

Post-Incident Netizen Engagement in Sports: Social Media Analysis of the Kanjuruhan Incident

Keterlibatan Netizen pasca Insiden dalam Olahraga: Analisis Media Sosial pada Insiden Kanjuruhan

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Diterima : 11 Desember 2022 || Revisi : 13 Desember 2022 || Disetujui: 30 Juni 2023

Abstract - The tragic football stampede in Kanjuruhan in October 2022 resulted in significant public concern and engagement, prompting a study to analyze online public sentiment and engagement in the aftermath of the event, focusing on the role of social media in shaping public perceptions and reputation of such incidents. The research employed a mixed-methods approach, including content and sentiment analysis of online news articles and social media posts. The findings contributed to the understanding of the impact of social media on public sentiment and engagement, as well as the need for further research on the effects of social media on public discourse, particularly in the context of tragic events. The study found that social media played a crucial role in shaping public perceptions, selling discussions, and elevating the popularity of such incidents. The analysis provided valuable insights into the implications of social media engagement and the need for further research to understand its broader impact and the influence of cultural and social factors on public responses to tragic events.

Keywords: Football, incident, public sentiment, riot, sports fandom, social media.

Abstrak: *Penyerbuan sepak bola tragis di Kanjuruhan pada Oktober 2022 menghasilkan perhatian dan keterlibatan publik yang signifikan, mendorong penelitian ini untuk menganalisis sentimen dan keterlibatan publik online setelah peristiwa tersebut, dengan fokus pada peran media sosial dalam membentuk persepsi dan reputasi publik tentang insiden tersebut. Penelitian ini menggunakan pendekatan metode campuran, termasuk analisis konten dan sentimen artikel berita online dan posting media sosial. Temuan ini berkontribusi pada pemahaman tentang dampak media sosial pada sentimen dan keterlibatan publik, serta perlunya penelitian lebih lanjut tentang efek media sosial pada wacana publik, terutama dalam konteks peristiwa tragis. Studi ini menemukan bahwa media sosial memainkan peran penting dalam membentuk persepsi publik, menjual diskusi, dan meningkatkan popularitas insiden semacam itu. Analisis ini memberikan wawasan berharga tentang implikasi keterlibatan media sosial dan perlunya penelitian lebih lanjut untuk memahami dampaknya yang lebih luas dan pengaruh faktor budaya dan sosial terhadap tanggapan publik terhadap peristiwa tragis.*

Kata kunci: *Sepak bola, insiden, sentimen publik, kerusuhan, fandom olahraga, media sosial.*

INTRODUCTION

Football is among the most popular sports worldwide, including in Indonesia, even though the national team has yet to achieve top-level success. Nevertheless, football matches in the country always receive enthusiastic support from fans (Indrawan & Aji, 2019). However, football fandom can sometimes lead to violence and extremism, which is considered a global problem (Newson, 2019). Fans express their emotions in unpredictable ways (Tuastad, 2022), sometimes directly or indirectly, leading to tragic

events such as the Tragedy of Kanjuruhan, which resulted in the deaths of over one hundred football supporters attending an Indonesian Premier League match (Prastiwi, 2022). This incident prompted the Indonesian President to call for a complete evaluation of football match governance and security procedures. FIFA responded by flying half-mast flags at its headquarters in tribute (FIFA, 2022).

Despite several previous horrific football incidents (Gumusgul & Acet, 2016), the Tragedy of Kanjuruhan was claimed as one of the worst in terms of the number of victims. Nevertheless, Indonesia remains committed

to developing its football program and has restarted the Indonesian Premier League after a two-month hiatus (Detikcom, 2022).

There is a gap in an empirical study that focuses on fan involvement in football governance from the perspective of cross-club supporters (García & Welford, 2015).

Supporters' rivalry is challenging to resolve (Berendt & Uhrich, 2018). However, sometimes, the nature of hooliganism in sports is considered one of the primary tools for articulating national pride and encouraging national cohesion (van Hilvoorde et al., 2010). Likewise, for Indonesia, football is a unifying nation (Indrawan & Aji, 2019).

In several countries, including Indonesia, football games have impacts beyond the pitch and extend into social, cultural, and political lives (Tuastad, 2022). With the advent of social media, football has become even more popular, and fans are increasingly engaging in online discussions about the sport (Cleland, 2011). However, fan fanaticism can often lead to conflicts and violence on and off the field. Observations in Indonesia show that football supporters attack opposing and even their favorite teams (e.g., (Farid, 2021; Huda, 2016; Isdiyanto, 2022).

Social media has provided a platform for fans to express their love for their club and disdain for opposing teams, often using dominant hashtags and intimidating messages. Non-verbal symbols, such as memes and photos, are also commonly used to insult opponents and attempt to build reconciliation among hostile fans (Bajari, 2017). Recognizing the potential dangers of fan fanaticism and striving for peaceful and positive engagement with football is essential.

