

The Influence of Social Media Account X @Idextratime and Verbal Aggression on the Fanaticism of Manchester United Football Club Fans

Muhammad Rizki Fadilah^{1*}, Idola Perdini Putri²
Ilmu Komunikasi, Fakultas Komunikasi dan Ilmu Sosial, Universitas Telkom
Corresponding Author: Muhammad Rizki Fadilah mrfmuhrizki@gmail.com

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ABSTRACT

Social media, like Twitter, allows users to express opinions, comment, and share information freely. It has become a primary platform for fans to show support but also a space where verbal aggression can occur, influencing fan behavior and attitudes. This study examines the impact of the Twitter account @idextratime and verbal aggression on the fanaticism of Manchester United fans. Using a quantitative research method, a survey was conducted. Data analysis included descriptive analysis, classical assumption tests, multiple linear regression, and hypothesis testing (T-Test & F-Test). This research aims to determine how much influence each independent variable, namely social media and verbal aggression, has on the dependent variable, namely fanaticism, and how much influence the social media variable and verbal aggression simultaneously have on the fanaticism variable. Results showed significant influence, with social media and verbal aggression accounting for 88.4% of the variance in fanaticism. The study concluded that social media and verbal aggression significantly affect fan fanaticism.

INTRODUCTION

The growth of soccer in society has been rapid because this game is always enjoyed and favored by all age groups, from children to adults, and even the elderly (Sucipto et al., 2000). Interest in soccer is not only limited to playing but also includes watching soccer matches (Handayani, 2019). The presence of supporters not only serves as encouragement but also as a source of motivation for each player to showcase their best abilities. Soccer is one of the most popular sports because it offers entertaining and thrilling matches, especially for its fanatic fans (Tiyanto et al., 2019).

The enthusiasm of soccer lovers is often expressed through various media channels, and currently, media and sports are closely intertwined. According to Bannet & Silalahi (1983), media concentrate on sports activities, especially in England and the United States. Research shows that 77 percent of Indonesians are interested in soccer (Nielsen Sport, 2013). Indonesia even ranks second after Nigeria as a soccer-loving country, with around 83 percent of its population interested in the sport. This fact makes Indonesia a fanatic soccer country, increasing the likelihood of clashes between soccer supporters. All soccer news is easily accessible online (Nasrullah, 2015). Van Dijk defines social media as a media platform that emphasizes the role of users, allowing them to collaborate and participate in activities.

Currently, widely used social media platforms include WhatsApp, Instagram, Facebook, and X (Twitter). Twitter is a social media platform founded by Noah Glass, Jack Dorsey, Evan Williams, and Biz Stone about fifteen years ago in San Francisco, California, USA, and has grown rapidly. First launched on March 21, 2006, Twitter officially opened to the public on July 15, 2006. This platform continues to evolve and attract users of all ages and backgrounds. The concept of Twitter/X as social media is a digital platform that allows users to communicate, share information, and build social relationships through short messages called "Tweets." The maximum character limit for a tweet is 280 characters, meaning users must convey information concisely and clearly. According to We Are Social data, there were 14.8 million Twitter users in Indonesia as of April 2023, considering the total population. This data shows that Twitter can continue to exist and maintain its presence in line with the development of social media in this digitalization era.

Social media is open and allows users to quickly and freely express opinions, comment on publications, and spread information. Therefore, if social media is used unethically or involves bad behavior, its negative impact can affect many people and impact society in general. Many people feel the consequences of unethical behavior on social media, such as racial insults, shaming, spreading false news or hoaxes, bullying, and other bad actions. Writing indirect comments on social media has become a way for people to present themselves in online life, and people prefer this phenomenon over other online activities.

One example of using Twitter/X as a source of soccer information is the account @idextratime. The Twitter/X account @idextratime is quite popular and frequently visited by X users in Indonesia to learn about the world of sports, particularly soccer. As of November 2023, the @idextratime account had

published 120.3 thousand times and had 880.9 thousand followers since its creation in January 2020. Through this account, users can explore information and the latest news about soccer from around the world and discuss various topics related to upcoming matches with its followers.

