

## **ABSTRACT**

*This study discuss about The Kmer's, Semen Padang FC fans in preventing ethnocentrism. The purpose of this study was to determine the role of the football community in preventing ethnocentrism toward the other football club supporters. This study use qualitative ethnographic approach methode. These result indicate interaction between The Kmer's and other football club supporter using social media such as facebook, twitter, and instagram. To prevent ethnotcentrism, manager of The Kmer's ask all members to cultivate peace within each member and remember their motto "No racism, no anarchist", also remaind to make good relationship between football club supporter.*

***Keywords : footballclub supporter, ethnocentrism***