

PANSER BIRU SUPPORTERS: STRATEGIES AND SUPPORT FOR PSIS SEMARANG FOOTBALL CLUB

1st Junas Satria Adji¹, 2nd Rahmawati Zulfiningrum²
{Junasadji06@gmail.com}¹

Dian Nuswantoro University¹²

Abstract. Most communities have a goal of interacting with their targets so that they have the purpose and benefit of displaying an expression and action as a form of work. Panser Biru is a supporter organization that always supports the PSIS Semarang team every match by enforcing signs and rules as supporters. This study aims to determine the Communication Strategy used by the Panser Biru community in increasing support in both Home and Away schemes, for PSIS Semarang Players and Coaches to win every match. This research uses a qualitative descriptive approach, as well as Communication Community Theory and Communication Campaign Theory. The results showed that the blue panser supporter community developed a communication strategy to increase support for PSIS Semarang in every match through various ways such as, making chants during matches, singing and providing motivation to players and coaches, the hope of supporters and the people of Semarang City is that PSIS Semarang must win every match and win. Support from blue panser supporters can increase the adrenaline of PSIS Semarang players in an effort to win every match.

Keywords: Panser Biru, PSIS Semarang, Communication Strategy, Supporter.

INTRODUCTION

A communication strategy is the planning and management necessary to achieve objectives. A strategy cannot only provide direction, but must also be able to show how it will be carried out (Effendy 2007:32). Communication strategies have clear objectives that are carefully planned, and may include three types of communication messages: informational, persuasive, and instructive. The strategy should also bridge the cultural gap between groups by making mass media easy to access and use. If mass media is not managed well, its influence can result in poor cultural values.

The importance of communication strategy cannot be denied because the communication process requires an effective communication strategy. Without a strategy, communication will encounter obstacles or disruptions in the process, so a strategy is needed to minimize them. According to Anwar Arifin, to be able to make planning as close as possible, some mandatory procedures must be followed to establish a communication strategy, namely: Knowing the Audience is the first step in dealing with communicators to communicate effectively and write information that is interesting in the attention of the audience, this can be done by developing interesting ideas, an important part of attention is observation.

In the communication process, several elements must be met, namely the communicator as the perpetrator of the message or information command, the communicator as the recipient of the message, and the communication medium. After the conversation is over, there will be feedback to the sender of the message in the form of a reply and the message received. Communication is the process of conveying information from one person to another with the aim of conveying information, expressing opinions, and changing behavior or attitudes, directly or indirectly. There are four core components, namely the existence of a source, container, message and channel. Before the communication process, the communicator must first let the audience write the message, choose the method, and determine the media audience that suits the message and target conditions.

From what happened in the realm of Indonesian football, PSIS Semarang has a Football Supporter base that has high enthusiasm, because the people of Semarang City almost all like football, with the existence of Panser Biru making a mascot color of PSIS Semarang, resembling the color of the blue pride team and football fans are almost all identical to blue, the activities carried out by Panser Biru when PSIS Semarang competes always provide support every play, The Jatidiri Stadium in Semarang is the headquarters of PSIS Semarang and Panser Biru to defend the pride team playing Home or Away to steal full points from opponents, the desire of the blue panser supporter is only that his pride team wins every match and goes to first place in the Indonesian Football caste and is able to compete with other Indonesian soccer teams or foreign teams.

The Panser Biru community was founded in 2001 with a small community and teenagers who like to support Semarang football, namely PSIS Semarang, with the support of the blue panser and named this blue panser from the psis team which has a blue color and a young monument logo which means football from Semarang City. and this support makes a football support from Semarang City. and this support makes a Semarang soccer support, but not only the blue panser supports PSIS Semarang but there is a community called SNEX (Semarang Exstream) which is followed by thugs and black-clad people, there are frequent attacks on Panser Biru and SNEX, with rude taunts and violence outside the stadium and inside the stadium, with the same goal of supporting PSIS Semarang, Panser Biru has female members with the Panser Biru Girls Community, who support PSIS Semarang with this community is slightly different from the main Panser Biru, but most Panser Biru Girls are mostly followed by women.

