

## Supporters of football and social movements: An examination of resource mobilization among fans of the PSM club in South Sulawesi

### Aficionados al fútbol y movimientos sociales: Un examen de la movilización de recursos entre los seguidores del club PSM en Sulawesi del Sur

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**Abstract.** Supporters in a football game are one of the encouraging factors for playing in a match. Having active and enthusiastic supporters can help build a positive atmosphere around the club. Research on social movements through the mobilization of resources of PSM club supporters in South Sulawesi to win the league can discuss two main dimensions: support for the football team and support for social movements. PSM club supporters can mobilize human resources by providing moral support, following and supporting the team in every match. This research uses qualitative research through in-depth interviews and analyzing data using grounded theory analysis techniques. The technique for taking informants uses purposive sampling. The informants in this research were 30 respondents. Our findings show that the victory of active and enthusiastic supporters can help build a positive atmosphere around the PSM Makassar club in the 2022/2023 League 1 competition, there is the formation of a social movement of supporters. Active and enthusiastic supporters can help build a positive atmosphere around the PSM Makassar club in South Sulawesi is massive because they can take forms and instruments to achieve goals by showing high commitment in supporting PSM Makassar through resource movements which can result in effective mobilization of supporting resources.

**Keywords:** Football, Supporters, Social Movements, Supporting Resources

**Resumen.** Apoyo en un partido de fútbol es uno de los factores alentadores para jugar en un partido. Contar con seguidores activos y entusiastas puede contribuir a crear un ambiente positivo alrededor del club. La investigación sobre movimientos sociales a través de la movilización de recursos de los seguidores del club PSM en el sur de Sulawesi para ganar la liga puede abordar dos dimensiones principales: el respaldo al equipo de fútbol y el respaldo a los movimientos sociales. Los seguidores del club PSM pueden movilizar recursos humanos brindando apoyo moral, siguiendo y respaldando al equipo en cada partido. Esta investigación utiliza una metodología de investigación cualitativa a través de entrevistas en profundidad y analiza los datos utilizando técnicas de análisis de teoría fundamentada. La técnica para seleccionar informantes utiliza un muestreo intencional. Los informantes en esta investigación fueron 30 encuestados. Nuestros hallazgos muestran que la victoria de seguidores activos y entusiastas puede contribuir a crear un ambiente positivo alrededor del club PSM Makassar en la competición de la Liga 1 de 2022/2023; hay formación de un movimiento social de seguidores. La contribución de seguidores activos y entusiastas puede contribuir a crear un ambiente positivo alrededor del club PSM Makassar en el sur de Sulawesi es masiva porque pueden adoptar formas e instrumentos para lograr objetivos mostrando un alto compromiso en respaldar al PSM Makassar a través de movimientos de recursos que pueden resultar en una movilización efectiva de recursos de apoyo.

**Palabras clave:** Fútbol, Aficionados, Movimientos sociales, Recursos de apoyo

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Fecha recepción: 09-10-23. Fecha de aceptación: 10-12-23

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## Introduction

Football in Indonesia is no longer just an ordinary spectacle but has become extraordinary entertainment for football fans in Indonesia. In Indonesia, the sport is most popular with people of all ages (Rozi et al., 2023; Suryadi et al., 2023). Moreover, football, as one of the components of cultural globalization in social life, has become a focal point for social researchers who aim to understand how the outcomes of homogenization and heterogeneity manifest in this phenomenon (Petersen-Wagner, 2017). It has also become a site for understanding migration and mobilization within movements to produce a more desirable way of being in football (Giulianotti & Robertson, 2007). This way, mobilization within the football supporters' movement can offer feedback and backing to their team (Wahyu et al., 2022). Mobilization in the football supporters' movement refers to efforts to organize and mobilize masses of supporters to support their team on and off the field.