The disappearance of the soccer club Manchester United has always been a topic of conversation. Indonesia is no stranger to soccer; it is a country with many soccer fans, especially supporters of Manchester United, considered one of the largest fan bases globally. The @idextratime account continues to report Manchester United's defeats. Fans of the Manchester United club, known as the Red Devils, are increasingly disappointed with the unsatisfactory performance of their favorite team. This news attracts followers and fans of other clubs to discuss the topic.

In its tweets, the @idextratime account provides information about Manchester United club matches that ended in two consecutive losses and did not meet their supporters' expectations. This situation received various responses from @idextratime members, offering extraordinary opinions from various perspectives, both positive and negative. In the context of soccer, supporter support is crucial because their presence can boost the spirit and motivation of each player. Fans are people who show strong love and devotion to their idols. They are capable of doing anything to help the goals they love, including doing anything to make those goals succeed and thrive (Harian Super Soccer, 2016).

Shortly after Manchester United's defeat, it was clear that the @idextratime account not only provided soccer-related information to its followers but also felt like an insult to Manchester United's defeat and was verbal aggression. The tweet was rude and disrespectful to Manchester United fans. Additionally, the tweet spread a message of hate speech. This elicited quite a few responses from @idextratime followers, with 258 followers commenting on the tweet. In the insulting tweet about Manchester United's defeat on the @idextratime account, @idextratime followers commented on the harsh views and often supported the @idextratime account to continue writing tweets that insulted Manchester United. The @idextratime account was called a garbage account, and some were happy to laugh at it.

Various user responses ranged from just enjoying the tweet, retweeting and liking it, to helping spread the thread, then comparing it to other club supporters, and even Red Devil supporters willing to do anything for their beloved club. This is called fanaticism (Anam, 2016). If someone has a certain level of fanaticism, it can affect their actions, expressing that fanaticism positively and negatively. This is because high fanaticism motivates someone to try their best to support in various ways, as explained by Muslich (2017). The emergence of these different attitudes is triggered by the presence of Twitter/X as a news outlet and traditional media. Therefore, it is not surprising that public views are easily formed and often appear on the social media site Twitter.

To focus the research on the bullying of Manchester United's defeat, it is important that Manchester United's defeat often evokes strong emotional reactions from fans and other supporters. Mapping these messages on social media can provide deeper insights into how the defeat affects the mood and

actions of platform users. Furthermore, the importance of social media analysis has become an increasingly critical issue. It not only impacts the individuals targeted by aggression but can also affect the dynamics between groups and communities (Berkowitz, 2003). Verbal aggression is a form of behavior or action expressed to hurt others. Analyzing verbal aggression on social media in the context of soccer club fanaticism can provide a deeper understanding of the negative impact of such behavior. Thus, this research is not only important to understand the phenomenon of fanaticism among Manchester United soccer club fans but also has broader implications in the context of verbal aggression related to social media use and verbal behavior on the platform.

Therefore, the researcher chose the harassment on the @idextratime account between October 2023 and January 2024 related to the harassment of the Manchester United Soccer Club. This period was chosen because, at the end of that year, the Manchester United Club often experienced defeats and was widely known by soccer fans and Manchester United supporters as well as other club supporters. The @idextratime tweet about Manchester United's defeat was offensive and verbally aggressive. The @idextratime account deliberately carried out these actions to negatively impact others, such as the fanaticism of Manchester United fans. The reason the @idextratime account created offensive tweets was to try to attract attention or reactions from its followers on social media by taking advantage of key moments such as Manchester United's defeat.

Based on the above explanation, it is worth questioning whether the @idextratime account, which often tweets insults about Manchester United's defeat, has an influence on the fanaticism of Manchester United club supporters. Based on many facts, Red Devil supporters often show defensive attitudes in various ways, which can lead to various negative problems, such as uttering harsh words without considering the consequences.

