

## **ABSTRACT**

Almost everyone in the world recognizes or even enjoys soccer, and this passion for soccer will usually be manifested in the form of support for favored clubs or idolized players, whose supporters are usually called supporters or fans. In Indonesia itself, the passion for football is also seen in the many community of fans or supporter organizations which later formed as a forum to support various clubs in the world. The United Indonesia of Bandung community is one of the many football fan communities in Indonesia.

United Indonesia of Bandung since its establishment 12 years ago has approximately 3000 members, originating from diverse demographics and the role of communication in the community is vital for initiating various activities to be carried out in the community, especially in establishing relationships among fellow community members. Therefore this study aims to determine the communication patterns that occur among community members in maintaining solidarity, the form of networking that occurs between members and the nature of information flow on messages from communication that takes place among community members.

This research uses a qualitative approach methodology with ethnographic methods. The research data was obtained through participatory observation and interviews with four members of the United Indonesia of Bandung. The results of this study are the communication patterns used between members are the combination of wheel and star patterns and the nature of the information flow that occurs between members is a combination of sequential and simultaneous, repetitive communication patterns that are able to form a social order with a culture of cooperation and a feeling of mutual need one another.

**Keywords: Fans, Community, Communication Patterns, Information Flow, United Indonesia of Bandung**