

**Social Media and Personal Branding of
Young Football Players in Indonesia**



THESIS

**Submitted in Fulfillment of the Requirements for a Bachelor's Degree in
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of Indonesia**

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**SOCIAL MEDIA AND PERSONAL BRANDING OF
FOOTBALL PLAYER IN INDONESIA**

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VALIDITY SHEET

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STATEMENT OF ACADEMIC ETHICS

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Thus this statement, I agree with the truth.

Yogyakarta, 15 February 2025

Sincerely,



Reyhan Adbayu Humala Hasibuan

MOTTO

"وَتَوَكَّلْ عَلَىٰ إِلَٰهِ يَ الَّذِي لَا يَمُوتُ"

‘Dan bertaqwalah kepada (Allah) Yang Hidup (Kekal), Yang tidak mati.’ (QS. Al-Furqan:58)

"خَيْرُ النَّاسِ أَنْ فَعَلَهُمْ لِلنَّاسِ"

“Sebaik-baik manusia adalah yang paling bermanfaat bagi orang lain.”

"الصَّبْرُ مِفْتَاحُ الْفَرَجِ"

“Kesabaran adalah kunci kelapangan.”

"رَبِّ زِدْنِي عِلْمًا"

“Ya Rabb, tambahkanlah ilmu kepadaku”

“Live with grace, act with kindness, and speak with purpose.” “Simplicity is the ultimate sophistication.” – Leonaro da Vinci

“Class not about wealth, but about how you carry yourself with dignity.”

“Walk softly, dream boldly, and leave a trail of kindness.”

DEDICATION

For Allah SWT, for all Your grace and guidance so that this small work can be completed. For my parents and my beloved siblings, thank you for your prayers, sacrifices, and neverfading love. For myself, may this be a new beginning to continue learning, developing, and making my family proud.

“Sesungguhnya bersama kesulitan ada kemudahan” (QS.Al-Insyirah:6)

FOREWORD

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Warm Regard

Reyhan Adbayu Humala Hasibuan

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ABSTRACT

Reyhan Abayu Humala Hasibuan (2025).

SOCIAL MEDIA AND PERSONAL BRANDING OF YOUNG FOOTBALL PLAYER IN INDONESIA

Department of Communication Science, Faculty of Socio-Cultural Sciences, Islamic University of Indonesia. 2025.

In the digital era, social media has become an essential tool for personal branding, particularly in the sports industry. This research explores how Indonesian football players utilize social media platforms, particularly Instagram, to develop and enhance their personal branding. Social media allows players to showcase their skills, interact with fans, attract sponsorships, and establish a professional identity beyond the football field. However, the rapid development of digital branding presents both opportunities and challenges for athletes, including issues related to authenticity, public perception, and mental resilience.

This study employs a qualitative research method, using in-depth interviews with young football players and coaches at HRC Football Academy Tangerang. The research examines the strategies used by these players to create a strong digital presence, the role of social media in their career development, and the psychological impact of online interactions, including cyberbullying and negative comments. Findings indicate that while social media is a powerful tool for career advancement, players must balance online engagement with on-field performance and mental stability. Additionally, the study highlights the importance of media literacy and professional guidance in maximizing the benefits of digital branding while mitigating its risks.

By understanding the dynamics of personal branding through social media, this research provides valuable insights for aspiring football players, coaches, and sports marketers. It emphasizes the need for a strategic approach to digital branding, combining authenticity, consistency, and audience engagement to build a sustainable professional identity in the sports industry.

Keywords: Social media, Personal branding, Football players, Instagram, Digital branding.

CHAPTER I

INTRODUCTION

1.1. Background

In recent years, the sports branding landscape has undergone significant changes, largely influenced by the rise of social media platforms. With the spread of digital technology, athletes, especially Indonesian football players, are increasingly turning to social media to develop their personal brands and increase their selling power. This change reflects a broader trend where social media has become an integral part of modern sports culture, giving athletes an unprecedented opportunity to promote themselves, engage fans, and acquire sponsorships. In Indonesia, football ranks as the most popular sport in the country due to its passionate fan base and rich history of talent development.

With this in mind, the rise of social media as a branding tool presents unique opportunities and challenges for young football players looking to carve out a name in the industry. As digital natives, these players master various social media platforms to not only showcase their skills on the pitch, but also to showcase their personalities off the pitch, interact with fans, and attract the attention of sponsors. Utilize. However, the intersection of social media and football branding also raises complicated questions about authenticity, image management, commodification of talent, and more.

With the information available in the mass media, the mass media has an impact in various fields, one of which is the development of football in Indonesia. With a lot of information about football in the mass media, this sport is increasingly known by the Indonesian people. Make football a popular sport in Indonesia with all the information available. According to a Nielsen Sports survey, Indonesia is the second largest country in the world for football fans after Nigeria, as many as 77% of Indonesians are interested in football and Nigeria ranks top with 83% (Kosasi et al., 2022). Meanwhile, according to a survey from We Are Social, the number of social media users in Indonesia is 170 million, which is 61.8% of the Indonesian population is social media users, and one of the social media that is widely used by the public is Instagram, which

ranks third with a percentage of 86.6% of the age People aged 18-34 years are the most Instagram social media users (Kemp, 2021).

The selection of Tangerang as the research focus is grounded in its position as a rapidly expanding urban football hub within the Greater Jakarta region, where youth participation in organized football academies has intensified in recent years. This development reflects a broader national phenomenon in Indonesia, where football functions not only as a sport but also as a socio-cultural aspiration among young people pursuing professional careers. The athlete must also cultivate public visibility and construct strategic identities to enhance recognition and perceived professionalism.

HRC Football Academy was purposively selected as a case study because it represents a localized yet dynamic site where athletic development intersects with digital self-presentation practice. The academy's young players actively utilize Instagram not just for social interaction, but as a mediated space for identify construction, impression management, and symbolic positioning within the football ecosystem. In line with khamis, ang and welling (2017), social media self-branding has become a strategic practice through which individuals seek attention, legitimacy, and opportunity. Within Indonesia's competitive player recruitment landscape, digital visibility increasingly functions as an informal yet influential mechanism of career signalling. Therefore, Tangerang and HRC Football Academy provide a theoretically and contextually significant setting for examining how Instagram operates as a platform for digital personal branding among emerging football talents.

As argued by Goffman (1959), individuals engage in impression management to control how they are perceived by others. This concept has evolved in digital contexts, where social media enables continuous identity performance and audience interaction (Marwick, 2013). Personal branding on social media involves deliberate efforts to create a distinct, consistent, and marketable identity (Montoya, 2002), particularly in environments driven in visibility and competition.

Instagram is one of the popular types of social media that supports in uploading and sharing images. Instagram is made up of two words, namely "insta" and "gram". The meaning of the first word is taken from the word "instant" which is fast or easy, while the word "gram" is taken from "telegram" which means associated with a very fast medium of information transmission (Carr & Hayes, 2015). Instagram social

media itself has various types of features, including photos, videos, followers, followers, likes, comments, shares, multiple images & videos, Instagram Stories, live videos, IGTV, Reels, collaborations. As the most social media in branding engagement, Instagram is filled with many individuals competing to build branding for themselves and for their businesses. Precisely with the existence of Instagram social media, some individuals are able to gain popularity and opportunities that they have never had before (Romadhan et al., 2022). Moreover, the increasing number of Indonesian people who are very interested in Instagram social media, the opportunity to brand themselves must be very easy because so many people have used the social media.

As players strive to establish themselves as brands, they must navigate a delicate balance between self-expression and strategic promotion while struggling against the pressures of public scrutiny and media attention. Additionally, the rapidly evolving nature of social media poses ongoing challenges in terms of staying relevant, engaging audiences, and adapting to changing trends. Given this background, a comprehensive study is needed that discusses the nuances of social media branding among young Indonesian football players. By examining the strategies, motivations, and experiences of these actors while using social media platforms, researchers can learn valuable information about the dynamics of contemporary sports branding and its impact on talent development, industry dynamics, and fan engagement.

In Media Event Theory according to Daniel Dayan and Elihu Katz (1992) there are three main types of media events, the first is Contest, the second is Conquest, and the third is Coronation (Dayan & Katz, 1992). In an event, the media has several main characteristics, namely being planned, broadcast live, and functioning as a routine stopper, where this moment is able to attract the attention of a wide audience. Social media, especially Instagram, allows young players to strategically curate and disseminate those moments, creating "micro-events" that increase their appeal.

This media event also had an impact on strengthening social solidarity among the fan community. When players leverage Instagram features, such as live videos or stories, to interact directly with fans, they create a shared experience that strengthens the emotional bond between players and fans. This not only supports player branding efforts but also contributes to the grand narrative of football as an important part of popular culture in Indonesia.

As players strive to establish themselves as brands, they must navigate a delicate balance between self-expression and strategic promotion, while facing the pressures of public scrutiny and media attention. Additionally, the rapidly evolving nature of social media poses ongoing challenges in terms of staying relevant, engaging audiences, and adapting to changing trends. By incorporating the perspective of media event theory, this research will provide a deeper understanding of the dynamics of contemporary sports branding in Indonesia and its impact on talent development, industry dynamics, and fan engagement.

1.2. Research Question

The dynamic interaction between Indonesian football, social media, and personal branding presents a complex landscape with various challenges and opportunities. The formulation of this problem aims to explain the multifaceted relationship between these elements and answer the following key questions:

1. How do young Indonesian football players build personal branding through social media?
2. Why is good personal branding needed for every young Indonesian football player?

1.3. Research Purpose

Gain a deeper understanding of the complex interactions between Indonesian football, social media platforms like Instagram, and personal branding strategies. This understanding can provide input for the development of evidence-based strategies, ethical guidelines, and innovative approaches to optimize personal branding efforts among young Indonesian football players in the digital era.