In this study, the communication theory applied is the S-O-R theory, which stands for Stimulus-Organism-Response. The basis of this theory is that the main focus in the fields of psychology and communication science is the human individual. This individual's soul encompasses various elements, such as attitudes, opinions, behavior, cognitive, affective, and conative aspects (Effendy, 2003). This includes the individual's response to the stimulus received through the social media platform Twitter/X. The response not only serves as a motivation or reference but also becomes a factor that can influence the fanaticism of Manchester United supporters after reading the insulting tweets about the club from the @idextratime account. In this regard, this finding aims to investigate the influence of verbal aggression on the social media X (Twitter) account @idextratime on the fanaticism of Manchester United Fans concerning insults to their favorite club. Thus, the title of this research is "The Influence of Social Media Account X @Idextratime and Verbal Aggression on the Fanaticism of Manchester United Football Club Fans."

LITERATURE REVIEW

Media Social

New Media refers to a set of digital communication technologies often used as a means of communication for personal purposes (McQuail, 2011). Mr. McQuail describes the Internet as new media. The use of the Internet as a source of entertainment and information has spread worldwide, allowing people from various regions to communicate and socialize without being limited by time and location. The era of globalization has brought rapid technological development, making media the primary means of information dissemination. New Media, particularly the Internet, has become one of the most important media revolutions in this context, as various types of media can disseminate information at high speed. New Media is considered the most current and efficient platform for delivering information quickly (Nia & Loisa, 2019).

Today, social media is necessary in the lives of everyone in various parts of the world. The variety of information and functions provided by social media make it a key element in current globalization. Social media is part of new media. Van Dijk Nasrullah (2015) states that social media is a medium that helps its users participate in activities focused on their lives or collaborate on projects. From this definition, it can be concluded that social media is an online media platform that connects a group of people who share information, ideas, and respond to activities carried out.

Twitter.Inc. is the owner and operator of the popular Twitter platform. Users can post and read messages called tweets on the platform, which provides social networking in the form of microblogging (Twitter, 2013). A microblog is a type of online blog where users can share thoughts and activities, as well as their opinions on specific issues or events. Tweets appear on the user's profile page and contain text up to 140 characters. The sender can restrict the message only to people on their friends list, although anyone can read tweets. Users can also view tweets from other users who follow them or their followers. As of January 2013, Twitter had over 500 million registered users, with 200 million of them being active users. Due to its immense popularity, Twitter is a platform used for various purposes in various industries, including political campaigns, protest channels, educational resources, and emergency communication channels. People's habits of expressing opinions on social media, particularly Twitter, in response to events or situations around them can be an indicator of understanding people's feelings towards their environment or city where they live. These feelings can be in the form of criticism or suggestions, as mentioned by (Arifiyanti et al., 2014).

On July 31, 2023, Twitter officially changed its name to X. The new owner of Twitter, Elon Musk, initiated this change by stating that his main goal was to reduce the impression that Twitter is only interested in tweets and focus more on its potential as a broader communication platform. There have been several comments regarding this name change. Some people support this change because they believe it can make Twitter more interesting and creative. However, some people oppose this change because they think it could lose Twitter's reputation as a microblogging platform. Regarding the feature of the latest news

that affects many people such as accidents, politics, business, even sports, the X application is widely distributed to users worldwide.

Hypothesis 1 (The Influence of Social Media Components on Fanaticism):

- Null Hypothesis (H0): There is no significant influence between social media components (X1) and the level of fanaticism (Y).
- Alternative Hypothesis (H1): There is a significant influence between social media components (X1) and the level of fanaticism (Y).