Football's capacity to mobilize the masses has been established for a long time, due to football's role as one of the most popular sports in the world (Hardinata et al., 2023). Football represents a professional activity, an instrument for mobilizing the masses, and furthermore, football also acts as a tool for social development and peace (Cardenas, 2014). When mobilizing the collective body of football supporters, they can actively engage in communication endeavors that signify their affiliation with the football club (Međedović et al., 2022). Supporters hold significant importance in the realm of football (Purves et al., 2022), with their passion, enthusiasm, and active involvement playing a crucial role in generating value (Zagnoli & Radicchi, 2010).

Football supporters are an important social group because they can be linked to the victory of a football team (Spaij, 2007). This constitutes a crucial aspect of the club, as supporters represent an intangible asset (Harjo et al., 2022). Football supporters function as a network of fan associations that has emerged in response to modern football

(Millward, 2011), and have the same interest and passion for certain football teams or even football in general (Perasović & Mustapić, 2013). They are organized and connected to each other through communication networks and social media, as well as through meetings and actions in the field. Furthermore, football fans react to the commodification process in different ways, and their reactions are determined by the local economic, legal, socio-political and cultural context (Perasović & Mustapić, 2018, 2020).

According to Giulianotti, (2002), a supporter can be characterized through two key criteria: 1) their behavior toward the club, which is described as close, dedicated, and self-sacrificing, akin to sentiments for one's own family. This involves regular attendance at the club's matches in both home and away stadiums, as well as active participation in ceremonial support for the club. 2) Identification with the club is highly significant in an individual's self-concept and is manifested through characteristics such as wearing a supporter's badge, maintaining close ties with fellow supporters in the stands, feeling a sense of belonging in the stadium, viewing the club as a symbol of the community, and harboring intolerance towards opposing clubs, among other traits. (Međedović et al., 2022). Football supporters and social movements may seem two different things, but they have similarities in terms of resource mobilization (Elharrouss et al., 2022). Both football fans and social movements have the ability to organize and mobilize human, financial and material resources to achieve their goals (Međedović et al., 2022).

Movement almost always occurs unexpectedly, even though it seems inevitable in hindsight. Social movements are conscious and ongoing efforts by people to change some aspect of their society, using extra-institutional means (Goodwin & Jasper, 2015). They argue that such mobilization is conscious, organized and more long-lasting than a single protest or riot. Melucci, sees social movements as products of personal and collective identities that emerge in relation to changing state and market conditions that are external to movement members but shape their daily life practices (Millward, 2011). Social movements emerge from moral shocks and involve the collective participation of a group of people who have the same vision and goals (Jasper, 2011).

The social movement of football supporters is a collective action from supporters to fight for efforts to win for their favorite football club (Cleland, 2014). Social movements of football supporters are usually carried out by supporters who are very fanatical and have strong emotional ties to their favorite football club (Kural & Özbek, 2019). The aim of this movement is to increase support and enthusiasm from supporters, as well as provide moral encouragement for football club players and coaches in the form of mobilizing supporter resources. Social movements of football supporters can also become a platform for conveying social or political messages (Petersen-Wagner, 2017).

Football supporters are highly organized and have great power in mobilizing resources (Gaffney, 2013).

They are also renowned for their deep love for the club, as well as their high loyalty and passion in supporting the team showing strong personal solidarity and offering monetary support to the club (Giulianotti, 2002). Leveraging their network as football enthusiasts, supporters of the Makassar Football Association (PSM Club) in South Sulawesi have engaged in mobilizing resources by garnering support from fellow football fans and the broader public. They have also collaborated with social organizations and institutions to expand the reach of their campaign and gain support from various parties. In the study of resource mobilization in social movements, it is important to pay attention to the factors that influence the success of such mobilization. One factor is the commitment and active participation of members of social movements. PSM Club supporters in South Sulawesi have shown high commitment in supporting social movements by mobilizing their resources for this purpose (Usman et al., 2020).