Research Objectives: The main objective of this qualitative study is to explore the dynamic interaction between Indonesian football, social media (specifically Instagram), and personal branding from the perspective and experience of young football players. By conducting in-depth interviews and analyzing content on Instagram, this study seeks to understand how young Indonesian football players perceive and leverage Instagram as a platform to build their personal branding and increase their visibility in the football industry. The research aims to uncover the motivations, strategies, and experiences that underlie these players in shaping their identities and increasing their recognition through Instagram. In addition, this

study aims to examine cultural, socio-economic, and contextual factors that affect the effectiveness of Instagram as a personal branding tool among Indonesian football players.

1.4. Research Benefits

- **Theoretical:** This research will provide valuable insights for young Indonesian football players.

players on how to effectively leverage Instagram for personal branding purposes. By understanding the experiences and strategies of their peers, football players can improve their own personal branding efforts and increase their visibility in the industry.

- **Practical Benefits:** By understanding the factors that contribute to the success of personal branding on Instagram, this research can support talent development initiatives in Indonesian football. Clubs, academies, and youth programs can use these findings to educate young players on the importance of personal branding and provide guidance on how to effectively use social media platforms like Instagram to boost their careers. This research will contribute to the academic literature on social media, personal branding, and sports marketing. By providing qualitative insights into the experiences of young soccer players, this research can enrich the theoretical framework and inform future research in this area.

1.5. Study Literature

1.5.1. Previous Research

1.5.1.1. Analisis Personal Branding Adrian Putra Melalui Instagram

(Apriliyanti, 2023)

This study aims to determine how personal branding strategies are carried out by public figures, namely Dr. Adrian Putra, through social media Instagram. The study used a qualitative descriptive method, with data collection techniques through literature studies, observations, interviews, and documentation.

The results of the study showed that the personal branding built by Adrian Putra went quite well, with distinctive, relevant, and consistent characteristics. He utilized his profession as a doctor and created educational content that was packaged in an interesting and humorous way.

The object of the study was the Instagram account @doktergaulandraw owned by Dr. Adrian Putra, a general practitioner who actively educates the public through creative and humorous health content.

1.5.1.2. Pendampingan Pelatih Sekolah Sepak Bola Satria Muda Lombok Timur

(Musrifin et al., 2021)

This research was submitted as a form of community service to improve the quality of management and coaches at the Satria Muda Football School (SSB). The method used is participatory in the form of PKM (Community Service) activities with a practical approach in the form of counseling, coaching clinics, and mentoring.

The results show an increase in the understanding of coaches regarding the preparation of systematic training programs, as well as improvements in internal management of SSB.

The object of the research is SSB Satria Muda East Lombok, a private football school that faces challenges in terms of financing, management, and coach competence.

1.5.1.3. Personal Branding Strategi untuk Memenangkan Pasar

(Diana Novita et al., 2024)

This research is proposed to theoretically explore the concept and strategy of personal branding in the context of modern professionals. The research uses a literature study method by reviewing various theories and previous research results.

The results of the study identified that effective personal branding depends on factors such as authenticity, message consistency, identity clarity, and the ability to build influence or authority.

The object of the research is conceptual and general, namely professional individuals from various career fields who want to build a strong and different self-image in a competitive market.

1.5.1.4. Efektivitas Media Sosial Instagram sebagai Personal Branding pada Mahasiswa FIKOMM di Universitas Mercu Buana Yogyakarta

(Agustin et al., 2024)

This study was proposed to measure the effectiveness of Instagram social media in building personal branding of students of the Faculty of Communication and Multimedia Sciences (FIKOMM). The research method used is quantitative descriptive with data processing using the SPSS application.

The results of the study showed that there was an effectiveness of 56.5% of Instagram use on students' personal branding, while the rest was influenced by other factors that were not studied.

The object of the study was active FIKOMM students of Mercu Buana University Yogyakarta who used Instagram as a medium for selfexpression and professional imaging in the digital era.

1.5.2. Theoretical Framework

The researcher has conducted a literature observation review, in the previous study, the researcher obtained several research findings that discussed the use of social media that can help improve the branding of young footballers in Indonesia. And this study also discusses more specifically the challenges and opportunities faced by Indonesian footballers in building personal branding on Indonesian social media.

One of the key scholars in personal branding theory is Peter Montoya, who conceptualizes personal branding as a deliberate effort to shape public perception by managing visibility, consistency, and differentiation (Montoya, P. 2002). According to Montoya, effective personal branding consists of several essential elements are:

Authenticity	A personal brand must reflect genuine values and identity to build trust and credibility.
Consistency	Repeated and stable messaging strengthens recognition and audience memory.
Specialization	A strong personal brand focuses on specific expertise or characteristics.
Visibility	Continuous exposure is necessary to remain relevant in the public eye.
Differentiation	A personal brand must stand out from others within the same field.

Previous research was as follows:

1. According to previous research conducted by Jordan Jiwantono¹, Listia Natadjaja², Daniel Kurniawan, digital marketing covers all areas in it, from increasing brand awareness and engagement to changing the system for the better in the business world. This includes online marketing strategies such as paid advertising, social media, search engine optimization (SEO), content marketing, email marketing, and more. Digital marketing also includes data analysis to understand consumer behavior, website and app creation and affiliation, and the use of new technologies such as artificial intelligence and business intelligence to

improve the efficiency and effectiveness of marketing campaigns. With a holistic and integrated approach, digital marketing enables companies to reach targeted markets with more targeted goals, optimize the consumer experience, and create long-term value for their business. Digital marketing has become the best strategy in reaching the target audience, where they interact with different brands and provide benefits to the company. Football has grown rapidly and become a lucrative industry with direct participation from the public. Although information about football is available on various digital platforms, the lack of delivery leads to a lack of interest in the target audience to view or visit the site. With the development of football, the media that disseminates information needs to innovate to advance the industry. Football fans also need the latest information about their favorite teams as well as interactions with relevant media. Microblogging is popular on social media and attracts users' attention because it conveys information briefly and quickly. Seeing the lack of attention to how to convey information on digital media, the author designed social media design content about football on Instagram with a microblogging approach. The main goal is to provide information that is easy to understand and interesting to the public.

2. According to an interview with Amy Martin, creator of Digital Royalty, a company that advises elite players, sports teams, and leagues on social media and digital branding techniques ([Author1] et al., 2010). Martin's experience was explored in detail during the conversation, specifically his work with the Phoenix Suns and famous players like Shaquille O'Neal. This conversation discusses how his agency is creating a "digital world" for its customers. This world encompasses unified online identities created through traditional digital channels and various social media touchpoints. It is important to note that the interview was conducted in 2010. Since then, things have changed in the social media environment as new platforms have emerged and old ones have undergone significant modifications. While the fundamentals of digital branding are still valid, the specific approaches and techniques discussed may need to be modified to fit the current online environment. Amy Martin's research conducted in 2010 using the dominant social media platform may be different from the one in Indonesia today. Indonesian research needs to analyze which platforms are the most effective to reach football fans in Indonesia.

1.5.2.1. Definition of Social Action

Humans are individual and social creatures who live culturally and have different patterns of social traits between communities and between groups. In his life, it is inseparable from interaction, socialization and communication with other people around his environment and that is the reason why human life is interpreted as a form of social being. Human beings can transform meaning into a form of action that has social meaning where the action is directed at others (Lestari, 2023). Socially meaningful actions in his theory are specifically called social actions by Max Weber. Definition of Social Action (*Social Action*) According to (Ritzer, 1985) In Max Weber, social action is the process in which the individual as an actor is involved in subjective decision-making, related to the means and means to achieve a specific goal, all of which are limited by cultural systems in the form of social norms, ideas and values. Faced with this problem, individuals have free will. Max Weber's theory of social action also explains the various causal and objective motives in a person's actions in performing certain actions (Ahmad Muzaki et al., 2023) deep (Wirawan, 2012).

Football is one of the sports that is in great demand by many people, both men and women. In this sport, of course, there are social actions such as providing support to the team that will be played by the supporter. According to (Malfaid, 2019) Football social action can be seen as a struggle because football is not only present as entertainment and a game. This form of struggle can be a tool to awaken social solidarity in a country. In addition to social actions that occur to supporters, it can also happen to the media that covers the process of running football matches. The relationship between sports and media institutions has become a significant theme. In many countries, sports are an important part of journalism, but sports journalism is also often referred to as toy journalism (Junaedi et al., 2017).

1.5.2.2. Types of Social Actions

1) Young Player Development

Football is a sport that is in demand and loved by many people in various parts of the world. Football also has an important role in life. So that every football development becomes an interesting discussion to follow and discuss. In Indonesia itself, interest in football is very high, as evidenced by the formation of football clubs in various regions in Indonesia. In line with the president's instructions regarding the acceleration of national football development, President Joko Widodo has emphasized 4 priorities that must be carried out in the development of national football, namely: 1) Early Football Development, 2). Improvement of Football System and Governance, 3). Improvement of Club Management and 4). Provision of Sports Infrastructure (Musrifin et al., 2021). Football coaching has been carried out by PSSI in collaboration with DIKNAS to establish DIKLAT and SSB football, which is currently a professional status as an amateur club coaching product. In an effort to cultivate good achievement, coaching must start early and talented athletes are essential to achieve optimal quality of achievement in football. Superior athlete seeds require a scientific management and training process, so that the maximum possible athlete achievement will appear at a certain age (Neolaka et al., 2023).

To become a professional football player, one must be able to master good football skills and techniques, have an excellent physique, and a good mentality, one must certainly follow a tiered and continuous coaching process so that clear goals will be achieved at every level starting from an early age, adolescence to achieving achievements at the age of dewas, The coaching process must also be carried out in accordance with the correct coaching program and football coaching true ball science. Of course, in carrying out the young seed development program, there is an aspect of trainers (instructors). As a coach (instructor) must have a certification or license issued by an authorized institution, to train properly a coach must be able to determine the dosage or weight of training that suits the needs of each athlete. Regarding the coaching process in finding young football players, there are several factors that must be considered, as explained according to (Hidayat & Rahayu, 2015) Factors that must be considered include clear

coaching goals, systematic training programs, appropriate training materials and methods, and evaluations that can measure the success of the coaching process. One of the sports coaching strategies is not to forget the role of sports clubs as a forum for sports coaching. The club is expected to be able to produce talented sportsmen.