Verbal Aggression

The freedom of speech and expression on social media platforms such as Twitter/X is increasing, providing significant opportunities for those engaging in verbal aggression to express negative behavior in the social media environment. According to Baron & Byrne (2005), aggression is behavior or actions displayed in response to physical or verbal provocation by others. Verbal aggression does not cause physical injury, but the victim can feel its impact mentally and may change their behavior. Verbal aggression involves motor aspects that include hurting others through verbal expressions. Examples include arguing to show disagreement or dislike, spreading gossip, and sometimes displaying sarcasm (Buss & Perry, 1992). Meanwhile, Anderson et al. (2003) define verbal aggression as aggressive actions aimed at harming others. Verbal aggression can take various forms, such as slander and verbal threats.

Buss and Perry (1992) state that there are four types of aggression patterns commonly exhibited by individuals: First, physical aggression, which involves aggressive actions intended to cause physical harm, such as punching, kicking, and so on. Second, verbal aggression includes aggressive actions performed with words towards others, such as cursing, spreading negative stories about the victim to others, using harsh language, mocking, giving harsh warnings, and arguing. Third, hostile aggression involves aggressive actions carried out solely to express the desire to hurt, injure, or perform aggression intending to cause harm, suffering, or even death to the target or victim. Fourth, instrumental aggression is aggressive actions carried out by an organism or person as a means or method to achieve a specific goal.

Based on the explanation presented above, the author is interested in Buss & Perry's perspective. In conclusion, the author interprets aggressive behavior according to the definition proposed by Buss & Perry (1992) as a behavioral tendency intentionally carried out to hurt others, either physically or verbally, involving anger and hostility.

Hypothesis 2 (The Influence of Verbal Aggression on Fanaticism):

- Null Hypothesis (H0): There is no significant influence between verbal aggression (X2) and the level of fanaticism (Y).
- Alternative Hypothesis (H1): There is a significant influence between verbal aggression (X2) and the level of fanaticism (Y).

Fanaticism

The Dictionary of Sociology defines fanaticism as an excessive and irrational enthusiasm, devotion, or belief that leads to a high level of emotional behavior. In fact, this fanaticism can include tasks without practical limitations (Ahmadi & Widodo, 1990). The terms "fanaticism" and "fanatic" are often associated with sports and religious affairs. According to (Anam and Supriyadi, 2018), fanaticism is the action of individuals prioritizing the achievement of goals without considering or ignoring the potential negative impacts that may arise. Fanaticism is described as a form of excessive or extreme enthusiasm and devotion. The study of fanaticism continues to attract the attention of various groups and encompasses multiple perspectives and disciplines, including religion, politics, and social sciences. Fanaticism tends to be viewed negatively. A term that describes fanaticism as any kind of extreme behavior and a high level of enthusiasm for a particular product or goal creates a negative view of fanaticism (Smith et al., 2007). Referring to the two definitions above, it can be explained that fanaticism is a strong belief or faith in a doctrine, whether in the context of politics, religion, or others, and in this case, fanaticism can also occur in relation to football clubs.

Fanaticism can also arise from the desire to be a member of a community formed by a winning team. One example of a fanatic's behavior is their strong loyalty and devotion to someone they like. These fans always try to support them, willing to do anything to fulfill their desires for their beloved items. Football fanaticism is not only tolerated but also enthusiastically supported by most segments of society. Mubarok (2002) argues that the term "fanatic" refers to beliefs or views towards something that can be positive or negative. These views are not based on any theoretical foundation or concrete facts, yet they are so ingrained that they are difficult to explain or change, whether in a positive or negative context. Fanaticism is usually considered negative, whereas Hoffer is neutral. As Thorne (Kurniasari, 2013) stated, this shows that fanaticism tends to have a negative connotation. Emily Chung, Michael B. Beverland, Francis Farrelly, and Pascale Quester express similar views in their journal, citing Bird, Hunt, Bristol, and Bashaw (1999: 333). Most research considers fanaticism as normal, common, and even respected.