After the PSM Makassar Club became runners-up in League 1 in 2018, the club's performance dropped drastically in the following two seasons. This moment occurred in the 2019/2020 season and in the 2021/2022 season. In the 2019/2020 season, PSM's ranking in the league table plunged. Then, PSM Makassar had to settle for 12th place with 44 points from 34 matches. Last season's performance was actually worse than before, because PSM was only able to finish in 14th place in the 2021/2022 Liga 1 competition by collecting 38 points from 34 matches. PSM Makassar succeeded in making history in Liga 1 for the 2022/2023 season by becoming champion after 23 years. The team quickly ended their championship run, the last victory being in 2000. Club PSM Makassar's performance this season was impressive with 75 points in 34 matches. Of these 34 matches, PSM Club won 22 times, drew 9 times and only suffered 3 defeats. The PSM Makassar Club not only won League 1 this season, but also broke the record as the team with the fewest defeats in the history of League 1 which has been running since 2017. This achievement is certainly a matter of pride for the entire people of South Sulawesi and of course for PSM Makassar Club supporters throughout Indonesia (Usman et al., 2020).

The PSM Makassar Club's victory in the 2022/2023 League 1 competition was inseparable from the movement of supporter resources who carried out spectacular support actions inside and outside the stadium, such as making large banners, lighting flares and creating beautiful choreography. Until now, PSM Makassar is recorded as having approximately 14 supporter groups who are equally vocal in supporting their team of pride, including The Macz Man, Laskar Ayam Jantan (LAJ), Red Gank, North VIP Community (KVU), South VIP Community (KVS), Dottoro Community, Main VIP Supporter Community, PSM Fans 1915, Curva Sud Mattoanging (CSM), Ramang Mania, and others. Mobilization of supporter resources has great potential to make a positive contribution to the victory of a football team, especially in terms of increasing supporter participation and supervision of club activities (Usman et al., 2020).

Through this movement, supporters can play a more active role in club decision making and ensure that the club works in the interests of its supporters and the surrounding community. In PSM's victory in the 2022/2023 League 1 season, the movement of supporter resources played a role in supporting the club or building the players' confidence to achieve this victory. Apart from that, this movement can also ensure that club activities run transparently and accountably, and can increase supporter participation in club activities (Millward, 2011).

Mobilizing the resources of PSM Makassar supporters can provide great moral support to the club and players. This support can help build a player's confidence and assist in their quest to achieve victory. Active and enthusiastic supporters can help build a positive atmosphere around the club (Pittsburgh et al., 2019). This can help create more positive conditions for PSM players in the 2022/2023 League 1 season competition, so that they are more motivated to achieve victory. From a general point of view, mobilizing supporter resources can help increase supporter participation in supporting the club. The more supporters are involved, the greater the support that can be given to the club and the greater the opportunity to achieve victory (Perasović & Mustapić, 2020). Thus, our framework partially fills the gap of identifying the value outcomes of supporter involvement from a resource mobilization perspective on PSM Makassar's victory in the 2022/2023 Liga 1 season. Observing a potential issue in recent endeavors to examine the role of supporters in resource mobilization, there seems to be a challenge. In cases where the focus is on the association between Club PSM Makassar supporters and resource mobilization, supporters are often portrayed as a secondary element in comparison to other components within the activities of actors involved in resource mobilization in the realm of social movement studies.

## Methods

### Key Actors

To attain a comprehensive understanding of football supporters and social movements, four data collection methods were employed in this study: an examination of supporter resource mobilization during PSM Makassar matches in the Liga 1 season 2022/2023, semi-structured interviews, direct observation, and documentation throughout a league season. These methods were implemented concurrently, ensuring data triangulation to underscore crucial issues. Inductive content analysis was deemed beneficial for extracting central themes in the research process (Henderson, 1991).

### Social Context of Research

Document analysis includes internal correspondence, memoranda, reports about PSM Club supporters and supporter resource mobilization at each PSM Club match. Records in the archive encompass the organizational chart of PSM Club supporters, a schedule of significant events for

PSM Club supporters, and a delineation of the organization's operational functions. This inquiry serves as an initial foundation for generating names and potential themes for subsequent interviews.