The history of football clubs as a tool of struggle is very important although the history of movement through war with weapons is still much more prominent. The club is the identity of the region to be formed. Building a strong team requires a coaching process for every player from an early age. It must be realized that in the world of football and other sports, a team cannot rely on the same players for a long time. Thus, there needs to be a regeneration where every young seed is fostered and prepared to become a reliable football player (Zainal et al., 2020). In training, sports are always under pressure and adaptable. Coaching involves creating a supportive environment for athletes to learn and develop themselves in a context that allows the sport to be practiced. According to (Susanto et al., 2019) In Reinboth et al. (2004) revealed that the most important feature that athletes want to see in a coach is competence. Athletes want to be coached by someone who can lead to a level of success which is an intrinsic motivating factor for most sports people. The entire coaching process must be planned to a high standard. Football in Indonesia has a parent organization, namely the Indonesian Football Association (PSSI) which advances football achievements by holding championships or competitions between football clubs, in this case it is intended to find talented players through football organizations or clubs in Indonesia (Nugraha et al., 2019).

2) Football School Business

Football as one of the most famous sports today is slowly turning into a promising industry. Football is not only an industry, but football is also a commodity product so football as a sport has also become commercial in various aspects (Rincón et al., 2023). The football industry is able to revive the community's economy in various ways, for example ranging from the sale of match tickets, club merchandise, sponsorships, broadcasting rights

of television stations to the sale of the club's players themselves. Football as an industry, is required not only to be a sport that only produces achievements, but also as a business entity that supports the actors involved in it (including club finances) and club stakeholders (Bausad et al., 2024). Another support for the football industry can be seen from the increasing interest and enthusiasm of the community, especially parents, to direct their children's football hobbies. The effect caused by the development of football that has been mentioned earlier, allows for an increase in the interest and enthusiasm of the Indonesian people, especially for parents who want to direct their children's hobbies to play football.

Football schools (SSB) are one of the football sectors as an industry that invites investors or professional clubs both from within the country and from abroad to invest the resources they have to get results through the sports industry and this is certainly not only to find talented talents but as a development of their business (Haryani et al., 2022). One of the football businesses that is growing in all regions in Indonesia today is the football school business. Football schools are a forum for training and distributing early childhood achievement. From this football school, many reliable football seeds are found that make this football school have a great contribution to the development of football achievements in the future (Mawardi, 2022). A soccer training center is a soccer training center that teaches formal education and also soccer training both theoretically and practically. The athletes will be honed to improve their skills by following the guidance of coaches. The training methods that will be given to the athletes are physical training, technical training, tactical training and mental training that are intensive and highly structured to achieve the best performance and make professional athletes who will be managed directly by PSSI.

For young superior seeds, anyone can take part in the selection test conducted by PSSI to find the best young superior seeds (Santoso et al., 2020). In this day and age, it is not uncommon for young players to have potential talent as football players but are not supported by facilities and infrastructure. In fact, sports coaching, in addition to being highly

determined by the professionalism of human resources, is also determined by the support of facilities and equipment, policies, funds, and the operationalization of professional coaching management (Wicaksono & Article, 2015). One way to carve out football achievements is through football schools (SSB) in all regions in Indonesia. Football schools (SSB) are the most appropriate place for the development of football from an early age. The main reason for football schools (SSB) is to mandate and provide flexibility to students to develop their talents (Jayanto et al., 2015). It then provides a solid foundation for playing football appropriately, including building good attitudes, characters, and behaviors.

The duties and obligations of football schools (SSB) have a very large commitment to the progress of Indonesian football achievements in the future. This football school is a place where many great football players can be found. Practicing from the beginning determines the final fate of football achievements.

3) Naturalization

According to KBBI, Naturalization is the acquisition of citizenship for foreign residents; things that make a citizen; citizenship obtained after fulfilling the requirements as stipulated in laws and regulations; So it can be said that naturalization in general is a process carried out by foreigners in order to become Indonesian citizens legally and intact and naturalization is divided into 2 types, namely ordinary naturalization and special naturalization, the difference is quite significant because naturalization is carried out by itself with various conditions that must be completed, while special naturalization is a citizenship process given by the state to a person because it is considered to have Contribution to the country (Sinaga & Sembiring, 2024). Based on Article 20 of Law Number 12 of 2006, foreigners who have contributed to the state of the Republic of Indonesia can be granted Indonesian citizenship by the president after obtaining consideration from the House of Representatives or the House of Representatives. In addition, it is also related to the naturalization process for Foreign Citizens or descendants of Indonesian Citizens who

want to become Indonesian Citizens. The position as an Indonesian citizen through the naturalization process is regulated in Article 8 which stipulates that "Citizenship of the Republic of Indonesia can also be obtained through citizenship". Naturalization is a legal action that can cause a person to obtain citizenship status. To illustrate, a person acquires citizenship status as a result of marriage, applying for citizenship, choosing or denying citizenship status (DWI, 2023).

Special naturalization cannot be granted to a person who, after granting Indonesian citizenship, results in the person becoming a citizen. Examples of special naturalization are Justin Hubner and Shayne Pattynama and many more. Homegrown is a term often used in the world of football to refer to players who have spent most or all of their youth in the academy or development system of a particular club in the same country as the league in which they play (Graciela & Hafiz Irsyad, 2024). Citizenship or can be called naturalization is a series of processes in obtaining Indonesian citizenship status through the submission of applications for foreign nationals who meet the requirements listed in the regulation (Annas & Hazzar, 2023).

Currently, naturalization is in the interest of the state in advancing national football, driven by the President's order with the issuance of Presidential Instruction Number 3 of 2019 concerning the Acceleration of National Football Development. Based on the experience of naturalization of football players by PSSI, there is no different treatment for naturalized players. All of them have the same rights as Indonesian citizens and must abide by the same rules, namely the Indonesian legal system. Recently, the topic of naturalization in football has been increasingly discussed in every circle because of naturalized players who defend the Indonesian National Football Team (TIMNAS). Judging from its experience, the Indonesian Football Federation (PSSI) has naturalized several foreign players from various countries that are different from the majority of the Netherlands (Annas & Hazzar, 2023). This is because the historical footprint during the

archipelago colonization period was so long, that not a few indigenous people married Dutch citizens and had descendants.

The phenomenon of naturalization of football players was first carried out in 2010 where at that time, Indonesia naturalized footballers such as Cristian Gonzales and Irfan Bachdim to strengthen the Indonesian national football team as a preparatory step towards the 2010 AFF Cup (Maaruf et al., 2023). The state does have the freedom to grant citizenship with "special interests" or "exceptional service" as a form of appreciation to foreign individuals who have de facto made significant contributions to the country, but what is happening now is a shift from the previous goal of defending the interests of the Indonesian national team to the interests of clubs with the main goal of being better in terms of career and finance. There are many foreign players who have undergone a series of naturalization processes and obtained Indonesian citizenship legally, as the data can be seen in this table.

He	Player Name	Country of Origin	Year of Naturalization
1	Kim Jeffrey Kurniawan	Germany	2010
2	Raphael Maitimo	Netherlands	2010
3	Cristian Gonzales	Uruguay	2010
4	Stefano Lilipali	Netherlands	2011
5	Greg Nwokolo	Nigeria	2011
6	Victor Igbonefo	Nigeria	2011
7	Ilija Spasojevic	Motenegro	2011
8	Herman Dzumafo Effandi	Cameroon	2017
9	Ezra Wallian	Netherlands	2017
10	Esteban Vizcarra	Argentina	2018
11	Alberto Goncalves	Brazil	2018
12	Marc Anthony Klok	Netherlands	2020
13	Jordi Amat	Spain	2022

14	Sandy Walsh	Netherlands	2022
15	Ivar Jenner	Netherlands	2023
16	Shayne Pattynama	Netherlands	2023
17	Rafael Struijk	Netherlands	2023

Table 1. 1 Indonesian Football Association (PSSI), Year 2023

Source: Indonesian Football Association (PSSI), Year 2023

1.5.2.3. Definition of Social Actors

Social actors (*social actors*) is part of social action, where social action itself is related to the level of rationality of each individual. Each of these types has a different cost value. Weber sees these social actions not necessarily about individual behavior, but how individuals perform their actions consciously and meaningfully. In addition, the actor can assess whether the method he or she chooses is the right choice to achieve other goals. According to (Budiman, 2020) In Coleman, the human individual is not just a place or medium for the work of social structures. Actors are not fully formed by the environment (system or structure), actors are active, and have the power from within to determine their actions. In line with what was conveyed by Coleman, according to Migdal (2004) in his research also explained that the existence of status bias is the main cause of the existence of actors in government that moves based on their structure. In fact, basically government actors are not completely government agents, but they are also members of society.

According to (Alamsyah, 2022) in Mead and Giddens, Fligstein and McAdam (2012a:48; 2011:7) state that every actor has social skills, at least to survive and have their level, there are skilled social actors and social actors who are less or unskilled. In summary, a skilled social actor can be defined as an actor who can encourage others to work together for a collective goal, while a less or unskilled social actor is the opposite. In terms of social resilience, i.e. the ability to encourage engagement, maintain positive relationships and to survive and recover from the pressures of life and social isolation emphasizes the capacity of the individual to work with others to turn difficulties into benefits (Savitri E.I, Wiranto S, 2022). For this reason, the role of related actors is needed to help the community in accelerating the improvement of community social resilience. According to (Hidayanto et al., 2022) There are ten tactics commonly used in building cooperation between other actors, namely:

- 1) An authority that allows the actor who has it to ask other actors to cooperate with him.
- 2) The determination of the agenda includes two stages, namely the determination of the agenda (behind the scenes) that accommodates the identity and interests of each actor and the achievement of an agreement (openly) between the actors in the agenda.