From the above definitions, it can be concluded that fanaticism is a special form of loyalty and belief. It is characterized by high commitment, excessive enthusiasm, and strong emotional attachment to a doctrine, whether in a political, religious, or other context. In this case, fanaticism also includes excessive emotional attachment to a football team. When someone becomes a fan or a fanatic of their idol, in this case, their favorite football team, they show a very high level of loyalty. Collecting various items related to their favorite football team is one way to show their loyalty. They also show their loyalty with team shirts, scarves, and other accessories. To support their team, these fans actively participate in community activities such as watching movies or watching together.

Hypothesis 3 (The Combined Influence of Social Media Components and Verbal Aggression on Fanaticism):

- Null Hypothesis (H0): There is no significant combined influence between social media components (X1) and verbal aggression (X2) on the level of fanaticism (Y).
- Alternative Hypothesis (H1): There is a combined influence between social media components (X1) and verbal aggression (X2) on the level of fanaticism (Y)

METHODOLOGY

This research falls into the category of quantitative research, which is a positivist-based research method. Because these methods follow scientific principles concretely or empirically, objectively, measurably, rationally, and systematically, they are referred to as scientific or scientific approaches (Sugiyono, 2019). This quantitative research is conducted with an explanatory approach. The explanatory approach is a method used by researchers not only to collect data from respondents but also to test hypotheses. According to Sugiyono (2018), explanatory research is a research method aimed at explaining the position of the variables being studied and the influence of one variable on another.

The population in this study consists of followers of the X @idextratime account, totaling 888,974 followers, and the main characteristic of the population sample is fans of the Manchester United club who use the Twitter/X platform and follow the @idextratime account. In this study, the sample was taken from the 888,974 followers of the @idextratime account. Using the Slovin formula for sample calculation, a sample of 100 people was obtained. Therefore, the minimum number of respondents required in this study is 100, with a total of 146 respondents used. Data collection in this study used observation and questionnaires.

The variables used in this study are as follows: Independent variables are Social Media (X1) and Verbal Aggression (X2), while the dependent variable in this study is Fanaticism (Y). The data analysis technique in this study includes instrument testing to measure the feasibility of the instruments, followed by classical assumption tests, and then hypothesis testing to answer the existing research hypotheses. Hypothesis testing here uses multiple regression analysis with the help of SPSS software.

RESEARCH RESULT

Descriptive Statistics

The subjects in this study totaled 146 people, of which 96 (65.8%) were women and the remaining 50 (34.2%) were men. Based on the data obtained, it was found that the intensity of using the X (Twitter) application was as follows: 99 respondents (67.8%) stated they used X (Twitter) very frequently, 32 respondents (21.9%) used the X (Twitter) application quite frequently, 9 respondents (6.2%) stated they rarely used the X (Twitter) application, and the remaining 6 respondents (4.1%) stated they very rarely used the X (Twitter) application.

Normality Test

Table 1. Kolmogorov-Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.15865391 |
| Most Extreme Differences | Absolute | .063 |
| | Positive | .046 |
| | Negative | -.063 |
| Statistic Test | | .063 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Researcher’s processed data, 2024

Based on the results of the Kolmogorov-Smirnov test, a significance result of 0.200 was obtained. This result indicates that the significance value of 0.200 is greater than 0.05, meaning that the data in this study is normally distributed and can proceed to the next stages of technical data analysis.

Autocorrelation Test

Tabel 2. Hasil Uji Autokorelasi
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .942 ^a | .887 | .884 | 2.18079 | 2.050 |

- a. Predictors: (Constant), Verbal Agression, Social Media
- b. Dependent Variable: Fanatisme

Source: Researcher’s processed data, 2024

Based on the results of the Autocorrelation Test, with N = 100 (respondents) and K (Independent Variables) = 2, the values obtained were DL = 1.6337, DU = 1.7152, and 4-DU = 2.2848. It can be concluded that if $1.7172 < 2.050 < 2.2848$, the data in this study does not exhibit symptoms of autocorrelation.