Semi-structured interviews were carried out with key informants selected for their expert knowledge on the mobilization of supporter resources during each PSM Club match. The sample included leaders of PSM Club supporters, individuals from the Sports Faculty at Makassar State University who specialized in studying the cultural aspects of the tournament, and assistant coaches directly involved in match preparation. The last one is the local government, managers, sponsors, media representatives, or stakeholder organizations. In particular, perspectives are sought on the mobilization of supporters' resources. Informants interviewed were asked to explain their own or their organization's relationship with the PSM Makassar club and their relationship with each PSM Club match. The majority of interviews were conducted at the match location, and lasted from 60-90 minutes. Where permission was granted (40% of all interviews), interviews were recorded and fully transcribed.

### Data Analysis

The data was content analyzed and categorized based on its relevance to aspects of social movement theory on resource mobilization of PSM club supporters. Opinions, statements, or expressions that affirm or challenge the theory regarding the mobilization of the club's supporters' resources influencing the victory of the PSM club in the 2022/2023 League 1 tournament were considered. Consequently, the data were consistently compared and contrasted with theoretical concepts. Similarities and discrepancies were identified following established procedures for qualitative analysis (Miles, Mathew B., 1994). Apart from that, data analysis in this research uses data reduction, data presentation and drawing conclusions. The validity of the data in this research is carried out through internal validation, dependability and certainty of objectivity (Satori, 2010). Finally, making notes to facilitate researchers with more in-depth knowledge of the data. When reading the findings, researchers simultaneously describe, classify, and interpret the data (Creswell W. John., 2013). The researchers checked the data, both from transcripts and documents, to ensure there was agreement. If there was disagreement, discussion ensued until the data and themes were agreed upon by the researchers.

## Results And Discussion

### *Mobilization of PSM Club Supporter Resources in South Sulawesi*

Football competitions officially organized by the Indonesian League and the Football Association of Indonesia (PSSI) commenced in 1930. In 1979, an additional competition, known as the main football league (Galatama), was introduced, featuring semi-professional football club

competitions in Indonesia. The professional league, formed by the amalgamation of the United League and Galatama, began in 1993 and continues to the present day. The Indonesian League and supporters have a very close relationship, because supporters are one of the important factors that influence the success of a club and competition. Supporters are loyal supporters of clubs in the Indonesian League, who come to the stadium to provide support and encouragement to the players (Usman et al., 2020).

The world phenomenon of supporters in Indonesia began in the early 1990s when Ligin (the name of the professional competition at that time) was held (Doewes & Riyadi, 2016). Not only players feel the passion of the game, but also supporters who are considered the twelfth players. Supporter groups such as The Jakmania (name of supporters of the Persija Jakarta team), Aremania (name of supporters of the Arema team), Bonek (name of supporters of the Persebaya team), Viking/Bobotoh (name of supporters of the Persib Bandung team), Pasoepati (name of supporters of the Persis Solo team), and Juku Eja (name of PSM Makassar team supporter). In every match, whether away or home, this group of supporters will not miss the opportunity to support the club their team is competing in. They are willing to cut back on work, study, play and time with their family to support their team's competition.

Some of the efforts made by PSSI to improve relations with supporters include holding meetings with supporter representatives to listen to their complaints and input, improving the quality of security at the stadium, and reducing ticket prices for supporters. PSSI also opens the door for supporters to participate in the decision-making process related to football in Indonesia. By improving relations with supporters, it is hoped that the Indonesian League can continue to develop and become a better football competition in Indonesia, and will be increasingly loved and followed by the Indonesian people.

In Indonesia, mobilization of supporter resources has become a phenomenon that is increasingly growing and recognized by football clubs. Clubs in the Indonesian League, such as Persib Bandung, Persija Jakarta, Arema FC, and PSM Makassar, have supporters who are fanatical and active in supporting their clubs. Mobilization of supporter resources in Indonesia has great potential in supporting the development of the football industry. By involving supporters in club activities, clubs can increase the engagement and loyalty of their supporters, while increasing club revenue (Huettermann et al., 2022). In addition, mobilizing supporter resources can also help reduce violence in stadiums and create a safe and positive environment for supporters and the community.