- 3) Pragmatic actors by taking advantage of available opportunities, especially those that have the potential to bring profits.
- 4) Actors offer something acceptable or convince other actors that it is their own interest.
- 5) Actors act as neutral intermediaries among various interests or actively offer collective identities to various actors which in turn can encourage them to work together.
- 6) The actors take care of their personal interests in such a way that what stands out is their openness to accept the interests of other actors which can ultimately facilitate the formation of cooperation.
- 7) Actors apply a "bandwagon effect", by inviting various actors to collaborate and show the positive effects they get so that they can stimulate other actors to join.
- 8) Actors perform a kind of "casting the net" tactic that may result in little success but is concrete so that it can give other actors the confidence to work together.
- 9) The perpetrator fosters trust in other actors about their important role in cooperation so that they are willing to cooperate
- 10) Actors build alliances with various actors who have few alternatives to work together and hinder other actors who have the potential to disrupt cooperation.

Social actors in society are not only in daily life, but there are also social actors on social media or commonly known as buzzers. The phenomenon of high social media users gives birth to influential communicator actors who can build a positive image such as the role of Buzzer and Influencer (Arianto, 2020). According to (Castells, 2007) There are four forces formed from social actors (buzzers) through social media, namely:

- 1) Network strength is the power of actors and organizations that belong to the core of the global network society.
- 2) The resulting network power can coordinate social interactions within the network
- 3) the power of social actors over other actors in the network.

- 4) the power to program specific networks according to different interests and values including following strategic alliances between dominant actors from different networks

1.5.2.4. Types of Social Actors

1) Expert

Experts are people who offer their opinions and comments to Mass Media to a specific subject area (usually political analysis, social sciences, technology or sport) that they know (or at least seem to know), or are considered scholars in the domain in which they are said. This term is mostly aimed at popular media broadcasters. Politicians, pundits, and the media contribute to most political content and dominate political discussions on social media. Meanwhile, according to (Zulkifli, 2021) (Nimmo & Combs 1992:6) says Pundit is an expression taken from Sanskrit around the early 19th century which was later adopted by the Indians meaning "a well-rounded person or teacher who not only has power but also a famous politician. He added that this group consists of journalists, analysts, and national policy experts who convey their views and opinions through certain forums. Most of them are accepted by the public as experts, especially those related to politics. They are known as sources for "opinion gathering", "opinion creation", "agenda determination" and are also known as "agenda evaluators". Often they are also referred to as sages, observers, and commentators on local political scenarios. In the world of football, experts can happen as experienced by female football players in England they have to face unpleasant treatment from various parties, such as commentators and fans who seem sexy. This treatment can be in the form of verbal remarks by positioning female soccer players as sexual objects which of course is very insulting to feminist existence (English et al., 2010). Various protests have been launched through social media and officially regarding the behavior of some of these individuals. Protection is also a focus of feminist activists on female soccer players so that they can play in a comfortable position (Pradana et al., 2022).

1.5.2.5. Difference Between Social Action and Social Actor

Social Action and Social Actors are included in the paradigm of social definition. According to (Wirawan, 2012) In Max Weber, this paradigm means that sociology is the study of social action between social actors, in which the process of action and interaction derived from the will of the individual is the subject of this paradigm. This paradigm views that the essence of social reality is more subjective than objective regarding individual desires and actions. In other words, social reality is based more on the subjective definition of individual actors. So according to this paradigm, social action refers to the structure of social structures, but on the other hand, social structures refer to the aggregate definition (meaning of actions) that have been carried out by each member of society.

Weber distinguishes between the concepts of action and behavior, according to him behavior is a spontaneous action that does not involve the thought process. While actions are actions that are carried out with full consideration and careful thought. Therefore, Weber focuses his attention only on actions that clearly involve a thought process that results in meaningful action (Warsono, 2017).

In addition, Weber also distinguishes the concept between action and social action. Actions have a different meaning from social actions, actions include all actions taken by humans as a result of thoughts, while social actions are individual actions directed at others where the actions have meaning for themselves and for others (Supraja, 2015). If the action is not directed at others and has no meaning, then it is not a social action but is only referred to as an "action", so that the social action will affect others, basically social action contains three basic things, namely action, purpose and understanding or interpretation.

What Weber means by social action is, "The actions of individuals during their actions have a subjective meaning or meaning for themselves and are directed towards the actions of others. Therefore, individual actions directed at inanimate objects or physical objects only without being associated with the actions of others are not social actions (Ritzer, 1985).

1.5.2.6. Media Sosial

1) Instagram

Instagram is one of the platforms that allows users to share photos and videos. The easy use of this platform makes this platform in great demand by various groups, both for sharing daily life and for business (Tantri et al., 2022). The more the internet develops, the more features that provide information for free, one of which is Instagram. Instagram was first released in 2010, this app allows its users to upload photos that can be edited with various filters. As the digital world develops, Instagram continues to make breakthroughs in terms of social networking based on photos and videos. As a result, Instagram has become one of the most popular applications to date. With the number of users spread around the world, the United States is the country with the most Instagram users, namely 110 million users or 33.44 percent of the total population. Brazil occupies the 2nd position with 66 million users or 31.38 percent of the total population (Melinda, 2024)

There are several interesting features that Instagram provides, namely, (1) followers or followers, (2) uploading photos or videos, (3) effects or filters and editing used when you want to upload photos and videos, (4) camera to take photos and videos directly from the Instagram application, (5) Arroba @ sign to show other users, (6) photo labels or hashtags # as keywords to easily find the desired photos and videos, (7) like mark as a sign that other users like the uploaded photos and videos, (8) search or search to find other users or search for photos and videos using hashtags, (9) direct message feature to send messages to other users privately, (10) instastories feature to share photos and videos with interesting filters such as broadcasting online videos live, provides QnA, poll, location, sticker, time features, but this feature can only run for 24 hours (Tulandi, 2021).

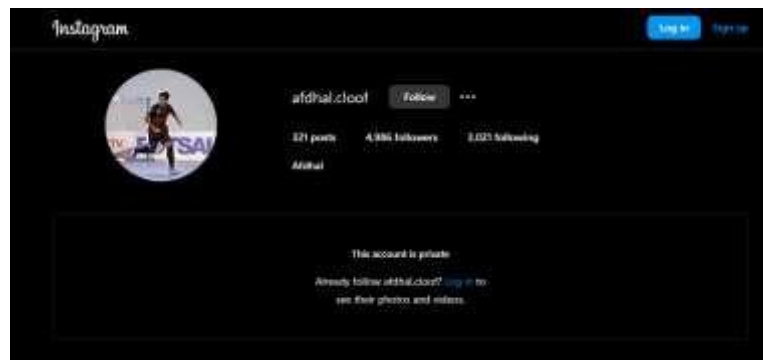


Image 1.1 Player Instagram Account

Source: *@Afdhal.cloof* (Instagram)

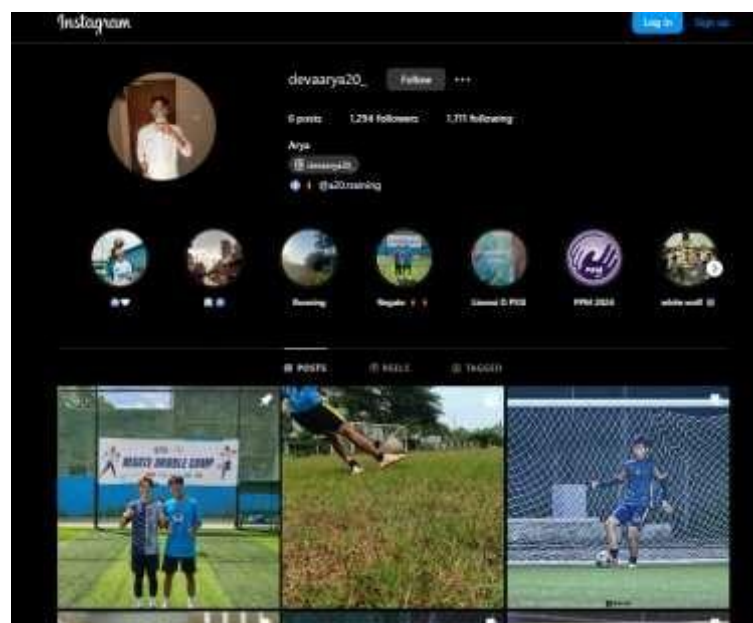


Image 1.2. Player Instagram Account

Source: *@devaarya20_* (Instagram)

2. Tiktok

Tik Tok is one of the most popular and in-demand applications in the world. Tik Tok allows its users to create 15-second videos accompanied by music, filters, and several other creative features. This application was launched by a company from China, China, ByteDance first launched an application that has a short duration called Douyin. In just 1 year, Douyin has 100 million users and 1 billion video views every

day. Douyin's high popularity led him to expand outside of China under the name Tik Tok. According to a report from Sensor Tower, this application was downloaded 700 million times throughout 2019 (RANI, 2021).

The Tik Tok application which is currently loved by various groups from children, teenagers, businessmen and even the elderly use the application. Until now, Tik Tok application users continue to grow, according to Business of Apps, 1.39 billion users have been monthly active users (MAU) on the Tik Tok application until the first quarter of 2022 worldwide. Compared to last year, the price continued to jump to 72.17%. As stated on the Business of Apps page, there are around 812 million monthly active users on the TikTok application (Nurhaliza & Aryanto, 2023).

1.6. Research Method

1.6.1. Type of research

For this research, I chose a qualitative approach to gain an in-depth understanding of the aspirations of football players in Indonesia with a focus on phenomenological case studies.

1.6.2. Data Collection Methods

The data collection method I used for this study was participant interviews and observations.

Interview: conducting interviews with young football players and coaches. The questions will include aspects of aspirations, challenges faced, and the role of culture in the development of their football careers.

Participatory Observation: Participate in training or competitions to better understand the context and dynamics that influence their aspirations.

1.6.3. Research Subject and Object

The subject of this research consists of selected young football players from HRC Football Academy Tangerang who actively use Instagram as part of their daily communication practice. These players were purposively chosen based on their active engagement in football competitions and consistent use of Instagram.

The object of this research is the player's Instagram accounts, which are analyzed as a digital platform where personal branding practice occur. The study does

not focus on the institutional communication of the club itself, but rather on how individual players construct and manage their personal branding through their own social media content.