The study aims to fill the gap by analyzing the public sentiment and engagement surrounding the tragic football stampede in Kanjuruhan in October 2022 and by examining the role of social media in shaping public perceptions and reputation of such events.

METHODS

Data Collection

The data for this study was collected using the Social Media Analysis (SMA) approach utilizing the Brand24 social listening tool, which was used to track online discussions related to the Tragedy of Kanjuruhan. The approach goes beyond regular oversight or rudimentary retweets analysis, fostering a deep understanding of Netizens. The information from

the Brand24 report, such as followers, impressions, engagement, copy/traffic, and mentions, are crucial to examine. This data stores valuable information, which includes public sentiment input and suggestions (Yang et al., 2022). The tool is able to collect both quantitative and qualitative data (Olimid, 2023)

The data was collected from social media platforms such as Twitter, Facebook, Instagram, and blogs between November 2022 and January 2023. The keywords used in Bahasa Indonesia to search for relevant discussions were "Kanjuruhan" as the necessary keyword and "Liga 1," "tragedi," or "peristiwa" as the required keywords.

Data Analysis

The collected data was analyzed using both quantitative and qualitative methods. Quantitative analysis was used to determine the volume of online discussions related to the Tragedy of Kanjuruhan, the number of posts, the number of users, and the reach of the discussions. Qualitative analysis was used to categorize the data into themes and sub-themes based on the study questions. The data was coded and categorized using a pre-determined set of themes and sub-themes developed based on the study questions.

Ethical Considerations

This study adhered to ethical guidelines for studies involving human subjects. Since the data was collected from publicly available online sources, no consent was required from the individuals who posted the data. The privacy of individuals was protected by removing any personally identifiable information from publication.

RESULTS AND DISCUSSION

The study outcomes shed light on the substantial insurance, sentiment analysis, engagement, and audience attain associated with the tragic football stampede in Kanjuruhan in October 2022. These findings contribute to the scientific knowledge of the placement of social media in shaping public perceptions and reputation of such events.

As depicted in Table 1, the search yielded 6,472 mentions, indicating massive public engagement and subjects regarding the tragedy. Amongst these, 609 mentions had been identified on various social media systems, highlighting the widespread impact of social media in disseminating facts and fostering discourse on the incident.

The graph shows that netizens' posts increased when the government decided to resume the league, as did

both negative and positive sentiments, as seen in Figure 1 and Figure 2. The event increases the intensity of emotions and sentiments, both positive and negative, from supporters (Koenigstorfer et al., 2010).

Table 1 Metric of analysis

Metric	Value
Mentions	6472
Social media mentions	609
Non-social Mentions	5863
Instagram Mentions	45
Videos Mention	63
Twitter Mentions	501
Blogs Mention	1375
Forums Mention	7
Web Mentions	495
News Mentions	3986
Number of Positives	207
Number of Negatives	1078
Estimated Social Media Reach	6636216
Social media interactions	31357
Social media likes	29844
Non-Social Reach	98790262.18

Expertise, it is crucial to phrase that the dialogue extended beyond social media, as non-social mentions accounted for most (5,863). Traditional media, blogs, boards, and distinctive online sources performed a vital function inside the multifaceted insurance of the occasion, providing several structures for discussions.

At the same time as studying sentiments expressed, the study identified 207 mentions with first-rate sentiments, reflecting help and empathy in the direction of those affected. Conversely, 1,078 mentions conveyed negative sentiments, reflecting crucial views or expressions of discontent concerning the incident. Those differing reviews and reactions suggest the complexity of public sentiment surrounding the tragedy.

The predicted social media reach of 6,636,216 human beings underscores the enormous target audience uncovered to social media content associated with the tragedy. This significance emphasizes the influential role of social media systems in disseminating records to a vast target market and fostering engagement.

Engagement analysis found 31,357 social media interactions, including active participation through comments, shares, and replies within online discussions. Additionally, 29,844 likes or comparable wonderful interactions showed the help and recognition garnered through the event through social media platforms.

Further to social media, the studies predicted a non-social obtain of about 98,790,262.18 reaches, indicating a considerable exposure of the tragedy to a

broader target audience via traditional media channels and one-of-a-kind non-social systems.