Football supporters in Indonesia also often form supporter groups or communities which have their own membership and rules. The Indonesian League and PSM Supporters in South Sulawesi are very close, because PSM Supporters are loyal supporters of the PSM Makassar club which plays in the Indonesian League. PSM supporters are

known as one of the biggest and best supporters in Indonesia, who always provide support and encouragement to PSM players in every match they play. The mobilization of PSM supporters' resources can have a big impact on their club's victory in the Indonesian League (Usman et al., 2020), as well as help improve the club's image and popularity among the wider community. However, this movement needs to maintain a balance between providing positive and constructive support for the club, as well as maintaining sportsmanship and safety inside and outside the stadium.

According to John McCarthy, social movements come into existence when community groups possess adequate resources to orchestrate their movements. These resources can be money, time, experience, social networks, or support from institutional institutions (Zald & Zald, 1977). Social movements will be successful if they are able to manage their resources effectively and mobilize support from other societal groups. In addition, social movements will be successful if they are able to manage their resources effectively and mobilize support from other community groups which emphasize the importance of strategy, tactics and organization in achieving social movement goals. McCarthy also highlights the importance of social networks in social movements. According to him, social networks can help social movements mobilize resources, expand their support base, and increase movement legitimacy (Zald & Zald, 1977). Therefore, it can be said that the importance of resources, such as moral support, physical presence, finances, social networks, and social activities in the success of social movements.

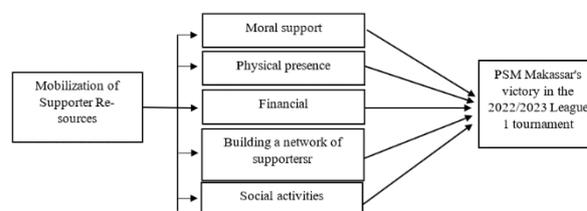


Figure 1. Supporter Resource Mobilization Scheme during PSM Makassar's victory

Based on the scheme above, PSM Makassar supporters have an important role in influencing PSM's victory in the 2022/2023 League 1 tournament by mobilizing the resources available to the supporters in an effective way and utilizing these resources by expanding their support base and gathering support from other supporters who have the same love for PSM Makassar. PSM supporters can also utilize their social networks to mobilize support from other groups, such as supporters' groups or club sponsors (Usman et al., 2020). By building strong relationships with these groups, supporters can expand their support base and increase the legitimacy of their movement to support PSM Makassar's victory. PSM coach Tavares revealed that the league championship won by the team nicknamed "Juku Eja" was the result of the struggle of all parties at the club over the past year. He also praised the full support of the

supporters who tirelessly supported the club's success. A moderate and intelligent supporter movement in fighting for their demands will be more liked by the club and society in general, and can increase the football club's chances of winning.

The solidarity and togetherness of supporters during PSM Makassar's victory can also strengthen social ties and solidarity between supporters. They celebrate victories together, share joy with each other, and strengthen relationships as a community of supporters. Victory is a moment to unite and show their support for the team. PSM supporters really love PSM Makassar and are ready to provide maximum support in every match and provide support to the team (Usman et al., 2020). In carrying out this resource mobilization, PSM supporters also strive to maintain ethics and sportsmanship in supporting their team. They do not take actions that are detrimental to the club or the surrounding community, such as damaging public facilities or committing acts of violence. By maintaining ethics and sportsmanship in their movements, PSM supporters can strengthen the legitimacy of their movement and help the PSM football club achieve victory in a positive and sustainable way.

Resource mobilization cannot be separated from the formation of relationships between management, players and PSM supporters to achieve victory. Team management is responsible for managing and leading the operations of a football team, including players, coaches and support staff. The role of effective management is very important in building a strong team and achieving victory. Meanwhile, players are the most important element in a football team. Their skill, dedication and passion play a key role in achieving victory, and the role of supporters is crucial in creating a positive atmosphere in the stadium and providing energy to the players by forming resource mobilization. With effective management, dedicated players and loyal supporters they can support and motivate each other to achieve the desired results in football competitions (Millward, 2011). Cooperation and support from management will create positive synergy and increase motivation in mobilizing supporter resources and enthusiasm to achieve common goals (Heylighen et al., 2014).