According to the *FIFA Regulation on the Status and Transfer of Players*, a minor is defined as a player under the age of 18, and special protection apply to such players, particularly in relation to international transfer (FIFA, 2023). However, this study does not focus on minors, but rather on young football players aged 20-21 years who are in the early phase of professional career development. In development psychology, individual between the ages of 18 to 25 are categorized as being in the stage of emerging adulthood, characterized by identify exploration and career formation (Arnett,2000). In sport development literature, athletes withing age range are offer discussed in relation to the junior-to-senior transition phase, which involves progression from youth categories toward professional status and is marked by increased performance and organizational demands.

1.6.4. Research Informant

HRC Tangerang Football Academy Player and Coach, Black Steel fc
Manokwari Assistant Coach

The following are the results of interviews with several informants based on the research objectives that have been set, as follows:

1. List of Informants/Subjects

- | | |
|---------------|--------------------------------|
| a) Name | : Deffa Arya (Arya) |
| Position | :P Coach and Winger |
| Age | : 21 years old |
| Long Game: | 14 Years |
| b) Name | : Muhammad Al Kasusar (Kausar) |
| Position | : Coach and Goal Goalkeeper |
| Age | : 20 years old |
| Long Game | : 17 years old |
| a) Name | : Afdhal |
| Position | :Blacksteel |
| CoachAge | : 38 years old |
| Long Training | : 2 Years |

1.6.4. Data analysis methods

Here I will do a theme analysis and triangulation to identify patterns, trends and themes emerging from interviews and observations and then combine this data from participants/viewers

Research time: 2024

CHAPTER II

OVERVIEW OF RESEARCH OBJECTS

The general perspective of the research object is used to provide an overview of the object to be researched, while the research object in this study is HRC Football Academy Tangerang. The following is an overview of HRC Football Academy Tangerang as follows:

2.1. HRC Tangerang Football Academy Profile

2.1.1. History of HRC Tangerang Football Academy

HRC Football Academy in Tangerang was established with the aim of providing quality football training for children and teenagers, especially in the Tangerang area and its surroundings. Since its inception, the academy has focused on training young players with an emphasis on developing strong technique, tactics, and game mentality. The academy strives to produce potential players who not only master technical abilities but also have good character on and off the field. HRC Football Academy Tangerang was established on August 7, 2019 with the aim of developing and training young talents by using a philosophy from Spain, where the style of football in Spain applies fast short passes and movements without the ball. Kendy Chandra is the founder of HRC Football Academy Tangerang who has an educational background from the Johan Cruyff Institute and Valencia Soccer Academy in Spain. In addition, Kendy Chandar has several awards and certifications in combining Spanish football and Indonesian football, while his awards are as follows:

- a) Spanish Football Coach License Level 1
- b) Certified in Sports Innovation and Entrepreneurship
- c) Certified in Professional Sports Management & Agency
- d) Earning the TOP 5 at the Sporting Clube de Portugal Camp
- e) Finished TOP 20 at Bolton Wanderers FC World Grand Skills Final Top

2.1.2. Management Structure of HRC Football Academy Tangerang

The management structure of HRC Football Academy involves several important roles, including:

- a. Director of the Academy who is responsible for overall strategy and development.
- b. The Head Coach who organizes training programs and ensures the quality of teaching.
- c. A Player Development Coordinator who monitors individual progress.
- d. Administrative and Operational teams that manage day-to-day activities, registration, and other logistical needs.
- e. The Communication and Promotion Division manages marketing activities and establishes relationships with the community.

2.1.3. Building Personal Branding at HRC Football Academy Tangerang

Personal branding at HRC Football Academy is focused on building a positive and professional image in the eyes of the public, both through social media, appearances in tournaments, and recognition of academy achievements. This academy builds personal branding of players by introducing the values of discipline, hard work, and sportsmanship. In addition, they often organize social activities to bring the academy closer to the community, as well as hold additional training such as social media management and effective communication for the players.

2.1.4. Regeneration at HRC Football Academy Tangerang

Regeneration is an important part of HRC's Football Academy to ensure the continuity of the program's achievements and sustainability. Each batch is given training to suit their age and potential, with senior players encouraged to mentor younger players. The regeneration system is also carried out by providing opportunities for academy graduates to return as coaches or part of management, so that their experience can be passed on to the next generation. In order to regenerate

young football players at HRC Football Academy Tangerang by holding two programs, namely:

b) Player Development

The program aims to develop the potential of players under the age of 18 and assist them in preparing themselves before being channeled to professional clubs.



Image 2.1. Player Development

Source: <https://www.hrcfa.com/>

c) Professional Career

This program is for players who are over 18 years old and are ready to be channeled to professional clubs to play and have a career.



Image 2.2. Professional Career

Source: <https://www.hrcfa.com/>

CHAPTER III

RESULTS

3.1. Research Results

This research conducted in January 2025 at HRC Football Academy Tangerang. Data collection is adjusted to the interview guidelines that have been made. The collection of informants uses a purposive sampling technique where the researcher selects informants based on certain objectives to be discussed. Before the research takes place, the researcher first explains the purpose and purpose of the research so that the informant can understand and understand what the researcher wants to do by providing several questions asked by the researcher. The following are the results of interviews with several informants based on the research objectives that have been set, as follows:

3.1.1. List of Informants/Subjects

- a) Name : Deffa Arya (Arya)
Position : P Coach and Winger
Age : 21 years old
Long Game: 14 Years
- b) Name : Muhammad Al Kausar (Kausar)
Position : Coach and Goal Goalkeeper
Age : 20 years old
Long Game : 17 years old
- c) Name : Afdhal
Position : Blacksteel
CoachAge : 38 years old
Long Training: 2 Years

3.1.2. The Role of Instagram in Junior Player Personal Branding

Social media is a place where everyone can communicate and interact without being limited by place, space and time in the virtual world such as real life, social media users can create informative content or posts so that they can be seen by other users.(AL FIKRI, 2019). Instagram One of the many platforms on social media that is often used as an application for sharing and editing photos and videos to improve interaction between users, the InstaStory feature provides services to users who are interested in sharing photo or video content that has a time limit that will disappear after 24 hours.(Masitoh & Ichsan, 2024). In this case, the explanation of the use of Instagram conveyed by Mr. Arya as a coach at HRC Football Academy is as follows:

"Instagram social media is fast and great for building personal branding, especially since we can upload content to motivate young players such as sharing training content or match footage." (Interview January 7, 2025)

Then the question was clarified by Mr. Kausar as a coach at HRC Football Academy as follows:

"I also agree with the use of social media to build personal branding. Since I was taught by Coach Kendy before I became a coach at HRC Football Academy, he explained that for example we create content on Instagram or on other social media in the form of posts so that others can see it, expand our connections, and improve our careers in the world of football. That way, I try to post content during practice and match footage on my personal Instagram @alkautsarmohammad28" (Interview January 9, 2025)

Personal branding is a concept that includes a person's efforts to build and strengthen their image as a unique and recognizable person in the eyes of others. It involves self-awareness of the personal values, skills, and characteristics that set a person apart from others, as well as efforts to strategically convey those messages to the target audience.(Muhammad, 2024)In today's digital age, where technology plays a crucial role in communication and social interaction, personal branding can

influence an individual's perception by colleagues, clients, and a broad audience. In addition, in theory, interpersonal relationships and professional networking are important aspects of personal branding, as they build strong relationships, helping to increase an individual's credibility and influence in a professional environment.(Diana Novita et al., 2024).

Football players can be said to be successful in building their social branding when there are other people who become players as idols and as motivation to become like players. Such as often watching or watching football matches on television, some of them imitate the style of athletes they like, such as the clothes, haircuts, and shoe brands worn by their idol athletes and many children or students imitate the way athletes play, be it courage, dominance, social initiative, friendliness, sympathy, competitiveness, aggressiveness, calm nature, and love to show off, Teamwork, composure in playing, and sportsmanship even when watching a football match seem to overflow with emotions, as if they are smarter than the players they are watching.(Cendra, 2016).

This is also experienced by Arya who idolizes a professional soccer player named Eden Hazard Striker at the Real Madrid Club

"For idols, I idolize Eden Hazard because I like his style of play and I can apply it in training." (Interview January 7, 2025)

For junior (young) players, personal branding on social media, especially Instagram, must be balanced with the ability of junior players when on the field, sometimes personal branding must not only be done in cyberspace but also in the real world by improving the quality of players when practicing and competing. As stated by Arya as the coach of HRC Football Academy

"For personal branding for young players, it is more suitable to be done at important moments of the match, but it can be said that it is not easy because the performance of young players is inconsistent (sometimes good, sometimes declining), there must be a balance between the personal branding that is built and the performance of young players (more focused on player mental coaching)." (interview January 7, 2025)

This is in line with what Kausar said about personal branding for junior players, not only through social media

"Personal branding other than social media is to improve our performance during training or matches. When we become the best player or get the best score, of course our name will also rise and be known by many people. It depends on the intention of each player, whether they want to become a content creator or a player. Of course it is different if our intention as video content creators is only for entertainment and to increase revenue, but it is different if our intention as players is clear that the videos we post aim to motivate the audience and improve relationships in football." (interview January 9, 2025)

Based on the results of interviews, observations, and documentation, it can be concluded that the role of Instagram in the personal branding of junior players is very influential. This is because Instagram is one of the effective means to show players' abilities, motivation, and career journey. In the process of personal branding, content such as training, match trailers, and other important moments can expand the network and increase the influence of players in the world of football. In addition to Instagram, junior players must balance personal branding when practicing and competing so that consistency of the game, skill, and quality when competing are key factors to keep branding relevant and authentic. As conveyed by the HRC Football Academy coaches, personal branding also requires a balance between activities on social media and improving the physical and mental abilities of players.