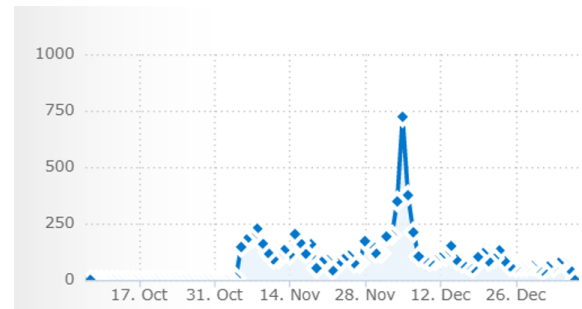


Figure 1 Number of Mentions and Sentiments

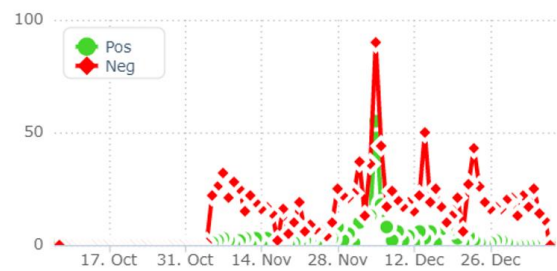


Figure 2 Number of Sentiments

Together, these findings provide comprehensive information on the outstanding insurance, sentiment assessment, engagement, and capability target audience reach associated with the tragic football stampede in Kanjuruhan in October 2022. The studies highlight social media's crucial function in shaping public perceptions, selling discussions, and elevating the popularity of such incidents. Furthermore, it emphasizes the need for further study into the effect of social media on public engagement and discourse, specifically in the aftermath of tragic occurrences.

Sentiments

Resilience and Optimism

Netizens express optimism for the recovery of Liga 1, demonstrating resilience in the face of adversity. For example, one Netizen posted, "May Liga 1 recover soon. With the Kanjuruhan incident, let it serve as a valuable lesson. #WeMissTheStadium" (Figure 3). This sentiment indicates a positive outlook and a desire for the league to overcome challenges (González-Nuevo et al., 2022).

Lessons Learned

Netizens see the Kanjuruhan incident as a valuable lesson, emphasizing the potential for growth and improvement in safety measures within football stadiums. The hashtag #WeMissTheStadium (Figure 3) suggests a collective concern for the well-being of the sports venue.

Balancing Entertainment and Empathy

The integration of unity and compassion was imperative for proficient communication throughout the crisis response phase, as substantiated by favorable audience responses and its extensive dissemination (Wang & Navarro Nicoletti, 2023). Some netizens acknowledge the need for entertainment, balancing it with expressions of empathy towards those affected by the Kanjuruhan tragedy. For instance, one Netizen wrote, "It's not that I don't appreciate the Kanjuruhan tragedy, but this is for the goodness of everyone" (Figure 3). This sentiment reflects a nuanced perspective on resuming Liga 1



Figure 3 Netizen's Positive Comments

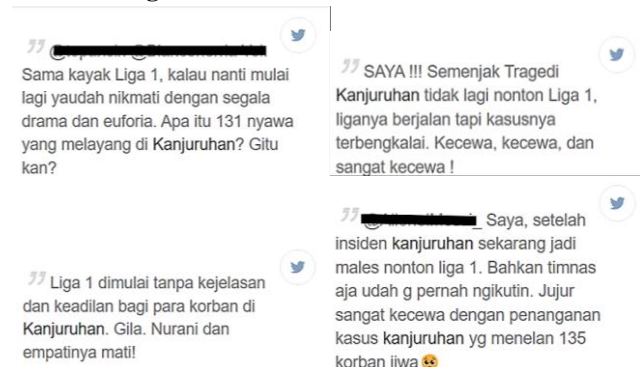


Figure 4 Netizen's Negative Comments

Loyalty to the Sport

Despite disappointment about the unresolved Kanjuruhan tragedy, there is a notable commitment to watching Liga 1. The sentiment "I remain loyal to watching Liga 1" (Figure 3) emphasizes a strong dedication to the sport, suggesting that football remains a significant aspect of the netizens' lives.

Acknowledgment of Necessity

Netizens recognize the necessity for entertainment and the financial needs of players, coaches, staff, and referees (Figure 3). Acknowledging the necessity for entertainment and income suggests a pragmatic understanding of the economic aspects of football.

Moral Dilemma

Some netizens express a moral dilemma regarding the resumption of Liga 1, juxtaposing it with the lives lost in Kanjuruhan. For example, one Netizen posted,

"What about the 131 lives lost in Kanjuruhan? It's like that, right?" (Figure 4). This sentiment highlights a conflict between the desire for enjoyment and the ethical consideration of the tragedy.

Disappointment and Reluctance

Netizens articulate strong disappointment and reluctance to engage with Liga 1 after the Kanjuruhan incident. Phrases like "I haven't watched Liga 1 anymore," "disappointed," and "very disappointed" (Figure 4) underscore the depth of negative sentiment.

Perceived Neglect and Lack of Justice

Negative sentiments express dissatisfaction with the perceived neglect of the Kanjuruhan incident and a lack of clarity and justice. The sentiment "Liga 1 begins without clarity and justice for the victims in Kanjuruhan. Madness. Conscience and empathy are dead" (Figure 4) suggests a deep-seated frustration and disillusionment.