Semarang football from central Java called Laskar Maheja Jenar which means blue from central Java, Semarang football is often nicknamed becek football because Semarang city is often said to be a flood city in general and is often said to be elephant football in 2014 with Jogjakarta football, ceo psis pak yoyok sukawi is the main manager of PSIS Semarang and is supported by Mr. Anto as commissioner because Mr. Anto bought a 30% stake in 2021 until now, with a variety of local Indonesian players and foreign players, PSIS Semarang is able to buy great young players such as arhan pratama who is now a Japanese club player and became the Indonesian national team, at the end of 2022 arhan pramana became the main spotlight for big clubs in southeast Asia. PSIS is based at the Jatidiri Stadium in Semarang City, with the stadium being used well to make

The Panser Biru community was founded in 2001 with a small community and teenagers who like to support Semarang football, namely PSIS Semarang, with the support of the blue panser and named this blue panser from the psis team which has a blue color and a young monument logo which means football from Semarang City. and this support makes a support for Semarang football. and this support makes a Semarang soccer support, but not only the blue panser supports PSIS Semarang but there is a community called SNEX (Semarang Exstream) which is followed by thugs and black-clad people, there are frequent attacks on Panser Biru and SNEX, with rude taunts and violence outside the stadium and inside the stadium, with the same goal of supporting PSIS Semarang, Panser Biru has female members with the Panser Biru Girls Community, who support PSIS Semarang with this community is slightly different from the main Panser Biru, but most Panser Biru Girls are mostly followed by women.

Semarang football from central Java called Laskar Maheja Jenar which means blue from central Java, Semarang football is often nicknamed becek football because Semarang city is often said to be a flood city in general and is often said to be elephant football in 2014 with Jogjakarta football, ceo psis pak yoyok sukawi is the main manager of PSIS Semarang and is supported by Mr. Anto as commissioner because Mr. Anto bought a 30% stake in 2021 until now, with a variety of local Indonesian players and foreign players, PSIS Semarang is able to buy great young players such as arhan pratama who is now a Japanese club player and became the Indonesian national team, at the end of 2022 arhan pramana became the main spotlight for big clubs in southeast Asia. PSIS is based at Jatidiri Stadium, Semarang City, with the stadium being used well, making a full force psis become stronger and exist.

RESEARCH METHOD

This research is a descriptive qualitative research with a descriptive qualitative paradigm that explores the meaning of events related to supporting PSIS Semarang, and understands a situation and condition, this research becomes a case study to explain the meaning of what communication strategies are used to build support for PSIS Semarang when competing,

This study took 6 sources as research subjects, in this study used in depth interview techniques (in-depth interviews) conducted with relevant sources in order to be able to dig in a variety to get information related to what strategies Panser Biru community communication has in increasing support for PSIS Semarang. the following are the data of 6 sources that have been successfully obtained, the first source is a person named Bp. Kapareng Wareng (Pak Yeng) Deputy Head of Panser Biru aged 34 years, Mr. Seno Panser Biru Creation Division aged 30 years, Mr. Anton Panpel PSIS Semarang aged 34 years, Br. Afif Choirul Football Fans aged 22 years, Jefrana Rio Agusti Supporter Panser Biru aged 17 years, Trimur Vedayanto Former PSIS Semarang Player and Ball Observer aged 44 years, of course the existence of six sources will help this research in examining research based on Communication Community Theory and Communication Campaign Theory.

Interviews in this study used data collection methods and observations, the interviews used in this research are semistructured interviews (in-depth interviews), which are a structured interview process, the purpose of this type of interview is to find problems more openly, where the interviewees are asked for their opinions and ideas in conducting interviews, researchers need to listen carefully and record and record the voices expressed by informants.

The subject of this research is a member of Panser Biru who explores a community that explores a blue panser community to increase support for PSIS Semarang, all of which have enthusiasm that will support the Research Object, which is the focus of research with the title Communication Strategy of the Panser Biru Community in increasing support for PSIS Semarang, which explores an implementation that is about clarifying a experienced by the Panser Biru Community to support PSIS Semarang, with the result that it makes an important role to facilitate a researcher to collect data for the process carried out by the Panser Biru Semarang management. which explores an existing implementation that is. In this study to facilitate the credibility of data that will use triangulation techniques, this technique is two or more data sources that are interrelated with the data on existing facts.

