media has a different role in shaping everyone's behavior in

interacting and sending messages conveyed (Marchellia & Siahaan, 2022). This research was conducted through Instagram media because this media is a social media that is widely used by various groups.

As a popular social media, Instagram provides various useful features and can be accessed by anyone without age restrictions. Instagram is constantly updated to make the available features better so that it can help and facilitate its users (Shafira & Wulandari, 2019). Since the app is based on videos and photos, fans prefer this medium to keep up with updates from their idols. The fans will happily spend all day playing Instagram and discussing with other fans which leads to *fanaticism* (Rinata & Goddess, 2019).

Recently, social media Instagram was sparked by a conflict between football fans and K-pop fandom Blackpink. There is a difference in thinking between the two about the actual function of a stadium. The conflict began with football fans not accepting that the match they had been waiting for had to be postponed due to a long-booked K-pop concert by the stadium. Starting from that, then football fans have an opinion that the function of the Gelora Karno stadium is a place intended only for activities around sports and cannot be used for activities other than sports, for example such as K-pop concerts. Because of these arguments, there are various other arguments that disagree with this opinion, but there are also those who defend the argument that the GBK stadium is only intended for sports activities.

The spread of information that occurs on social media is very fast, ranging from information whose value is not too

important to information related to SARA (Ganggi, 2018). Gelora Bung Karno Main Stadium is a football-themed stadium and is an international class stadium. This building was built on February 8, 1960 in a strategic location, namely at the intersection of Jakarta City and the new Kebayoran satellite. The facilities provided by GBK Stadium include 36 venues for sports, business, entertainment, and tourism matches (Rizqi, 2020) The beginning of the construction of GBK was because the first president of Indonesia wanted to have a sports complex for the benefit of the IV Asian Games in 1962. Quoting from the website of the Ministry of Education and Culture regarding the history of GBK, President Soekarno wanted the GBK stadium complex not only to function as a sports hall but also to be used as the lungs of the city and open space used as a place for residents to gather.

One of the Korean idol groups that has many fans in Indonesia is Blackpink. The girl band that has the name Blackpink debuted in 2016 which is shaded by the agency YG Entertainment. Blackpink consists of 4 members, namely Jennie, Jisoo, Rose, and Lisa. Their fans are known as BLINK. The name comes from the compound word (Bl)ackp(ink). The popularity of K-pop in Indonesia led to the formation of a fan association which is often called fandom. Fandom (short for Fan Kingdom) which is defined as fans who create social networks with each other based on a common interest to read or view certain texts (Afifah & Kusuma, 2019).

BLINK's fandom managed to bring its idols to break various records. One of them is the most viewed video within 24 hours,

the most visited live impressions, even 1 billion views for one song. The first album released by Blackpink was the single album *Square One*. The album contained popular songs, selling around 2,500,000 in South Korea. Promotional mixes that can be used as general programs include promotion, advertising, public relations, personal selling, and direct and digital marketing. This combination is often used for corporate promotion strategies (Pratiwi et al., 2022). Therefore, it is used by companies to increase album sales. In the same year, Blackpink won one of the first awards in the "Rookie Singer Award" at the Asian Artist Awards in 2016. Many achievements have been achieved by Blackpink until now, they have also broken many records in such a short time. Blackpink was named the most influential girl group by Forbes magazine in 2019. They are the second most followed K-pop group on Spotify.

From the beginning of their debut, Blackpink created a *personal brand* as a girl band that has great talent and beautiful visuals. Having good personal branding for a K-pop group can foster fan loyalty towards their idols (Wendyanto & Utami, 2022). Therefore, a good relationship with fans can affect fans' loyalty to their idols.

Fanaticism is excessive devotion to an object, where such devotion consists of passion, intimacy and extraordinary dedication to a particular object. Objects can refer to brands, products, people, or other consumption activities (Taufan & Azhari, 2022). The act of fanaticism is a condition of someone who becomes an excessive obsession with something. For someone who loves their idol excessively can make the person become irrational, have a narrow

view and become very eager to pursue something for a certain goal. Fanaticism will change a person's character, making it difficult to accept suggestions and opinions, let alone tolerate them. Fanaticism can also change a person's behavior from patient to grumpy and even hate people who have disagreements with him.

This fanaticism behavior made fans create their own community on Instagram social media. There will be many Instagram accounts related to certain bands, where these accounts are usually used by the fan community to monitor updates from their idols called fan *account* bases.