Heteroscedasticity Test

Table 4: Results of Gleiser Heteroscedasticity Test
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .872 | .602 | | 1.447 | .151 |
| | Social Media | -.040 | .041 | -.183 | -.981 | .329 |
| | Verbal Aggression | .103 | .059 | .326 | 1.747 | .084 |

a. Dependent Variable: ABS_RES

Source: Researcher’s processed data, 2024

Based on the results of the heteroscedasticity test in Figure 4, it can be seen that the Sig. value for each variable is 0.329 for the Social Media variable and 0.084 for the Verbal Aggression variable. From these results, it can be concluded that the regression equation model does not experience heteroscedasticity. This is because the values for each variable are not significant, or the Sig. values are greater than 0.05.

Normality Test

Table 5: Results of Multicollinearity Test
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .772 | .959 | | .805 | .423 | | |
| | Social Media | .556 | .065 | .552 | 8.613 | .000 | .284 | 3.516 |
| | Verbal Aggression | .628 | .094 | .428 | 6.675 | .000 | .284 | 3.516 |

a. Dependent Variable: Fanatisme

Source: Researcher’s processed data, 2024

In Figure 5, the results of the multicollinearity test show that the tolerance value for each variable is 0.284 for the Social Media variable and 0.284 for the Verbal Aggression variable. The VIF (Variance Inflation Factor) values for each variable are 3.516 for both the Social Media and Verbal Aggression variables. From these results, it can be seen that both variables in the study have tolerance values higher than 0.100 and less than 0.100, and VIF values below 10.00, indicating that both variables are free from the classical assumption of multicollinearity.

Linearity Test

Table 6: Results of Linearity Test of Social Media Variable on Fanaticism

| ANOVA Table | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|----------------|--------------------------|----------------|----|-------------|----------|------|
| Fanatisme * Media Sosial | Between Groups | (Combined) | 3940.041 | 54 | 72.964 | 24.706 | .000 |
| | | Linearity | 3399.728 | 1 | 3399.728 | 1151.177 | .000 |
| | | Deviation from Linearity | 540.313 | 53 | 10.195 | 3.452 | .000 |
| | Within Groups | | 132.897 | 45 | 2.953 | | |
| | Total | | 4072.938 | 99 | | | |

Source: Researcher’s processed data, 2024

From Table 6 above, it can be seen that the results of the linearity test for the Social Media variable on Fanaticism have a Sig. Linearity value of 0.000. Therefore, it can be concluded that the linearity test is satisfied.

Tabel 7 Hasil Uji Linieritas Variabel Verbal Agression terhadap Fanatisme

| ANOVA Table | | | Sum of Squares | df | Mean Square | F | Sig. |
|----------------------------|----------------|--------------------------|----------------|----|-------------|---------|------|
| Fanatisme * Agressi Verbal | Between Groups | (Combined) | 3797.524 | 46 | 82.555 | 15.887 | .000 |
| | | Linearity | 3258.806 | 1 | 3258.806 | 627.116 | .000 |
| | | Deviation from Linearity | 538.718 | 45 | 11.972 | 2.304 | .002 |
| | Within Groups | | 275.414 | 53 | 5.196 | | |
| | Total | | 4072.938 | 99 | | | |

Source: Researcher’s processed data, 2024

From Table 7 above, it can be seen that the results of the linearity test for the Verbal Aggression variable on Fanaticism have a Sig. Linearity value of 0.000. Therefore, it can be concluded that the linearity test is satisfied.