Impact on Following National Team

The Kanjuruhan incident has led to a reluctance to follow Liga 1 and even the national team, indicating a broader disillusionment with football. The sentiment "After the Kanjuruhan incident, I'm now reluctant to watch Liga 1. I haven't even been following the national team" (Figure 4) highlights a potential long-term impact on fan engagement.

The data reveals a complex and multifaceted range of sentiments among netizens, showcasing the dichotomy between those eager for Liga 1's resumption and those deeply critical due to the Kanjuruhan tragedy. Netizens navigate a delicate balance between the joy of football entertainment, the ethical considerations of the tragedy, and the desire for justice and clarity. The study underscores the importance of understanding public sentiment in shaping the discourse around sports incidents, emphasizing the need for transparent communication and measures to address both positive and negative concerns.

The finding demonstrates how students and professionals in journalism and other communication disciplines identify and reason through ethical dilemmas. It provides valuable insights into the challenges and opportunities faced by communication professionals in addressing tragic events and the potential for developing best practices and guidelines for crisis communication. The research highlights the importance of ethical decision-making and transparent communication in tragic events and the need for effective crisis communication strategies to address both positive and negative concerns.

Limitations and Future Research

The study could be criticized for its reliance on social media data, which may not capture the full range of public sentiment. Additionally, the study's focus on the Kanjuruhan tragedy may limit its generalizability to

other tragic events or contexts, and the use of a single metric (social media reach) may not provide a comprehensive understanding (Hanna et al., 2011) of the impact of the tragedy on public sentiment and engagement. Additionally, the data was limited to discussions in the Indonesian language, which may limit the generalizability of the findings to other languages and cultures.

Future research may want to explore the ideal topics, narratives, and factors influencing the sentiments expressed to increase this line of inquiry. Moreover, exploring the lengthy-term consequences of social media engagement on public attitudes and behaviors in comparable conditions would contribute to a deeper of the implications and outcomes of social media's characteristics in shaping public discourse.

Research on the ethics of communication of advocacy cases may be directed to Cultural and social factors. Future research could explore the impact of cultural and social factors on public responses to tragic events, such as the Kanjuruhan tragedy. It could help identify differences in public sentiment and communication strategies across different regions and societies and the potential for cross-cultural collaboration in addressing crises and promoting solidarity.

Another area for future research could be the effectiveness of different communication strategies in promoting positive responses and fostering support. It could involve comparing various communication strategies used by advocacy groups, non-governmental organizations, and government agencies in addressing tragic events and evaluating their public perception and engagement success.

Scholars could also investigate the long-term impact of the Kanjuruhan tragedy on public engagement and discourse and the potential for lasting effects on the football club, league, and national team. It could help inform strategies for long-term support and recovery and promote a more resilient and empathetic fan base.

Another potential area for future research could be to adopt an interdisciplinary approach, combining insights from communication, psychology, and social sciences better to understand public sentiment and the effectiveness of communication strategies. It could involve exploring the role of emotions, cognitive processes, and social influences in shaping public perceptions and responses to tragic events.

Future research could use real-life case studies to demonstrate how students and professionals in journalism and other communication disciplines identify and reason through ethnic dilemmas. It could provide valuable insights into the challenges and opportunities faced by communication professionals in addressing tragic events and the potential for

developing best practices and guidelines for crisis communication.

CONCLUSION

The social listening analysis of the Kanjuruhan Football Stampede Tragedy aimed to understand the impact of social media on public sentiment and engagement following the tragic event. The study utilized a mixed-methods approach, including content and sentiment analysis of online news articles and social media posts. The findings revealed that social media played a significant role in shaping public perceptions, driving discussions, and amplifying the visibility of the incident. However, the study has limitations, such as its restricted generalizability to other tragic events or contexts, the use of a single metric (social media reach), and the limitation of data to the Indonesian language. These limitations may hinder a comprehensive understanding of the tragedy's impact on public sentiment and engagement and the generalizability of the findings to other languages and cultures. The analysis also highlighted the need for future research to explore the ideal topics, narratives, and factors influencing public sentiments, the long-term consequences of social media engagement on public attitudes and behaviors, the impact of cultural and social factors on public responses to tragic events, and the effectiveness of different communication strategies in promoting positive responses and fostering support. Therefore, while the study provided valuable insights, further research is necessary to fully comprehend the broader implications of social media engagement and the influence of cultural and social factors on public responses to tragic events.

ACKNOWLEDGMENT

I sincerely thank Yayasan Pendidikan Budi Utomo Makassar for granting permission to utilize the Brand24 account to conduct the social listening analysis related to the Kanjuruhan football incident. The support provided has enabled the comprehensive examination of online public sentiment and engagement following the tragic event. This research endeavor has greatly benefited from the opportunity to utilize Brand24, and the assistance is deeply acknowledged.

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