3.1.3. Personal Branding Strategy on Junior Players' Instagram

Personal branding is an effective tool that helps define a person, emphasize their goals and specific things, and value them as a brand. Some athletes who are already professionals earn more from sponsorship agreements and other brand advertising than from professional contracts at their clubs and competitions. What they have in common is that they are good at building their own brands because they have managed to commercialize their popularity and success.(Dašić et al., 2021)Instagram is one of the impacts of the development of social media, this can be one of the benchmarks in finding out the number of fans that a professional athlete or junior player has. Many athletes who have big names and are known by many have profited greatly from their participation in the promotion of the brands that sponsor

them, by posting inviting comments about the product or company.(Dašić & Dašić, 2021).

This is in accordance with Arya's opinion regarding the impact of personal branding as financial income.

"Professional players make social media just as entertainment, but for young players, social media is a medium to earn additional income to attract sponsors. For young or mid-sized players, branding on social media aims to earn additional income through sponsorship." (interview January 7, 2025)

In line with Arya, Kausar in his interview explained as follows:

"There is a difference in the way of personal branding between senior players and junior players. For senior players, they do personal branding based on experience, while for junior players when posting, they prioritize personal pleasure to be liked by the community or the surrounding environment." (interview January 9, 2025)

Of course, this is a challenge for junior players who are still pioneering in improving personal branding. the development of the nation's character and ethics in Indonesia's national development as a whole, in addition to efforts to get talented and potential athletes from an early age, so that they are ready to be developed in various sports, to achieve high achievements, both at the regional, national, and international levels, one of which is through football.(Nababan et al., 2024). For junior players in general, they are still unstable, easily shaken, and easily bored, these problems can be overcome with the help of coaches by motivating athletes to excel. This is as conveyed by Arya as the coach of HRC Football Academy.

"The mentality of young players, they feel more affected by information through social media. Even professional players provide psychologists to maintain the mentality of the players, especially young players whose mentality is still unstable." (interview January 7, 2025)

In addition to the mentality that junior football players need to improve is attitude. In addition to being mentally unstable, attitudes also need to be considered if you want to build a better personal branding. The willingness to be corrected, the willingness to accept advice and so on, all based on a positive-constructive attitude, is

still difficult to apply to junior players because they are building personal branding for their careers in the world of football. This is in accordance with what was conveyed by Arya as the coach of HRC Football Academy.

"For young players, don't exaggerate their names too much, it will affect attitudes in the social environment. When their name is high, they don't want to listen from within others and consider their quality to be far above the person who gave them the name." (interview January 7, 2025)

The discussion about the relationship between the use of social media and the mentality of the players was also delivered by the coach of Blacksteel Papua, Coach Afdal.

"Many players consider social media as a tool to raise their brand (players), from social media they can also get more income beyond their income as football athletes. Even though it can be a second income, of course, there are negative impacts such as overthinking that causes their mentality down due to negative comments from netizens. You can say that the player's mentality can be down because of the hate comment of 60%." (interview February 3, 2025)



Image 3.1.Hate Comment

Source: @blacksteelfcmanokwari (Instagram)

Then he also gave advice to young players in using social media so that the quality of the players on the field and the mentality of the players are maintained

"In my time when I was still a player and not yet a coach, the use of social media has started to have (hate comments) but it is not a negative factor. For me, hating comments is a motivation for me, the most important thing is that I don't want to read negative comments. In my opinion, there are two sides to social media, some positive and some negative. For players who still listen to hate comments or make inappropriate posts, it is necessary to question their mentality and include negative things from social media. All of that goes back to each individual in using social media. In my opinion, this coach is like our parents on the field, if they are angry, there must be good intentions for the team and the players. Of course, as a player, you should not completely swallow the instructions from the coach. Of course, when there is a dispute between players and coaches, they must be professional and must be completed on the field, they must not be taken out of the field." (Interview February 3, 2025)

Based on the results of interviews, observations, and documentation, it can be concluded that the personal branding strategy on Instagram for junior football players is an important aspect in building their careers. Through Instagram, junior players can leverage social media to increase their popularity, attract sponsors, and create a positive image that supports their career journey. In this context, personal branding is not only aimed at entertainment, but also as a tool to bring financial opportunities and expand networks in the world of football.

3.1.4. The Influence of Personal Branding on Instagram on Junior Players' Careers

Social media has become one of the most important communication media in the world of sports. Social media is not only used to share information, but also to build emotional connections with fans and increase the popularity of athletes. With social media, everyone can share their daily activities or activities.(Saputra & Nurrachmad, 2024)In sharing activities or activities can be through content and can be shared through one of the social media channels, namely Instagram, through this platform junior football players can display the highlights of their games, create a

professional image, and attract sponsors so that they can also build personal branding that suits their career in the world of football.

The use of social media has grown tremendously in the sports industry. Platforms like Facebook, Twitter, Instagram, TikTok, and YouTube are an important part of today's sports culture. The reach and coverage of social media in particular has affected various aspects of the sports industry and its various stakeholder groups, such as athletes, coaches, managers, teams, leagues, events, governing bodies, and fans.(Syadzwinia et al., 2024)Nowadays, the use of social media has gone beyond simple social communication, and in the sports industry, practitioners use social media platforms to implement various objectives such as live coverage, news updates, public relations, risk management, activism, promotion, sales, and marketing.(Abeza, 2023).

The influence of the use of social media such as Instagram and TikTok is also applied by Arya in building personal branding.

"If there are two active social media, the first is Instagram to create content about match or training highlights and the second is Tiktok if for TikTok it's just entertainment." (interview January 7, 2025)

The same thing is also applied by Kausar in utilizing Instagram and Tiktok social media in building personal branding.

"For social media that is active in creating content only on Instagram, the first Instagram account still contains daily life content with the theme of football, but currently I am in the process of creating a second Instagram account devoted to training references for young players in the goalkeeper position." (interview January 9, 2025)

Although it promises to improve career and personal branding through social media Instagram and TikTok, it is not uncommon for negative comments or cyber bullying to also befall junior football players who are building personal branding. For junior players, negative thoughts due to being ridiculed or scolded, overconfident thoughts, and external factors such as referee comments that feel competent, patterns of influence of the masses, spectators or masses, rivals who are not opponents, social support from family, friends, and whether or not the coach is present greatly affect their mentality in building personal branding.(Selviana & Dwi, 2022).

Agree with the above sentence according to Kausar regarding the impact of cyber bullying or hate comments on young players

"Especially cyberbullying, sometimes when receiving a strong reprimand from the coach, some young players immediately drop mentally and their performance decreases on the field. Sometimes for people who make hate comments on social media, they are actually just following the previous hate comments, when they don't know about football or the player they are the target of their hate comments." (interview January 9, 2025)



Image 3.2.Black Campaign

Source: @blacksteelfcmanokwari (Instagram)

For each football team, a special division or section is needed that handles the mentality of the players, such as bringing in psychologists or creating a division of psychologists who are in charge of maintaining the mental stability of the players. This was done by the coach of Blacksteel Papua

"We as coaches sometimes like to provide motivation and not infrequently we also bring psychologists for players. If a team wants to be good in terms of its players, it needs a team or division whose job is to handle the players' mentality

(by creating a team of psychologists)." (interview February 3, 2025)

He also added that players should not care about hate comments from social media so that the player's mentality is maintained.

"Yes, most of the main functions of social media like that (entertainment, personal branding, and second income), I also as a coach like to give advice so that I don't need to read or care about hate comments" (interview February 3, 2025).

Based on the results of interviews, observations, and documentation, it can be concluded that the use of Instagram as a social media has a great influence on the careers of junior football players. Instagram allows players to display match footage, share daily activities, and build a professional image that supports personal branding. However, despite its great potential, the use of social media also brings challenges, especially when it comes to negative impacts such as cyberbullying and hate comments. The mentality of young players is often affected by these negative comments, which can reduce their performance on the pitch. In addition, the lack of social support and harsh reprimands from coaches can also affect their motivation and development. Therefore, building personal branding through social media requires a wise approach, while maintaining a balance between activities on social media and improving skills in the field. The findings indicate that young football players do not merely use Instagram as a platform for casual sharing. Instead, their social media activities reflect strategic elements of digital personal branding. Based on interviews and direct observation of their Instagram accounts, personal branding practices can be analyzed through Montoya's framework of authenticity, consistency, specialization, visibility, and differentiation.

1. Visibility from Montoya's perspective, visibility is a fundamental component of personal branding. The observed Instagram accounts show frequent posting of match-day highlights, training sessions, and football-related activities. This consistent exposure increases their digital presence and ensures that their identity as football players remains visible to audiences, including potential sponsors and clubs.

2. Consistency is reflected in the thematic focus of their content. Most posts revolve around football performance, training discipline, and motivational messages. Captions frequently emphasize hard work, gratitude, and team spirit. This repetition reinforces a stable professional image and helps audiences associate their accounts with athletic dedication.

3. Specialization The players position themselves clearly as football athletes rather than general content creators. Unlike influencers who diversify content into lifestyle or entertainment, the observed accounts maintain a strong football-oriented identity. This specialization strengthens their positioning within the sports domain.

4. Authenticity Although strategic, the content also reflects authenticity. The players share real training moments, match footage, and personal reflections. This aligns with Montoya's argument that credibility is built when branding is grounded in genuine experience rather than artificial presentation.

5. Differentiation However, differentiation appears to be the most challenging element. While visibility and consistency are evident, most players share similar types of content (match photos, team celebrations, training videos). This suggests that although personal branding is practiced, the uniqueness of each player's digital identity is still developing.

Based on observational notes, engagement patterns also show that players interact selectively with followers, often responding to positive comments while ignoring negative ones. This indicates a form of audience management that aims to maintain a professional and positive digital image. Overall, personal branding among young Indonesian football players is not accidental. It is performed as a conscious self-presentation strategy that balances online identity construction with on-field performance. Instagram functions not only as a communication platform but also as a strategic tool for professional positioning within the football industry.