Multiple Linear Regression Analysis

The results of the multiple linear regression calculations using the SPSS program in this study are as follows:

Table 8: Results of Multiple Linear Regression Test
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .772 | .959 | | .805 | .423 |
| 1 Social Media | .556 | .065 | .552 | 8.613 | .000 |
| Verbal Agression | .628 | .094 | .428 | 6.675 | .000 |

a. Dependent Variable: Fanatisme

Source: Researcher’s processed data, 2024

In Table 8 above, the multiple regression equation for this study is explained. The regression equation in this study is as follows:

$$Y = 0,772 + 0,556 (X1) + 0,628 (X2) \dots\dots\dots (1)$$

From the regression equation above, the conclusions that can be explained are as follows:

1. The constant value (α) of 0.772 with a positive sign indicates that if the Social Media and Verbal Aggression variables are considered constant, the value of Y is 0.772.
2. The regression coefficient value for the Social Media variable is positive at 0.556, which means that a 1% increase in Verbal Aggression will cause an increase in Fanaticism by 0.556.
3. The regression coefficient value for the Verbal Aggression variable is positive at 0.628, which means that a 1% increase in Verbal Aggression will cause an increase in Fanaticism by 0.628.

Coefficient of Determination Test

Table 9: Analysis of the Coefficient of Determination Test

| Model Summary | | | |
|----------------------|-------------------|----------|-------------------|
| Model | R | R Square | Adjusted R Square |
| 1 | .942 ^a | .887 | .884 |

a. Predictors: (Constant), Verbal Aggression, Social Media

Source: Researcher’s processed data, 2024

Based on the SPSS output table "Model Summary" above, the Adjusted R Square value is 0.884. This means that the Social Media and Verbal Aggression variables together contribute 88.4% of the influence on the Fanaticism variable, while the remaining 11.6% is influenced by other variables outside of this study.

T-Test

The results of the T-test in this study using IBM SPSS 26 are as follows:

Table 10: Hypothesis Test Analysis (T-Test)

| Coefficients^a | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | .772 | .959 | | .805 | .423 |
| 1 Social Media | .556 | .065 | .552 | 8.613 | .000 |
| Verbal Aggression | .628 | .094 | .428 | 6.675 | .000 |

a. Dependent Variable: Fanaticism

Source: Researcher’s processed data, 2024

Based on the table above, the influence of each independent variable on the dependent variable is as follows :

1. Testing Social Media (X1) on Fanaticism (Y)

The first hypothesis in this study shows a t-value of 8.613, and the t-table value for 100 respondents with a significance level of 0.05 is 1.984. Therefore, it can be concluded that the t-value of 8.613 is greater than the t-table value of 1.984. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Social Media variable (X1) has a significant influence on Fanaticism (Y).

2. Testing Verbal Aggression (X2) on Fanaticism (Y)

The second hypothesis in this study shows a t-value of 6.675, and the t-table value for 100 respondents with a significance level of 0.05 is 1.984. Therefore, it can be concluded that the t-value of 6.675 is greater than the t-table value of 1.984. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Verbal Aggression variable (X2) has a significant influence on Fanaticism (Y).

F-Test

Table 11: Hypothesis Test Analysis (F-Test)
ANOVA^a

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 3611.619 | 2 | 1805.810 | 379.702 | .000 ^b |
| | Residual | 461.319 | 97 | 4.756 | | |
| | Total | 4072.938 | 99 | | | |

a. Dependent Variable: Fanatisme

b. Predictors: (Constant), Verbal Aggression, Social Media

Source: Researcher's processed data, 2024

Based on the table above, the F-value is 379.702, and the F-table value for 100 respondents with a significance level of 0.05 is 3.09. Therefore, it can be concluded that the F-value of 379.702 is greater than the F-table value of 3.09. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Social Media variable (X1) and Verbal Aggression variable (X2) together have a significant influence on Fanaticism (Y).

DISCUSSION

Based on the multiple linear regression test, the constant value (α) of 0.772 with a positive sign indicates that if the Social Media and Verbal Aggression variables are considered constant, the value of Y is 0.772. The Adjusted R Square value of 0.884 means that the Social Media and Verbal Aggression variables together contribute 88.4% of the influence on the Fanaticism variable, while the remaining 11.6% is influenced by other variables outside of this study.