After observing the activity of Blackpink fans with the activity of football fans on Instagram media, researchers decided to choose Instagram media in this study. Blackpink has an official account on Instagram which is @blackpinkofficial with around 53.7 million followers as of March 2023. On the account often upload the activities of its personnel. Fans usually try to interact with their idols through social media, one of which is through comments on their idols' social media. Blackpink always gets a lot of positive responses from their fans on every post on Instagram, seen through the many *likes* and comments reaching thousands in the form of positive and supportive speech spread by their fans.

The problem with this study began with a post uploaded by Blackpink's social media account informing that the band would hold a *world tour* which then caused conflict in the community. The problem arose due to the announcement about the postponement of the football match schedule between Persija and Persib with Blackpink's concert schedule at Gelora Bung Karno Stadium.

A fan can overreact and show fanaticism in idolizing activities (Suwanda & Wijaya, 2021). Fans not only want to find information about their idols but also want to protect their idols from anything that can disturb or taint their idol's name and can even lead to physical and psychological actions, such as arguing to issuing inappropriate words. In this study, researchers have looked at various comments typed by football fans towards Blackpink fans and BLINK's response to these comments on Instagram social media.

LITERATURE REVIEW

In research conducted by Hermin Indah Wahyuni with her book entitled "Communication Fanfare" which explains the understanding of the dynamics of modern society through the way people communicate. This book wants to describe the identity of modern society with a rowdy atmosphere due to the diversity of communication that develops in society (Wahyuni, 2020) Overall, this book attempts to view, analyze, and discuss the various problems or cases discussed. This book also explains that communication is the simplest but also the most complex process in society of various ages, ranging from the traditional era, the modern era, to the post-modern era, and the digital society or information society.

Previous research that discusses the Application of Communication Ethics on Social Media one of them is "Application of Communication Ethics on Social Media: Analysis on the WhatsApp Group of PPKn Students for the 2016 Entrance Year of the Faculty of Social Sciences, Padang State

University". The results obtained from this study show that communication ethics in PPKn students shows that the application of communication ethics is very good as evidenced by the results of analysis when giving greetings and greetings when starting a conversation as well as thanking after getting a response (Afriani & Azmi, 2020).

In previous studies, many have also discussed this Korean Wave (Hallyu) with the title "Parasocial Interaction of K-pop Fans on Social Media (Qualitative Study on Fandom Army on Twitter)" (Wardani & Kusuma, 2021). The results obtained from the study show that the Army fandom is active in carrying out rational interactions with their idols, namely BTS on Instagram social media. The response shown is in the form of parational interaction or psychological response shown, namely affective response, behavioral response and cognitive response.

Then, research on football fans has also been widely researched in previous research conducted by Suwanda & Wijaya entitled "Images of Aggressiveness of Persija Jakarta Supporters Youth (The Jakmania)" (Suwanda & Wijaya, (Suwanda & Wijaya, 2021). The study discusses how aggressive the football fans are in defending their favorite team. The conclusions obtained from the study showed the results of the categorization of aggressiveness or behavior shown by supporters so that it was intended to cause pain because it attacked or damaged objects with the aim of protecting themselves or as a result of dissatisfaction, was in the high category of 80 subjects (53%) and aspects of aggressiveness of hatred as many as 42 out of 151 respondents (27.8%).

Therefore, this study aims to see the process of interaction between football fans and K-pop fandom activities on Blackpink's official Instagram social media account through the responses shown. So the formulation of the problem in this study is how good communication is shown by football fans in responding to problems related to Blackpink's K-pop fandom on Instagram social media?

Communication Ethics

In general, ethics are norms, guidelines or rules for carrying out daily activities (Turnip & Siahaan, 2021). Ethics is a theory that discusses human actions, which are measured by human good or bad. Ethics can also be interpreted as a science that analyzes which deeds are good and which are not good, by paying attention to reason and mind. Therefore, communication ethics can be interpreted as a science that observes good or bad ways of communicating with someone. In this science is very concerned about how a person expresses the right message, honesty, consistency between verbal or non-verbal messages, and manners.

There are several perspectives of communication ethics that can be seen from related perspectives according to M. Mufid in his book entitled *Communication Ethics and Philosophy*. Perspective of human nature. Humans have basic nature with the ability to think and the ability to use symbols. This means that the truly human act of *mabusia* comes from rationality. Dialogical perspective. This perspective shows that communication is a diagonal transaction process that comes from two directions. Diagonal attitude is the attitude

of each participant in communication which is characterized by primary traits such as openness, honesty, harmony, intensity and others.

