

ABSTRACT

Football is one of the most popular sports in the world, especially in Indonesia as football is used as a means of entertainment by the local community, in every match the stadium is always filled with tens of thousands of supporters, whose main goal is to support his favorite team. In this case Persib Bandung is one of the teams in Indonesia which has the most base of supporters and who has high fanaticism in Indonesia, the group of supporters is Viking Persib Club. The method that the researcher uses is qualitative with a case study approach. The paradigm used in this study is constructivism. Then the data analysis technique used is data reduction, data presentation and stage verification. While the data validity technique used is technical triangulation and source triangulation. The results of the study show that Viking Persib Club has communication behavior in supporting Persib can be seen from two aspects, namely verbal and non verbal. From the Verbal Viking aspect, always chanting and unfurling banners in the stadium, while non-verbal aspects of Viking always use attributes, choreographic actions, changes in expression, and gesture. Whereas seen from fanaticism, Viking members always make sacrifices, high enthusiasm to support directly to the stadium, and assume that Persib is a Sundanese and West Javanese culture.

Keywords: *Communication Behavior, Fanaticism, Supporters, Viking Persib Club*