Based on the Hypothesis Test (T-Test), the test of Social Media (X1) on Fanaticism (Y) obtained a t-value of 8.613, and the t-table value for 100 respondents with a significance level of 0.05 is 1.984. Therefore, it can be concluded that the t-value of 8.613 is greater than the t-table value of 1.984. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Social Media variable (X1) has a significant influence on Fanaticism (Y).

Based on the Hypothesis Test (T-Test), the test of Verbal Aggression (X2) on Fanaticism (Y) obtained a t-value of 6.675, and the t-table value for 100 respondents with a significance level of 0.05 is 1.984. Therefore, it can be concluded that the t-value of 6.675 is greater than the t-table value of 1.984. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Verbal Aggression variable (X2) has a significant influence on Fanaticism (Y).

Based on the Hypothesis Test (F-Test), the test of the independent variables Social Media (X1) and Verbal Aggression (X2) together on the Fanaticism (Y) variable obtained an F-value of 379.702, and the F-table value for 100 respondents with a significance level of 0.05 is 3.09. Therefore, it can be concluded that the F-value of 379.702 is greater than the F-table value of 3.09. Additionally, a significance value of 0.000 is obtained, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. This means that the Social Media (X1) and Verbal Aggression (X2) variables together have a significant influence on Fanaticism (Y).

This proves that there is indeed an influence of social media and verbal aggression simultaneously on fanaticism among Manchester United fans on the X (Twitter) account @idextratime. The combined influence of independent variables on the dependent variable indicates that external factors such as social media and verbal aggression play a significant role in shaping and strengthening fanaticism among football club followers, particularly Manchester United fans. This phenomenon shows how excessive exposure to content that evokes negative emotions on social media can stimulate more intense fanatical responses. Moreover, the verbal aggression spread on online platforms also reinforces the cycle of fanaticism by creating an environment where negative norms are accepted and reinforced. The X account @idextratime becomes a forum where fanaticism can thrive, especially when users are exposed to social pressures and opinions that strengthen their fanatical attitudes. Therefore, it is important for social media platform managers and users to be more cautious in moderating and conversing in discussions to prevent the escalation of fanaticism that can have negative impacts both individually and on the community on social media.

CONCLUSION AND RECOMMENDATIONS

In the study conducted by the researcher, the identification of the problem can be answered, namely the influence of social media and verbal aggression occurring on the X account @idextratime on the fanaticism of Manchester United supporters, which is positive and can be categorized as strong. This can be proven through the results of the Hypothesis Test (T-Test) where the testing of Social

Media (X1) on Fanaticism (Y) obtained a t-value of 8.613, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. The Hypothesis Test (T-Test) for Verbal Aggression (X2) on Fanaticism (Y) obtained a t-value of 6.675, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. Additionally, based on the Hypothesis Test (F-Test) for the simultaneous testing of the independent variables Social Media (X1) and Verbal Aggression (X2) on the dependent variable Fanaticism (Y), the F-value was 379.702, which is greater than the F-table value of 3.09, and a significance value of 0.000, which is less than 0.05. It can be concluded that H0 is rejected and H1 is accepted. The three variables, namely the independent variables Social Media (X1) and Verbal Aggression (X2) and the dependent variable Fanaticism (Y), are positively related, and the influence of the variables is 88.4% on the Fanaticism variable, with the remaining 11.6% influenced by other variables outside this study.

Suggestions for future research on the same topic include using other relevant theories and qualitative research methods. This allows for a more in-depth analysis of the research discussion and the investigation of literature beyond this study, thereby addressing the shortcomings of the current research. Also, it is recommended that verbal aggression present on social media platforms like Twitter, particularly from the @idextratime account, such as spreading rumors and being sarcastic, be reduced. Administrators managing these accounts should filter information carefully to determine what is appropriate for publication. If tweets containing verbal aggression persist, followers and football club fans are encouraged to respond calmly and wisely, focusing on arguments or facts that support their views.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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