Situational perspective. Situational factors are important factors for any moral judgment. This means that ethics pays attention to the role and function of communicators, audience standards, level of awareness, urgency of communicator implementation, audience goals and values, and audience communication ethics standards. Religious perspective. Scriptures or religious customs can be used to judge the ethics of communication. The biblical approach to religion helps people find more or less definite guidelines in all human activities. Legal perspective. Regulations that apply and are considered ethical behavior are legal communication behaviors that have been adjusted (Mufid, 2009)

RESEARCH METHODS

Qualitative approaches tend to view humans as humans who are active, dynamic, and able to change their environment because humans are different from objects. As Kenneth Burke points out, objects with humans have differences. The difference between objects and humans is that objects can only move, but humans can not only move but also act, therefore the mechanism of language is not enough for humans to learn on their own. The qualitative approach considers that knowledge does not have an objective and fixed nature, but is detailed and directly observes (Mulyana, 2013)

Yin (2009) argues that, the case study research method is an appropriate strategy used for research that uses the question of how or why to conduct research,

researchers have little time to control the events studied, with research focusing on contemporary phenomena to reveal contemporary events. In the case study approach, researchers focus on design and implementation research (Nur'aini, 2020)

In this study, researchers use a type of case study research with the aim that the results obtained can be thorough, thorough and in-depth so that they can explain the situation that occurs. Case study research is a series of research with a comprehensive, intense, pursued, and in-depth nature, explained Herdiansyah (2015). Case study research is a form of qualitative research based on human understanding and behavior based on human opinions (Dewi & Hidayah, 2019) According to Yin, this case study can be described as a process of seeking empirical knowledge to investigate and research various phenomena in a real-life context (Maulana & Kurniawan, 2022)

It is expected that by using this type of research researchers can clearly identify problems and know the conditions that exist in the field, make comparisons or evaluations so as to determine how others respond to problems. The purpose of this study is to explain the hubbub of football fans' communication towards K-pop fandom on Instagram media.

This study used data collection techniques using primary data through observations of comments made by football fans towards the girl band Blackpink and K-pop fans on Blackpink's Instagram social media account. Researchers also include secondary data by taking data from several knowledge literature such as books, journals and the internet that explain how ethics communicate on social media.

RESULTS AND DISCUSSION

Every human being needs communication. Support from technology, making communication very easy to do. The existence of social media makes it easier and more efficient for people to communicate (Afifah & Kusuma, 2019). The role of Instagram social media can provide convenience as a medium of communication between fans (Marchellia & Siahaan, 2022). In the world of communication, ethics in communicating is very important. Even experts say that in some ways, ethics promises better solutions than the norm (Wahyuni, 2020).

Fanaticism behavior of fans is not only seen from how far they like their idols, but also from the way they use social media, this can be seen from the various activities they do on Instagram and fan responses in responding to hoaxes and negative information from their idols (Rinata & Dewi, 2019). The author gets the result that some fans will create a community Instagram account or fanbase that aims to make it easier for them to communicate with other fans.

The results showed fanaticism shown by fans through Instagram social media. This can be seen from how often activities are carried out on Instagram social media and the response of K-pop fans in addressing problems that involve their idols. The overreaction shown by fans makes someone look fanatical about something. This makes a K-pop fan and football fan justify all means to be able to see and support his idol directly.

The activities carried out by K-pop fans at this time are not enough to just enjoy images, videos and media texts uploaded

by their idols on Instagram social media, but they also want to see their idols directly. Through Instagram media one can promote and provide information about *the project*

to be carried out to fans. Like the post that tells K-pop fans that Blackpink will hold *a World Tour in* various countries, one of which is in Indonesia.