RESULT AND ANALYSIS

Communication Strategy is a plan to discuss communication planning which has two main concepts, namely strategic communication planning or strategy which is more than the essence is a conscious effort and continues to be managed to choose the best alternative from existing alternatives to achieve certain goals (Cangara, 2013: 22).

Explaining about Communication Community Theory and Communication Campaign Theory associated with the answer of the source, according to the source Kapareng Wareng Deputy Head of Panser Biru gave a statement and opinion to increase support for PSIS Semarang is the year in 2001 Kapareng Wareng organized the Panser Biru Supporter has taken the initiative to create a community of Semarang Football Supporters (Panser Biru Semarang). After the Semarang City support community has several areas that support PSIS Semarang which provides a goal of gathering and making one community to provide support when PSIS Semarang competes. The benefit of joining Panser Biru is that it is more likely to get PSIS Semarang tickets when competing, the main activity is supporting PSIS Semarang and doing Bakti Social for some fellow supporters who are experiencing obstacles and helping people in need for a way Panser Biru inspires the day and role to uphold humanity which gives an impact, an important role that

provides a way for the Panser Biru Community to support PSIS Semarang. The target target of the Panser Biru Community is to familiarize the community and PSIS Semarang players and management, and eliminate negative images so as not to give a public talk that the Panser Biru community is always mentioned to damage the facilities, the Panser Biru Community has a communication onWhatsapps and social media to provide a positive image carried out by the Panser Biru Community for PSIS Semarang, the goal of Panser Biru is to bring the community closer and support PSIS Semarang when competing, the sharing activities carried out by Panser Biru are regional gatherings and gatherings to evaluate. Panser Biru provided a statement at the beginning of the competition for management when to carry out an implmentation of a community that delves into an activity when supporting PSIS Semarang when competing.

The source Mr. Seno as the Panser Biru Creation Division explained how between competitors to support PSIS Semarang, from the external party of SNEX (Supporter Semarang Extreme), for internal there are rarely competitors to support PSIS Semarang, which Panser Biru did how to overcome between communities to support PSIS Semarang, the problem of clashes and miss communication with the community, by means of DPP Panser Biru has a Legal Division to prosper when there are problems that exist in the Panser Biru Community, not to make this problem damage communication between the Korwil Community or the Community. Panser Biru has a concept when PSIS Semarang competes, making the concept must see the conditions and matches first such as meeting with a comparable club and when entering the Final, because it must provide full support for PSIS Semarang and prepare many members to compile a creography to influence PSIS Semarang players or opposing players, to give the effect that Panser Biru wants PSIS Semarang to win and be able to participate in prestigious competitions in Indonesian football. Drawing up the concept of Panser Biru is done when there is a problem that involves an idea to build kreogafi when PSIS Semarang meets a prestigious team, for example with Arema Malang when competing in Semarang against PSIS Semarang. the concept is arranged before the match day by preparing cloth and paper within 3 weeks before competing, before competing the Panser Biru supporters check the condition of the field and prepare themselves before the match starts and then check the preparation of the items carried or the flag that makes the blue color symbol is choosing Panser Biru for PSIS Semarang. is there a theme for compiling a concept that is done. The media used by Panser Biru are t-shirts, scraf, giant flags and the regional offices have motivational words and several other attributes, and Panser Biru also has social media to provide support for PSIS Semarang using Instagram and Youtube media, and social media is managed properly because there is a Social media division in charge of providing news updates through Instagram and YouTube so that other communities between members and the people of Semarang city are able to get the latest information carried out by Panser Biru in increasing support for PSIS.