### *Analysis of Supporter Resource Mobilization in PSM's victory*

Today's social movements have become a trend among society where people are individuals who are bound together and interconnected with each other, social movements are a form of community activity to convey aspirations, thoughts, ideas and participation to the public or in public with various motivations to achieve certain goals. want to achieve (Syarah et al., 2014). PSM Makassar's victory in football games is often achieved through support and contributions from the mobilization of supporters' resources.

The mobilization of supporter resources is a manifestation of active involvement by supporters in backing their team (Millward, 2011). Supporters feel proud and excited because their team managed to win the match. They felt that the victory was the result of the hard work and dedication of the players and coaches as well as the support they provided during the match. Supporters can also see victory as a proud achievement for their club and city, and can increase supporters' optimism and hope for the team's future. They see a win as a sign that the team is in good form and has the potential to achieve further success. Supporters may also develop hope for future victories and greater achievements (Giulianotti, 2002).

Supporters can play an important role in increasing the enthusiasm and motivation of the PSM team to achieve victory. By providing direct support during matches, supporters can provide moral encouragement for PSM players so they can perform better. Supporters also have the potential to mobilize resources such as financial, human resources and other resources that can help the club achieve its strategic goals (Usman et al., 2020). Therefore, football clubs must understand and manage supporter involvement well to maximize the use of supporter resources (Zagnoli & Radicchi, 2010). Football clubs can utilize supporter resources in several ways, such as by inviting supporters to participate in club strategic discussions, organizing meetings between the club and supporters, and asking for supporter input in the club's strategic decisions. By involving supporters in decision making, clubs can gain valuable perspective and knowledge from the supporters' point of view and build stronger relationships with supporters.

Mobilization of supporter resources can have a big influence on the victory of a football club. Fanatical and active supporters can provide great moral support and energy for players and their teams. The support and motivation provided by supporters can raise the enthusiasm and self-confidence of the players, which in turn can improve their performance on the field (Cleland, 2014). PSM's victory in the 2022/2023 League 1 season was caused by factors, such as player quality, coach strategy, players' physical and mental condition, and other factors. Therefore, PSM supporters' resource mobilization also needs to understand that they can only provide their best support for the club. Mobilization of supporter resources is very important in helping football clubs achieve victory. PSM supporters in South Sulawesi have played an important role in helping PSM achieve victory through financial support, participation and support, enthusiasm and motivation, and maintaining ethics and sportsmanship in their movement.

In the resource mobilization theory proposed by John McCarthy, there are several factors that influence resource mobilization in a social movement (Zald & Zald, 1977). In the context of PSM supporters' movements to achieve victory, this can be analyzed through the following table:

Table 1.

Description of Mobilization of PSM Makassar Supporter Resources in the 2022/2023 League 1 Season Tournament

Supporter Social Movement	Description PSM victory	Theoretical Analysis Resource Mobilization
Supporter organizational structure	PSM supporters have a well-organized organizational structure, which allows them to form strong coalitions and support groups	In resource mobilization theory, this is called organizational structure factor. With a strong organizational structure, PSM supporters can more easily collect and mobilize resources to support their team in achieving victory.
Available resources	The resources available to the PSM supporters' movement, such as finances, time, energy and organizational capabilities, will influence the success of resource mobilization.	In resource mobilization theory, this is called a resource factor. PSM supporters can mobilize their resources to help the club get more resources and support to achieve victory.
Communication	Effective communication between PSM supporters and clubs can influence resource mobilization	In resource mobilization theory, this is called the communication factor. PSM supporters can communicate with the club to strengthen relationships and ensure that their support is directed and supports the same goal, namely achieving victory. Good communication can also help PSM supporters mobilize support from other club supporters in various regions.
Social and Political Conditions	Social and political conditions can also influence the mobilization of supporter resources in the PSM supporters' movement	In resource mobilization theory, this is called social and political context factors. PSM supporters can take advantage of favorable social and political conditions to strengthen their movement and gain more support from society.