Tabel 1. Comments on Blackpink's Instagram account

No	Nama Akun IG	Komentar
1	mhmmd_hernando11 (football fans)	Mau konser jangan di stadion woy itu buat olah raga (If you want to go to a concert, don't go to the stadium, wow, that's for sport)
2	sitiaisahaisa (Blackpink fans)	Dah liat di google nih kak selain buat olahraga GBK juga memiliki fungsi komersial kak, uang yang masuk bakal dipergunakan untuk perawatan / perbaikan GBK toh juga BP konser cuma 2 hari ga sampe 2 tahun kok (I have seen it on google, sis, in addition to sports, GBK also has a commercial function, sis, the money that comes in will be used for GBK maintenance / repair, anyway, BP concerts are only 2 days not until 2 years anyway)
3	mzzolaa (Blackpink fans)	Pada saat itu, GBK dibangun dalam rangka menghadapi Asian Games ke-4 tahun 1962. Kini kita sadari, bahwa kehadiran GBK mempunyai fungsi lengkap, bukan hanya sebagai sarana olah raga tapi juga berfungsi sebagai sarana rekreasi, sosial budaya, politik bahkan ekologi baru bagi Kota Jakarta (At that time, GBK was built in order to face the 4th Asian Games in 1962. Now we realize that the presence of GBK has a complete function, not only as a sports facility but also functions as a new recreational, socio-cultural, political and even ecological facility for the city of Jakarta)
4	_mainlum Purreal (football fans)	Membalas komentar diatas: Izin koreksi kak regulasi FIFA sudah jelas kak stadion bukan tempat untuk konser (Reply to the comment above: Permission to correct FIFA regulations is clear that the stadium is not a venue for concerts)
5	rizamnasti (football fans)	Emang fifa ngebolehkan stadion GBK dijadiin tempat konser, lu cari aja di google fifa ngelarang stadion GBK tempat untuk konser @fifa (It's true that FIFA allows the GBK stadium to be used as a concert venue, just search on Google. FIFA bans the GBK stadium as a venue for concerts @fifa)
6	sftri1901_ (Blackpink fans)	Membalas komentar diatas : Sehingga menurut Rakhmadi otoritas sepak bola dunia itu tidak pernah secara gamblang melarang penggunaan SUGBK untuk acara non-olahraga seperti konser musik (Reply to the comment above: So according to Rakhmadi the world football authorities have never expressly prohibited the use of SUGBK for non-sporting events such as music concerts.)
7	xxtens_sion (football fans)	Gini ya fans plastik, gabungin aja semua Followers Idola plastikmu itu, ga akan bisa ngalahin Followers fans bola. Komunitas kalian tu cuma kaya upil, dibandingin komunitas Fans bola, apaan si pegean banget liat plastik joget. (plastic fans, just join all your plastic idol followers, you won't be able to do football fans. Your community is only rich, compared to the football fan community, what the ** is the pegean really see plastic dance)
8	kakangpraja_ (football fans)	Bokang bokong persetan lah. Stadion fungsinya apa kaum plastik (What the fuck booking. What is the functions of stadium, plastic fan)