CHAPTER IV

DISCUSSION

4.1. Discussion

4.1.1. The Role of Instagram in young Player Personal Branding

The development of information technology has experienced very rapid growth in line with the era of globalization which demands the speed of information flow. The need for information has become a major need in society after primary needs. One of the new media that has emerged in Indonesia is the internet. At the beginning of the emergence of the internet, it was very quickly accepted by the public, as evidenced by internet media users in Indonesia becoming the most users in the world. The ease of information provided makes the internet a prima donna media in society. The Internet makes an important contribution to society with all the benefits it offers, such as saving time and even costs in the process of supporting communication. (Apriliyanti, 2023) One of the benefits of the presence of the internet is the birth of various types of social media that can be used as a means of communication and also a tool for self-existence through personal branding. The most widely used social media by people today is Instagram. In today's digital era, social media such as Instagram has become a very effective tool for building and managing personal branding. Through Instagram, a person can show their interests, talents, knowledge, and personality.

Instagram is a social media that can upload photos, create feeds, upload Instagram stories, apply filters on photos, and there are also likes and followers that can affect self-presentation. With the features that Instagram has, then with Instagram one can do personal branding. Forming Personal Branding can be used as a way to increase one's selling value. Photos, videos, and accompanying narration become a medium for users to display their front stage. Instagram users play various roles in their daily lives according to the social environment in which one is located. (Kanda, 2021) Based on data from We Are Social and Hootsuite, in 2023 the number of global Instagram users will reach 1.32 billion as of January 2023 (Agustin et al., 2024) Based on this data, at the beginning of 2023 Indonesia will be the country with the 4th

highest number of Instagram users in the world, namely 89.15 million users. Of course, this number can illustrate how popular Instagram with its various functions is a special attraction for individuals who like to surf the internet.

By taking advantage of the features on Instagram, it can improve performance and provide information to followers about the content uploaded. This feature can also help to get to know the audience more deeply, making it easier to do personal branding. (Maharani, 2022) Personal Branding is the process of uniting a person's expertise, personality, and character with their uniqueness to then be used as an identity. Personal branding through Instagram refers to a person's efforts to build their own image and reputation in the eyes of others. Characteristics have an important role in shaping identity, where identity is a differentiator from other individuals. Audiences/followers play an important role through likes, shares, and comments on celebrity posts so that celebrity content can always appear in the media flow of audiences/followers. (Latifah & Imanda, 2022).

4.1.2. Personal Branding Strategies on Instagram for Young Players

Mass media has a strategic role in fostering and developing the Indonesian language, in line with the development of information technology which is a vital human need. As a modern information media, mass media also plays an important role as a means of developing and fostering the Indonesian language. The use of social media born from technological advances such as the internet has had a significant impact on human interaction. (Mulyadi, 2023) social media allows for faceless interaction, facilitates access to information, and becomes a forum for discussion. Social media users can contribute through comments, criticism, or suggestions, creating a wide participatory space. The use of social media has become an effective tool for developing personal identities, building reputations, and attracting attention in various industries.

Personal branding refers to the process of creating and managing one's brand image and reputation. This process involves the formation of a unique and authentic identity that sets a person apart from others. (Maulana et al., 2023) Personal branding is becoming increasingly important in today's competitive job market and professional landscape. By spreading an attractive brand personality through social media,

individuals can increase customer brand engagement and create a competitive advantage for their personal brand.(Wiryananta et al., 2021)Here are 8 criteria for building personal branding through social media according to experts:(Montoya & Vandehey, 2002):

a) **Legal Specialization**

A hallmark of a good personal brand is precision in specialization, which is focused on specific strengths, abilities or achievements. This factor became a major attraction that helped build a strong and impressive image for the fans.

b) **Leadership Law**

The leadership factor in personal branding refers to how a person uses his leadership to build and manage his or her image in a positive and authentic way.

c) **Personality Law**

A great personal brand is based on true personality and presented with imperfections(Widiastuti, 2018)A person can be said to have a strong personality when the person is able to show consistent and interesting traits in all aspects related to him.

d) **Law of Uniqueness**

Effective personal branding needs to be presented in a different way than others. Differences are necessary to distinguish each other. One person will be widely known because it is different from another. Many brand-building marketing experts use the same concept as the majority in the market, hoping to avoid conflict or competition. This is a mistake because as such, the results are still unknown amid the many brands on the market.

e) **Visibility Law**

Personal branding must be done consistently until the brand is widely known. Musicians are required to use the law of visibility in maximizing personal branding strategies on social media. This law states that the more often and consistently a person appears in front of his or her audience, the more likely he or she is to be recognized and remembered by others.

f) **Unitary Law**

The behavior of individuals behind closed doors should be in line with the public brand they have. The compatibility of the appearance of a personal brand with everyday appearance is important so that people believe in the personal brand that has been built.

g) **The Law of Perseverance**

Once the brand is formed, give it time to grow, staying consistent with its branding.

h) **The law of good will. B**

A branding will be more influential if the individual who carries the brand is considered to have good intentions or have ideal values. Over time and consistency in branding, it has also created a positive perception in the minds of the public.

4.1.3. The Influence of Personal Branding on Instagram on Junior Players' Careers

Social media has become one of the most important communication media in the world of sports. Social media is not only used to share information, but also to build emotional connections with fans and increase the popularity of athletes. With social media, everyone can share their daily activities or activities.(Saputra & Nurrachmad, 2024)In sharing activities or activities can be through content and can be shared through one of the social media channels, namely Instagram, through this platform junior football players can display the highlights of their games, create a professional image, and attract sponsors so that they can also build personal branding that suits their career in the world of football.

The use of social media has grown tremendously in the sports industry. Platforms like Facebook, Twitter, Instagram, TikTok, and YouTube are an important part of today's sports culture. The reach and coverage of social media in particular has affected various aspects of the sports industry and its various stakeholder groups, such as athletes, coaches, managers, teams, leagues, events, governing bodies, and fans.(Syadzwin et al., 2024)Nowadays, the use of social media has gone beyond simple social communication, and in the sports industry, practitioners use social

media platforms to implement various objectives such as live coverage, news updates, public relations, risk management, activism, promotion, sales, and marketing.(Abeza, 2023).

Although it promises to improve career and personal branding through social media Instagram and TikTok, it is not uncommon for negative comments or cyber bullying to also befall junior football players who are building personal branding. For junior players, negative thoughts due to being ridiculed or scolded, overconfident thoughts, and external factors such as referee comments that feel competent, patterns of influence of the masses, spectators or masses, rivals who are not opponents, social support from family, friends, and whether or not the coach is present greatly affect their mentality in building personal branding.(Selviana & Dwi, 2022).

CHAPTER V

CLOSING

5.1. Conclusion

This research has explored the dynamic interaction between Indonesian football, social media, and personal branding, especially among young players. Based on the results of interviews, observations, and content analysis on Instagram, it can be concluded that social media, especially Instagram, plays an important role in shaping the image and identity of young Indonesian football players.

1. Young Players Personal Branding Development Through Social Media Young players use Instagram to build their personal branding by uploading content that reflects their skills, dedication, and career journey in the world of football. Content such as match footage, training, and other important moments helps increase their visibility in the football industry. In addition, an effective branding strategy involves consistency in uploads, interaction with the audience, and the creation of an authentic and professional image.
2. The Importance of Personal Branding for Young Players Good personal branding is a key factor in attracting the attention of clubs, coaches, sponsors, and fans. With a strong and professional image, players have a greater chance

of getting the opportunity to play at a higher club as well as obtaining financial support through sponsorship. In addition, personal branding also contributes to their recognition and reputation in the football community.

3. **The Impact of Personal Branding on a Player's Future Career** Effective personal branding not only increases a player's popularity but also has a positive impact on their career development. Players who manage to build a good image through social media are more likely to attract the attention of scouts and professional clubs. However, the study also found that challenges such as cyberbullying and social pressure can have an impact on the mentality of young players. Therefore, the balance between personal branding on social media and improving skills in the field is an important aspect that must be considered.

5.2. Research Limitations

This study has limitations in methods, especially in the use of make the results of the study only applicable to selected samples and cannot be generalized widely. In addition, data collection through interviews can be influenced by the subjectivity of the informant, so it may not fully describe all aspects of the personal branding of junior players. From a technical perspective, this research was conducted in a limited time, so it has not been able to explore other factors such as economic and family support in building personal branding. In addition, limited access to a wider range of sources, such as sponsors or professional club management, limits the scope of the analysis. Thematic speaking, this study only focuses on the role of Instagram in personal branding, so it has not discussed in depth other social media platforms such as TikTok and YouTube. In addition, there has been no quantitative analysis of the impact of personal branding on social media on players' chances of getting sponsorships or professional contracts.

5.3. Recommendations

In this study, the researcher provides recommendations/suggestions to improve the next research, the recommendations are as follows:

1. For Football Academics

Football academies are advised to provide training on personal branding strategies for junior players, including how to use social media wisely without neglecting performance on the field. The academy can provide a special division that addresses the mentality of young players, such as bringing in psychologists to help players deal with pressure from social media, including negative comments and cyberbullying.

2. For Junior Players

Players are expected to be more selective in using social media and less affected by negative comments that can lower their mentality and performance.

3. For Further Research

Further research can explore how the personal branding strategies of junior players in various countries and how they differ from the approach in Indonesia. The need to expand the scope of the research by considering various other social media platforms as well as the role of agents, sponsors, and club management in supporting the personal branding of junior players.