Semarang. Panser Biru has a way of conveying messages for PSIS Semarang, namely using chants or singing and criticizing through when competing and social media providing on social media on players or management and criticism to provide motivation and enthusiasm, the purpose of the blue panser message for PSIS Semarang is to want to win every Home or Away match, the positive impact carried out by the blue panser is to support and influence players and management, for the negative impact is to become a player to be mentally down and not according to the expectations of the blue panser community is not fulfilled and results in misunderstandings and clashes between PSIS Semarang players. The communicator carried out by the blue panser, drijen Panser Biru to support PSIS Semarang when competing, and the way is that the message before the match has been distributed to the regional office and up to the members to give the effect of the match day, not everything is 100% going well but trying to give the effect of the drijen's orders when doing cheers and messages for PSIS Semarang, and the communicator gave a message and succeeded in giving the hashtag # 2021balijatidiri, a movement that gave the effect of the regional office to the Semarang city community which led to returning PSIS Semarang to compete at the jatidiri stadium, in addition to the blue panser activities supporting PSIS Semarang competing also has outside activities such as providing social services for the community. and when playing Away

the blue panser supports PSIS Semarang competing also has outside activities such as providing social services for the community, and when playing Away the blue panser provides escort for the pride team and prays to get full points, the blue panser form gives an effect to the community to provide basic necessities and money for living needs to give a good image to the community, so that not all blue panser members are not all bad and wrong for the community, the impact of the blue panser in outside activities gives a good image to and reduces the bad image in, the hope of the blue panser to the community to change the bad image to good, the blue panser has a target target to support PSIS Semarang to win in the Indonesian soccer competition and has not won for decades and put up the #rindujuara banner. The target is not completely changed because it depends on the conditions and is achieved to encourage members of the blue panser community to provide a PSIS Semarang, the target to be achieved for PSIS Semarang is the composition of soccer players, physical trainers and experienced coaches and management to provide harmony and. The main factor in the victory of local players and foreign players can be harmonious in the field to establish good communication when competing. What is obtained by the blue panser: relatives, friends, relationships, ease of playing PSIS Semarang Home or Away, what is the impact of joining PSIS Semarang, namely finding tickets more easily and being able to coordinator a match, adding relationships from regional offices and other supporters, and being able to access watching PSIS Semarang more easily. Does the blue panser community have another mental support strategy to provide chants or chants taunting each other but with wise words so as not to offend other fans or opposing team players. Rivalry is only 90 minutes on the other hand we are brothers, the blue panser has critical management and is able to provide an effect to provide input for Panser Biru supporters to improve PSIS Semarang.

Panser Biru was formed in the basis and history of Manahan in 2001, before the existence of the blue panser there was one figure named Panser Biru (Suprter Semarang Biru) born on March 25, 2001, the blue panser has a characteristic blue color and supports PSIS Semarang, and has the slogan "Ribut boleh, tidak ya boleh" the basis for the formation of Panser Biru from the Manahan tragedy when no one provided support for PSIS Semarang, the benefits of the blue panser are easier to coordinate to support PSIS Semarang and make one and easier. sharing activities outside must have their own regional offices to evaluate not to be a negative thing so as not to make a quarrel, to join the regional office of the blue panser according to the domicile of residence to make it easier and pay different administrative fees, sharing activities outside must have their own regional offices to evaluate not to become negative things so as not to make a quarrel, to join the regional office of the blue panser according to the domicile of residence to make it easier and pay different administrations, the response of the blue panser in snex to support PSIS Semarang and not compare the SNEX supporter, the blue panser has experienced clashes between other supporters when there are problems with members or regional offices.

For Interviewee Mr. Afif Choirul Neutral Football Fans, the Panser Biru Community explores the activities of a community based on PSIS Semarang supporters, which are in several regions in Semarang City, each regional office has, each chairman carries for each regional office, for the positive things to get motivational support from supporters and the negative thing is that there are rivalry riots between supporters such as the tragedy of fatalities such as in Kanjuruhan.

Interviewee Anton as the Organizing Committee of PSIS Semarang, blue panser responses to provide the first supporter base of PSIS Semarang in supporting the largest PSIS Semarang in PSIS Semarang, other responses to PSIS Semarang and high loyalty and uphold sportsmanship, and always present when PSIS competes and is able to provide a deterrent effect to players and management and other team players or other supporters, and blue pansers also have Japanese blue panser supporters, who are in Japan to build activities to support psis through the highest caste in achieving a victory in every match.