10	arkananta.z (football fans)	Ingat ya kalau lu dateng ke Jakarta lagi siap-siap ada nyawa yang melayang dari kalian (Remember, if you come to Jakarta again, be prepared for your life to be lost)
11	he_ndrik286 (football fans)	Lagian konser kok di stadion ke gada tempat lain aja, gara gara lu Persija vs Persib di tunda (After all, the concert stadium ke gada other place only, because of you Persija vs Persib postponed)
12	fayevlnt (Blackpink fans)	Suporter bola bikin malu aja, BP udah booking GBK satu tahun lalu, Persija diberikan izin main di Patriot tanpa penonton tapi lebih memilih ditunda. Seharusnya tuan rumah yang tidak bisa menyiapkan lapangan dianggap WO, kenapa pihak PT LIB memberikan izin tunda begitu saja, klub seolah-olah memiliki kuasa lebih tinggi dari liganya. Jangan pernah berharap lebih ke sepak bola negeri ini, gw juga fans bola, fans Persib tepatnya. Gw sangat kecewa atas keputusan tunda ini, banyak fitnah dan komentar komentar kebencian padahal hubungan kedua suporter sempat harmonis. Stadion gak Cuma GBK, ada JIS padahal di Jakarta juga, gw agak kecewa juga sama pihak Persija kenapa tak mengusahakan lagi untuk main di JIS. Dan bisa bisanya seolah tidak tahu kalau GBK juga ada kepentingan lainnya. Maaf untuk fans BP (Football supporters are just embarrassing, BP already booked GBK one year ago, Persija was given permission to play at Patriot without spectators but preferred to postpone it. The host who cannot prepare the field should be considered a WO, why did PT LIB just give permission to postpone it, as if the club has higher power than the league. Don't ever expect more from this country's football, I'm also a football fan, a Persib fan to be precise. I am very disappointed with this decision to postpone, there has been a lot of slander and hate comments even though the relationship between the two supporters was once harmonious. The stadium is not just GBK, there is JIS even though it's in Jakarta too, I'm a bit disappointed with Persija as to why they don't try to play at JIS anymore. And sometimes it seems like they don't know that GBK also has other interests. Sorry to BP fans)
13	andikaabj (football fans)	Menunda laga besar hanya demi nonton plastik? Bukan main (Postponing a big game just for the sake of watching plastic? Not playing)
14	fahriamimii (football fans)	Minimal punya panggung konser lah tolol, jangan numpang di sarana olahraga (At least have a concert stage, be stupid, don't ride in sports facilities)
15	andin.nini (Blackpink fans)	Malu cok malu gak ada adab ketikannya, bisa gak sih belajar memanusiaikan manusia?!. Lagian Blackpink udah lebih duluan booking dari tahun lalu, kita gak pernah senggol hobi luuuu kenapa sih setega itu ketikannya asli kek bocil gak ada adab, bisa gak baik-baik aja gitu gak usah sampe ngata-ngatain, gimana kalau komen jahat itu di baca sama orang luar? Malu woi malu masalah gini doang ya Allah, sebenarnya mau bodo amat sama masalah ini cuma makin kesini malah makin-makin ih, jahat banget sumpah ketikannya, lagian juga cuma ditunda bakal tetap jadi pertandingannya, ricuh banget sih kek gak punya hati nurani sampe datang ke lapak ini cuma buat komen jahat, asli parah banget sih. Ketikan tuh dijaga, gak pernah disenggol malah nyenggol, Lawak wkwk (Shame on you, I'm embarrassed that I don't have any typing etiquette, can you learn to humanize humans?! Besides, Blackpink was already booking earlier than last year, we never touched on your hobbies, why are you so brave when you type it so it's original, it's not polite, it can't be good," just like that, there's no need to say anything, what if the evil comments are read by other people? outside? It's a shame, it's a shame to have a problem like this, oh my God, I really want to be stupid about this problem, but it just keeps getting worse and worse," I swear, it's really evil to type, and besides, it's just postponed, it'll still be a match, it's really chaotic, I don't have a conscience until I come to the stall. This is just a mean comment, it's really really bad. When you look after it, it's never been nudged, it's even nudged, it's a joke hahaha)

16	bocah_kynpati (football fans)	Bukan masalah ditunda atau engga tapi itu konser plastik gak punya tempat luas kek stadion buat konser apa? Sampe nyewa GBK? it's not about postponing or not, but are there no big place for plastic concert? Why should rent GBK?
17	fauziirahmadii (football fans)	Ngapain sih pake dateng ke Indonesia? Disini ga ada yang ngefans sama elu cok.. konser di Arab aja sono, bisa sekalian umroh dan ketemu bang Dodo (What do you do to visit Indonesia? Here no one is a fan of you cok.. concert in Arabia just, you can all umrah and meet Dodo)
18	1uv_d0om1nn04rkja (Blackpink fans)	Membalas komentar @fauziirahmadii : kalo ga suka mati aja lo (Replying to @fauziirahmadii's comment: if you don't like it, just die)
19	jeje_s.h (Blackpink fans)	Membalas komentar @fauziirahmadii : ngapain jadi supporter kalo mines otak? Haha (Replying to @fauziirahmadii's comment: why be a supporter if you have a brain problem? Ha ha)
20	ainunputri00 (football fans)	Dasar Kpop percuma modal plastik gak mampu gara gara liga 1 Indonesia di tunda dasar jamet anjing bich (Kpop is a waste of plastic capital and can't afford it because the Indonesian League 1 was postponed, you bich dog jamet)
21	amelokt26 (Blackpink fans)	Membalas komentar @ainunputri00 : buset dah ngeri banget kata-katanya norak (Reply to @ainunputri00's comment: really horrified his words are tacky)

The table above is a comment from football fans and Blackpink fans who have different arguments. Some of these comments were chosen to show the lack of communication ethics in commenting. The difference in arguments creates conflict because most football fans do not want to accept opinions that do not match what they believe. Football fans believe that Gelora Karno Main Stadium (SUGBK) is used not in accordance with its proper function. The emergence of the opinion described in the table above was also due to the long-awaited match by football supporters which was then postponed. There were several reasons put forward by the media why the match had to be postponed, including players who suffered injuries and needed time to heal, then several players were called up by the national team and schedules clashed with Blackpink's concert that had been planned in advance.

