

ABSTRACT

This research discusses the expression of support by female fans of the Indonesian national football team, a fandom typically dominated by men. Female fans often face negative stereotypes, being perceived as lacking understanding of the game and only interested in the players' physical appearance. This situation leads women to express their support through TikTok. This study aims to analyze the forms of support expression by female fans on TikTok, using a qualitative research method with a virtual ethnographic approach. Data was obtained through observation of media spaces, specifically TikTok accounts belonging to female fans, media documents consisting 25 pieces of content uploaded on these accounts, media objects including the interactions occurring in the comment sections and in-depth interviews to uncover the motives and experiences of female fans of the Indonesian National Football Team.. Henry Jenkins' theory of participatory culture serves as the foundation, highlighting the active role of individuals in creating and sharing content. The research findings, obtained through virtual ethnography, reveal that the participatory culture of female fans is reflected in diverse expressions of support, ranging from the production and distribution of creative content about players' personal lives, physical appearance, to their performance on the football field. This participation is also manifested through social media comments about players' personal lives, physical appearance, and performance, as well as the use of hashtags such as #TimnasIndonesia. Expressions of support are also further seen in usernames containing players' names, statements identifying as female fans in account bios, and profile pictures featuring players. These findings confirm that female fans are not merely passive spectators, but also active content producers, thereby expanding our understanding of the dynamics of female football fandom in Indonesia.

Keywords: *expression of support, female fans, Indonesian National Football Team, TikTok platform, participatory culture.*