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ATTACHMENT

Appendix 1

INTERVIEW TRANSCRIPT

SPEAKER 1

FREQUENTLY ASKED QUESTIONS

1. Whose name is it? Deffa Arya/Arya -> as a coach (HRC Football Academy) and player
2. What age? 21 years
3. How long have you been playing football? 14 years
4. Idols in playing football? Ronaldo (as a kid), Edden Hazzard (because his style of play is the same as mine and can be imitated)
5. What is your position in the team? The left wing (main), right wing (second), and right back (third) prefer to play on the central edge
6. At what age do you love football? Grade 1 Elementary School (only preferred) Grade 2 (has started to pursue football)
7. Who introduced you to football?
8. What is the reason why you love football? And decided to join a football club?
9. Why join HRC Football Academy Tangerang? Join HRC for the first time in 2020 because there is an open (public) selection at HRC and get a scholarship
10. Have you ever participated in a tournament? If so, what tournament and what level?
11. Have you ever won while playing soccer? If so, how many champions? 1st Place GBK Indonesia Star Championship

THEMATIC QUESTIONS

Theme: The Role of Social Media in Personal Branding Main Social Media: Yes, Instagram (active) and entertainment (TikTok)

1. What do you think football players in Indonesia use to build personal branding?
Great, fast, and can create personal branding on ig. Motivation to create personal branding on ig to share training and as a reference for young (new) players in how to train.
2. What are the most common social media platforms used by football players in Indonesia for branding?
3. To what extent does the content that football players upload on social media affect their public image? Have created content on the main ig and are in the process of making a video on the second account containing the football base

Theme: Personal Branding Strategy

1. How do different communication styles of football players on social media affect fan perceptions?
2. What steps do football players often use to build personal branding for the first time?

Theme: The Influence of Social Media on Careers

1. How can the role of social media help football players get sponsorship or commercial cooperation?
2. Will having a good personal branding have an impact on your career and income?

ANALYTICAL QUESTIONS

1. Do differences in professional status, such as young, senior, or international league players, affect their personal branding strategy on social media?

Answer:

Perhaps for professional players, personal branding has been created automatically in line with the fame of their name and the club they play for. For young players, it is

more suitable to highlight the match, but it can be said that it is not easy because the performance of young players is inconsistent (sometimes good, sometimes declining), there must be a balance between the personal branding that is built and the playing performance for young players (more focused on player mental training).

2. How does a football player's daily routine (training, matches, or club activities) affect the frequency and type of content they share on social media?
3. To what extent do football players use social media to show their dedication to their profession, such as sharing content related to training or a healthy lifestyle?

Answer:

If it is only to share training content, it is not a problem and for a healthy lifestyle it goes beyond social media and it is already an obligation to practice in managing the lifestyle of the players. Sometimes some social media that informs about a poor healthy lifestyle can affect the mental quality of young players, they feel more affected by the information. Even a class of professional players provides psychologists to maintain the mentality of the players, especially young players whose mentality is still unstable.

4. How do football players manage interaction with fans on social media? Are they actively responding to comments or messages?
5. What is the effect of negative comments or cyberbullying on social media on the personal branding of football players in Indonesia?

Answer:

This has a big impact on the mentality of young players.

6. What are football players' views on the importance of social media in building their careers? Do they consider it a primary need or just a complement?

Answer:

As a complement, even professional players create social media just for entertainment, but for young players it becomes social media to earn more income to attract sponsors. For young players or middle branding on social media aims to be an additional income through sponsorship.

7. Is there a relationship between content uploaded on social media and the level of popularity of football players in Indonesia? There is, depending on the intention of each player, if the player intends to become a content creator, then to achieve popularity faster, but it has an impact on the quality of the player's game.
8. Are there any parameters of personal branding success that they build against their popularity and career level?
9. Is there a difference in building personal branding between senior players and junior players? **Answer:**

The most noticeable difference between senior and junior players is in character and attitude. For young players, don't exaggerate their name, it affects their nature in the social environment. When their name (young players) is high, they don't want to listen from the inside from others and consider their quality far above the person who gives the inside.

10. What are the main challenges faced by football players in building authentic personal branding through social media?

Answer:

Their main challenge is to perform, they (young players) must be able to balance the personal branding they have created on social media with the players when training or competing. Most of the branding on social media and players is inversely proportional and the fall exaggerates the player's name even though it is for the quality (of the player) while on the pitch is poor.

Appendix 2

INTERVIEW TRANSCRIPT

SPEAKER 2

FREQUENTLY ASKED QUESTIONS

1. Whose name is it? Muhammad Alkausar -> coach and player
2. What age? 20
3. How long have you been playing football? 17 years

4. What is your position in the team? Keeper
5. At what age do you love football? From 3 years old
6. Who introduced you to football? Dad because there is a football field in his house and his father loves football
7. What is the reason why you love football? And decided to join a football club? He loves football because of his family environment (father and brother) and his passion for playing football even though he has tried other sports like volleyball, badminton, basketball, etc.
8. Why join HRC Football Academy Tangerang?
9. Have you ever participated in a tournament? If so, what tournament and what level?
Playing in league III in DKI Jkt, a club in the city of serpong
10. Have you ever won while playing soccer? If so, how many champions?

THEMATIC QUESTIONS

Theme: The Role of Social Media in Personal Branding

1. What do you think football players in Indonesia use to build personal branding?

Answer:

Good, I also do it on my ig by posting videos during practice, match highlights, etc. My motivation for making videos is because I was taught during HRC by coach kenny that if I make videos about football on social media so that people can see it and get new connections. By getting new connections, we can expand our career opportunities in playing football at big clubs.

2. What are the most common social media platforms used by football players in Indonesia for branding?

Answer:

Instagram and TikTok, if my TikTok publishes content about football like how to practice etc.

3. To what extent does the content that football players upload on social media affect their public image?

Theme: Personal Branding Strategy

1. How do different communication styles of football players on social media affect fan perceptions?
2. What steps do football players often use to build personal branding for the first time?

Theme: The Influence of Social Media on Careers

1. How can the role of social media help football players get sponsorship or commercial cooperation?
2. Will having a good personal branding have an impact on your career and income?

ANALYTICAL QUESTIONS

1. Do differences in professional status, such as young, senior, or international league players, affect their personal branding strategy on social media?

Answer:

The first way depends on their intention whether they want to become a content creator or a performer. Of course it is different if our intention as video content creators is only for entertainment and to increase revenue, but it is different if our intention as players is clear that the videos we post aim to motivate the audience and improve relationships in football. Personal branding other than social media is to improve our performance during training or matches. When we become the best player or the best score, of course our name will also rise and be known by people.

2. How does a football player's daily routine (training, matches, or club activities) affect the frequency and type of content they share on social media?

Answer:

Depending on our goals/intentions, if our goal as content creators is of course to post a lot of videos when we have free time. If our goal as the most content players we post is only limited to highlighting matches or practices and not considering it as entertainment.

3. To what extent do football players use social media to show their dedication to their profession, such as sharing content related to training or a healthy lifestyle?

Answer:

Sometimes young players are still split in two for their purposes as football players and as content creators. Of course, when football players have a goal as a content creator, it has a big impact on the quality of the way they play and the quality tends to decline from usual. Sometimes when experiencing defeat, players who have goals as content creators tend not to think about performance while on the field, they only focus on documentation for their respective social media needs.

4. How do football players manage interaction with fans on social media? Are they actively responding to comments or messages?

Answer:

Comments on the outcome of a match depend on each individual, usually often experienced by players who have an unstable emotional attitude (baperan).

5. What is the effect of negative comments or cyberbullying on social media on the personal branding of football players in Indonesia?

Answer:

Let alone cyberbullying, sometimes when receiving a harsh reprimand from the coach some young players immediately drop mentally and reduce their performance on the field. Sometimes for people who hate comments on social media, they just follow the previous hate comments even though they don't know about football or about the player who is the hate comment.

6. What are football players' views on the importance of social media in building their careers? Do they consider it a primary need or just a complement?

Answer:

For social media for football players, especially young ones, it is important and unimportant. The importance of building relationships with seniors, club officials, and coaches. Meanwhile, it is not only important as a prestigious event to show their love for football.

7. Is there a relationship between content uploaded on social media and the level of popularity of football players in Indonesia?

Answer:

That's right, it can be very much to increase popularity.

8. Are there any parameters of personal branding success that they build against their popularity and career level?
9. Is there a difference in building personal branding between senior players and junior players?

Answer:

Of course, there is a difference between senior and junior players because they are seen based on experience. Meanwhile, junior players when posting prioritize personal pleasure in order to be liked by the public or the surrounding environment.

10. What are the main challenges faced by football players in building authentic personal branding through social media?

Answer:

The main challenge for junior players is popularity, when they feel that they are already famous through the content they post will influence their minds to increase their popularity and put their performances on the sidelines.

11. Do you have any advice for junior players in personal branding on social media?

Answer:

To stay on top of the goal, it is better for junior players to use social media for personal branding to expand their connections in the world of football to improve their careers.

Appendix 3

INTERVIEW TRANSCRIPT

SPEAKER 3

FREQUENTLY ASKED QUESTIONS

1. Whose name is it? Afdal
2. What age? 38
3. How long have you been a coach? 2 years
4. What is your position in the team? Assistant Coach of Blacksteel Papua

5. What is your view on the events of young players in using social media?

Answer:

Many players consider social media as a tool to raise their brand (name), from social media they can also get more income beyond their income as football athletes. Even though it can be a second income, of course, there are negative impacts such as overthinking that causes their mentality down due to negative comments from netizens.

It can be said that the player's mentality can be down due to hate comments of 60%

6. Are there mental training for players in clubs to prevent players from being mentally down? Answer:

We as coaches sometimes like to provide motivation and it is not uncommon for us to bring in psychologists for players. If a team wants to be good in terms of its players, it needs a team or division whose job is to handle the players' mentality (by creating a team of psychologists).

7. Does it mean that in your opinion the use of social media is only used to entertain content highlight games, personal branding, and second income?

Answer:

Yes, most of the main functions of social media like that, I also as a coach like to give advice so that you don't need to read or care about hate comments

8. Is there a difference in the use of social media between senior players and junior players?

Answer:

In my time when I was still a player and not yet a coach, the use of social media has started to have (hate comments) but it is not a negative factor. For me, hating comments is a motivation for me, the most important thing is that I don't want to read negative comments. In my opinion, there are two sides to social media, some positive and some negative. For players who still listen to hate comments or make inappropriate posts, it is necessary to question their mentality and include negative things from social media. All of that goes back to each individual in using social media. In my opinion, this coach is like our parents on the field, if they are angry, there must be good intentions for the team and the players. Of course, as a player, you

should not completely swallow the instructions from the coach. Of course, when there is a dispute between players and coaches, they must be professional and must be completed on the field, they must not be taken out of the field.