Interview with Trimur Vedayanto as a former PSIS Semarang player, who was felt by the Semarang PSIS player in 2003, and played with PSIS Semarang, when Panser Biru had an interesting and unique idea because and what was felt by Trimur did not want to lose and the blue

panser continued to support the Semarang PSIS and was able to provide economic support which was always to provide an effect and influence the existence of other support panser blue or snex for PSIS Semarang, your response to the blue panser in PSIS Semarang supporters who are only supporters do not need to go into management or the agency or coach, if support to support psis alone and be able to provide an effect to the community of achievements to replace players or coaches who are less than optimal and interfere with management can damage internally and cannot succeed in building a harmony of management or players when competing on the field.

Trimur Vedayanto said that a community should not just talk because it is seen by the public where the blue panser is called the Semarang football supporter base which has high creativity and loyalty to the team, so that this blue panser should not damage the image of PSIS Semarang by committing anarchist acts or violence against the community or other support, if it does the PSIS Semarang is disadvantaged by being fined and cannot compete during the competition which results in players moving and managamenet experiencing financial losses to pay fines.

Interview with Jefrana Rio Agusti or often called Rio, Supporter Panser Biru Semarang, Panser Biru for members is a family built to support PSIS Semarang, blue panser in PSIS Semarang has a good implementation and makes supporters to do what is there for PSIS Semarang and is able to provide a high effect because to provide a supporter's pleasure and satisfaction with PSIS Semarang in order to win and improve achievement.

Panser Biru's support received appreciation from the Police and the Semarang City Community in covering all Panser Biru movements for PSIS Semarang or Semarang City, to build harmony between the Supporter and the general public, this aims not all supporters of PSIS Semarang are bad and are considered to like to damage facilities, but rather prioritize humanity to support PSIS Semarang to become Indonesian league champions, The hope of the community and Panser Biru is that PSIS Semarang will get the highest achievement in caste soccer, for us Panser Biru supporters have become their own family, outside the field and in the field all make one goal, but if anyone rebels and fights against the rules then it will be dealt with firmly for the process of violating the ethics of the Panser Biru Community. Panser Biru slogan "Loyal but Smart" Another slogan "Panser Biru sak modare, PSIS Sak matine".

1.1 Appendix Photos of Panser Biru Activities



Figur 1. Panser Biru support for the regional office of DPP Panser Biru Akatsuki
(Source: Panser Biru Instagram)



Figur 2. Social Activities Praying Together carried out by Panser Biru for the Malang Kanjuruhan tragedy which befall hundreds of lives of Arema Malang Supporters.
(Source: Panser Biru Instagram)



Figur 3. Panser Biru support in picking up and delivering PSIS Semarang when they want to compete Away (competing at the opposing team's stadium, the Panser Biru community provides support and encouragement for the players and Management).
(Source: Panser Biru Instagram)



Figur 5. Panser Biru Supporter support when competing outside the jatidiri stadium or playing Away at Persis Solo to provide PSIS Semarang support.
(Source: Panser Biru Instagram)



Figur 6. Panser Biru support when competing at Home Stadium Jatidiri Semarang
(Source: Personal Photo)



Figur 7. Panser Biru's support is also inherent when PSIS Semarang players attend training at the Citarum Stadium in Semarang to provide fighting spirit before competing.
(Source: Personal Photo)



Figur 8. The phenomenon of Panser Biru supporters erecting flags and singing in support of PSIS Semarang when competing against Arema Malang at the Jatidiri Stadium in Semarang.
(Source: Personal Photo)



Figur 9. Panser Biru support PSIS Semarang when celebrating victory at Jatidiri Stadium Semarang by singing the song "Bersinar" and lighting flares to enliven the activity.
(Source: Personal Photo)



Figur 10. The Inauguration of the New Panser Biru Management was inaugurated by Mr. Hendrar Prihadi and Mr. Kapolrestabes Semarang City.
(Source: Panser Biru Instagram)



Figur 11. Panser Biru Community activities before Fasting to distribute Takjil to the people of Semarang City
(Source: Panser Biru Instagram)



Figur 12. Social Service activities to Orphanages to establish sirah turahmi to orphans and provide cash
(Source: Panser Biru Instagram)



Figur 13. Held the Panser Biru Fest Big Event during the two years of inactivity during the covid 19 pandemic
(Source: Panser Biru Instagram)

