

## **ABSTRACT**

*This study aims to analyze group communication practices within the Birds Death Brigade supporter community, which adopts the ideology of punk football. This ideology rejects the commercialization of football and emphasizes anti-authoritarianism, equality, and grassroots solidarity. The research employs a qualitative approach using a case study method and a constructivist paradigm. Data were collected through in-depth interviews, participant observation, and documentation. The findings reveal that communication within BDB is not only functional for message delivery but also ideological, reproducing values of resistance, inclusivity, and collective identity. The emerging communication patterns reflect an egalitarian spirit and community orientation, expressed through the use of symbols, chants, visual art, and horizontal discussion forums. These findings affirm that group communication rooted in punk football ideology plays a vital role in building social cohesion, strengthening member loyalty, and sustaining the existence of alternative supporter communities such as BDB.*

**Keywords:** *Group communication, punk football, supporter community, collective identity, Birds Death Brigade.*