The mobilization of PSM supporters' resources is also inseparable from the *Siri Na Pacce symbol*, which means "unity of heart" in Makassar language, which is also a symbol of the struggle of PSM Makassar players. PSM Makassar players often wear the Siri Na Pacce symbol on their uniforms, both on and off the field. The *Siri Na Pacce symbol* reflects the high spirit of togetherness and solidarity among PSM Makassar supporters and players. They work together and support each other to achieve a common goal, namely achieving victory. The *Siri Na Pacce symbol* also means that PSM Makassar supporters and players are not only fighting for themselves, but also for the people of Makassar and South Sulawesi as a whole. They represent the spirit of struggle and togetherness which is part of Makassar culture. Overall, the PSM supporter structure appears as a micro-network of diverse and group identities, as a symbol of ethnicity (Cova, 1997).

The mobilization of PSM Makassar supporters' resources with the *Siri Na Pacce symbol* has also become an important part of football culture in Makassar and South Sulawesi as a whole. This movement shows the high spirit of togetherness and solidarity among the supporters and the people of Makassar. Mobilization of PSM Makassar supporters' resources with the *Siri Na Pacce symbol* refers to the supporters' efforts to provide support and resources to the PSM Makassar football club. This symbol is also a way to show that they have the same spirit of togetherness and solidarity as the PSM Makassar players. Cultural symbols that are usually only considered as identity elements in the social movement paradigm can and have become constitutive elements of social movement organization and resource mobilization (Roberts & Moore, 2009).

PSM's victory can increase enthusiasm and joy among the people of South Sulawesi, to celebrate and strengthen social ties in the community. This can create a positive atmosphere and increase happiness and a sense of unity in society. Utilizing the Resource Mobilization theory and bolstered by the *Siri Na Pacce symbol*, an analysis reveals that the supporters' movement of PSM possesses the capability to mobilize resources effectively to bolster their club in attaining success in the 2022/2023 League 1 tournament.

With a strong organizational structure, available resources, effective communication, and supportive social and political conditions, PSM supporters can work together to achieve the same goal, namely achieving victory.

## Conclusion

Mobilization of PSM club supporters' resources in South Sulawesi as a process of gathering and organizing support from football club supporters. This mobilization aims to build enthusiasm and togetherness among supporters, as well as provide strong support for the PSM club in the competition or match they are facing. Mobilization of supporter resources plays an important role in creating a supportive atmosphere and providing excellence for the PSM Makassar club football team during the match. With the support and contribution of the supporter resource movement, PSM Makassar can achieve victory with high enthusiasm. The PSM club's victory could be the result of the effective mobilization of supporter resources in South Sulawesi with the cultural symbol *Siri Na Pacce*. This symbol is a way to show that they have the same spirit of togetherness and solidarity as the PSM Makassar club players, namely achieving victory, as well as providing moral support and enthusiasm. By involving various social groups and entities in this movement, the PSM Makassar club's victory was not only celebrated by the team and supporters, but also became an encouraging moment and united the Makassar community as a whole.

## Recommendations

In mobilizing the resources of PSM club supporters in South Sulawesi, it is important to have a leader who is able to coordinate and motivate supporters. In addition, supporters must also have the awareness and responsibility to mobilize resources in an effective and responsible manner and it is important to have good communication between the club and supporters.

Mobilizing supporter resources also has risks. Supporters involved in supporter resource movements can become

overly fanatical and prone to committing acts of violence or provocation that harm the club, other supporters or the community around them. Therefore, football clubs need to ensure that the mobilization of supporter resources they involve are groups that are responsible and can work together with the club and the authorities to create a safe and positive football environment. Through this research, readers can broaden their understanding of the role of football supporters in driving social change and mobilizing resources for the broader goal of fostering sporting achievement.

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