CONCLUSION

This research can make an input to the role of benefits to readers and other researchers, to identify an activity of the Panser Biru Community to increase support for PSIS Semarang, in other words the Panser Biru Community is a Supporter base owned by Semarang City, using blue attributes. This community is not just any community which in fact the community considers the Panser Biru Community to be a broken and anarchic supporter, because there have indeed been incidents of Panser Biru clashing with other supporters or with the community,

With the title "panser biru supporters: strategies and support for psis semarang football club" this is so that all supporters of Indonesian football fans have their own way to support their pride team, researchers aim to find out whether the blue panser community communication strategy in increasing PSIS Semarang support when competing Home or Away.

The Panser Biru community is very proud of PSIS Semarang, in interviews the interviewee always said that PSIS Semarang is the first champion of Indonesian football, high enthusiasm always adds to the enthusiasm of the blue panser community in increasing support for PSIS Semarang. outside the city of Semarang also has a Panser Biru regional office if playing away or away can come and always be present to support PSIS Semarang when competing, through chants, choreography, songs and waving flags, forming a formation to give a breakthrough of enthusiasm to PSIS Semarang players and coaches in order to get full points in every match there is. Wherever it is there we are. Panser Biru sak modare, PSIS sak lawase, slogan for Panser Biru

References

- (Dr. Vladimir, 2021; Effendy & Indrawati, 2018; Mubina, 2020; *No Title*, n.d.; Setyaji, 2013; Silwan, 2012; Snex, 2009; Suparyanto dan Rosad (2015, 2020; Syaptia, 2019)Dr. Vladimir, V. F. (2021). Negosiasi Konflik Berlatar Belakang Fanatisme Suporter Bola. *Gastronomía Ecuatoriana y Turismo Local*, 1(69), 5–24.
- Effendy, M., & Indrawati, E. S. (2018). Hubungan Antara Empati Dengan Perilaku Agresif Pada Suporter Sepakbola Panser Biru Banyumanik Semarang. *Empati*, 7(3), 140–150.
- Mubina, M. F. (2020). Fanatisme Dan Ekspresi Simbolik Di Kalangan Suporter Sepakbola : Kajian Etnografis Terhadap Kelompok Suporter Psis Panser Biru Dan Snex. *Endogami: Jurnal Ilmiah K*, 3(2), 137. <https://ejournal.undip.ac.id/index.php/endogami/article/view/30673/17368>
- No Title*. (n.d.). <https://www.ptonline.com/articles/how-to-get-better-mfi-results>
- Rusdianto, Y. B. (2021). Motivasi Suporter Panser Girl Dalam Mendukung Klub PSIS Semarang. *Indonesian Journal for Physical Education and ...*, 2(2), 454–464. <https://journal.unnes.ac.id/sju/index.php/inapes/article/view/45379/20619>
- Sejarah, J., Sosial, F. I., & Semarang, U. N. (2020). *DINAMIKA PANSER BIRU SEBAGAI SUPORTER PSIS SEMARANG TAHUN 2001-2006*.
- Setyaji, F. (2013). *Konflik Suporter PSIS Semarang*. http://www.academia.edu/8708925/KONFLIK_SUPORTER_P SIS_SEMARANG_ ANTA RA_KELOMPOK_SUPORTER_PANSER_BIRU_DENGAN_SNEX
- Silwan, A. (2012). Aggressive Behavior Pattern, Characteristics and Fanaticism Panser Biru Group PSIS Semarang. *Journal of Physical Education and Sports*, 1(1), 30.
- Snex, B. (2009). (*Studi Etnografi Komunikasi Konflik Suporter Sepakbola Panser*).
- Suparyanto dan Rosad (2015, 2020). *濟無No Title No Title No Title. Suparyanto Dan Rosad (2015, 5(3), 248–253*.
- Syaptia, A. (2019). Pembentukan City Branding Melalui Identitas Klub Lokal (Studi Pada Klub Lokal Psis Semarang). *Ilmu Komunikasi*. <https://journal.student.uny.ac.id/index.php/ilkom/article/view/15801>

(Rusdianto, 2021; Sejarah et al., 2020)