Previously, Blackpink's social media accounts launched a post regarding the announcement that they would hold a concert in Indonesia at Gelora Bung Karno Stadium (GBK). In the blackpinkofficial Instagram account post on December 7, 2022, it is clearly stated that Blackpink will hold its concert at the Gelora Bung Karno (GBK) stadium on March 11 & 12, 2023. At the same time, Liga BRI launched a schedule for the football match between Persija Jakarta and Persib Bandung to be held on March 4, 2023 while the stadium has been booked for one week by concert promoter Blackpink. GBK's stadium booking was made one year in advance by concert promoter Blackpink and was in accordance with the stadium booking procedure.

Changes in one's behavior from patience to become more angry because having different opinions is an act of fanaticism. Because these different opinions

caused an uproar in the comment section. The use of inappropriate words such as harassing Blackpink members with plastic designations and other inappropriate words such as "dog" and other swear words which were then also replied to with other opinions causing an uproar.

Based on data obtained from a previous study entitled "Overview of Aggressiveness of Youth Persija Jakarta Supporters" shows that how long it takes to be a supporter greatly affects the aggressiveness of these supporters. This research states that supporters who accompany their idols longer will be calmer in responding to various problems that exist compared to supporters who have just entered the community (Suwanda & Wijaya, 2021).

In Instagram posts on social media accounts @blackpinkofficial show various comments from social media accounts from Indonesia. Many netizens gave positive comments, but many also gave hate speech. Even some social media accounts of *Indonesian Influencers* expressed disappointment at comments from unkind football supporters that could defame Indonesia. One of them is a social media account @olivianellbra commented on @blackpinkofficial's Instagram account which revealed about his response to football fans who made comments that did not match communication ethics because of the Blackpink concert held at GBK stadium. Olivia expressed her disappointment with Indonesian human resources, which she thought was embarrassing for making rude comments. Football fans remain stubborn in explaining that the function of the stadium is to play football or sports

and not for concerts. There are many more comments that should not be made on social media, there are even some comments from football fans that refer to threatening expressions.

In the post, an account with the username @_syhnrn23_ told about the beginning of the debate because football fans felt unfair because the schedule of their idol club's football match was postponed. The disappointment of football fans caused anger so that some supporters vented their anger by making malicious comments on posts on Blackpink's Instagram account.

Fanaticism shown by football fans and K-pop fans on Instagram media can indirectly lead to poor communication habits in socializing. The behavior shown by football fans tends to be fanatical by venting their anger by attacking Blackpink's Instagram social media. The action was also responded by K-pop fans BLIK for their efforts to defend their idol from the unpleasant comments.

The habits of Indonesian people in social media tend to be "self-confirming news feeds" which means they will only look for news or articles that match what they will believe. On a larger level, Indonesian society will find it difficult to lead to the rationality of each individual because people have a belief in something that has been considered true that no longer needs to be sought for truth further. In fact, most people do not like the data in discussing an issue because they feel they do not understand the issue being discussed and feel patronized so that they feel their position as a person who does not understand. Because the existence of such thinking makes it difficult for them to achieve rationality.

CONCLUSION

Social media is very closely related to people's lives today. This shows that public interest in information needs is also increasing. In fact, this is a good thing. Unfortunately, because social media is a place for information dissemination designed to make it easier for humans, so a lot of information is confusing. Social media itself has a big role in moving public opinion.

The realization of ease in communicating with each other through social media, makes communication ethics seem helpless in the face of so much violence in the media. Various kinds of violence such as narrative violence, virtual violence, symbolic violence, to manipulative soft violence are getting out of control without any strong structures that resist (Haryatmoko, 2007). Even moral forces such as religion are difficult to prevent.

The results of the research above, we can see that the communication we use on Instagram, over time can reduce the rules contained in it. The reason is, social media is a gathering place for various kinds of human nature, both mature in addressing problems and those who are still childish, causing poor communication ethics of football fans and Blackpink fans.

After analyzing the data above, researchers concluded that Instagram social media has a big role in realizing ethics in communicating. Communication between fans can easily be established to cause the adverse effects of fanaticism through Instagram social media. The use of appropriate language by paying attention to ethics in communicating, especially on social media, can be adjusted to the situation and conditions so as not to harm each other.

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