

# Nationalism in Sports Photos (Semiotic Analysis of Football Sports Journalistic Photos on Peksi Cahyo's Instagram)

Moehammad Gafar Yoedtadi<sup>1</sup> Sandy<sup>1\*</sup>

<sup>1</sup>*Faculty of Communication, Universitas Tarumanagara, Jakarta, West Jakarta 11440, Indonesia.*

<sup>\*</sup>*Corresponding author. Email: 21sandy@gmail.com*

## ABSTRACT

This study aims to see the meaning of nationalism in the photojournalism of football sports on Peksi Cahyo's Instagram. As we know Instagram is a social media that is made attractively using publication technology that is very easy and scalable. Instagram's presence allows people to express their ideas to be creative. Meanwhile, photography is an art that is reflected in a photo. Photography and Instagram are very closely related because Instagram is used to publish photo works. This study uses a qualitative approach using the semiotic analysis method of Roland Barthes to see the meaning of nationalism in soccer photos. The results showed that the denotative meaning of the photo was the meaning of an athlete's struggle to defend the country and make the country proud. The meaning of the connotation of the photo is to want a sense of love and belonging to the country. And the meaning of the symbols of nationalism from the photo is that there are many symbols of nationalism such as the eagle which has a big and strong meaning. The Indonesian flag which in red means bold and the white color means holy. The facial expressions that sing the Indonesia Raya song have the meaning of national unity and integrity. Also visible are the gesture of respect and the red and white colors that are characteristic of the Indonesian state.

**Keywords:** *Instagram, photography, semiotics of roland barthes, nationalism*

## 1. INTRODUCTION

The presence of new media plays an important role in the process of delivering information. Social media such as Facebook, Twitter, and Instagram are currently a means of searching for information by many people.

Social media is an online communication medium, where users can very easily share, create content, participate, and turn communication into interactive dialogue [3].

Social media Instagram is an online media that is made very interestingly using publishing technology that is very easy and scalable [5].

People can express their ideas to be creative using Instagram, one of which is the photographer. Photographers use Instagram social media to publish their photos and are equipped with interesting captions or writing. This digital technology is very influential in the world of photography because almost everyone easily owns a digital camera. Either a Digital Single Lens Reflex (DSLR) camera or a cellphone camera. Indonesian people have the habit of capturing a moment or event by taking pictures. Photo is an art that results from a photographic technique in which a photo contains or is hidden a meaning contained therein. Sports photos or Sports Photography is photography that captures a moment in all fields of sports. In practice, a sports photographer makes sports photography a work of journalistic photos. Through sports photos, a photographer

can capture a dramatic image of a sports moment that is created during a match.

Football is a sport that is loved by many people around the world. Also, football is a sport that can foster a sense of nationalism. Nationalism itself is the value of sports or as a sense of love for the country [6].

Based on the above background, the researcher is interested in researching nationalism in sports photos (Semiotic analysis of soccer sports journalism photos on Instagram, Peksi Cahyo).

## 2. BACKGROUND

### 2.1. Mass Communication Theory

Mass communication is a communication process to convey messages or information to every audience through mass media [8]. Mass communication is of course very closely related to the existence of mass media, with the presence of mass media the dissemination of information at this time has become a basic need for the wider community. Therefore the mass media is the most important means of establishing communication and providing information to be known by a wide audience.

Along with the development of today, the communication process is of course very dependent on the media. Media today is very closely related to human life, this means that every human being is very dependent on the media to establish communication, access information, and make transactions. So nowadays every audience prefers to use social media such as Facebook, Twitter, and Instagram because the presence of social media nowadays makes it easier for every audience to find out information that is currently being discussed in the public.

## **2.2. Social Media**

Social media is an online communication medium, where users can very easily share, create content, participate and transform communication into interactive dialogue [3].

In essence, the presence of social media nowadays makes it easier for audiences to interact, collaborate and get to know each other both visually or audio-visual. Social media begins with three things, namely sharing, collaboration, and connecting.

Through the Instagram media, of course, we can pour photos or videos equipped with captions to be published on Instagram media so that they can be seen by others and given input and suggestions in the comments column. So that through these photos and videos we can establish relationships with many people [9].

## **2.3. Photography**

Photography comes from the Greek words "fos and" grafo ". Fos itself can be interpreted as light, while grafo can be interpreted as painting or writing [10]. So photography is the process of producing images from light. Meanwhile, in general, photography is the process of documenting an event to produce an image and a photo produced by light reflection on the object you want to photograph and then recording it so that it becomes the desired image. Photography is the process of producing images and photos. Images and photos are visual tools that can capture a moment that occurs somewhere [10].

Photography is one of communication to be able to know something and handle it very well. What we see, think, can all be immortalized through photos. Therefore, photos are a means of conveying messages to a wide audience [10].

Photography is usually done for documentation purposes. According to Sudarma, photo media is a communication medium, which is used to convey a message or idea to other people. Photo or photography media is a medium for documenting an important moment or event that occurred [11].

## **2.4. Nationalism**

The word Nationalism itself is etymologically derived from the words "national and" ism "which is an understanding of

nationality that has an element of the meaning of awareness and love for the country, having pride as citizens, having respect for the state. From this definition, nationalism is an explanation of nationality and an attitude of love for the homeland, and a sense of belonging to a country to always advance a country in all things [12].

According to Marvin Perry (2013), nationalism is a collection of every group of people who have an interest in the nation, culture, and history that is passed down by shared suffering and fear by mutual glory [12]. So because that nationalism is a response to love for the country, that feeling can be expressed because we see the history of a nation. Therefore, with the existence of nationalism, we can introduce ourselves to every country in the world.

### **2.4.1. Symbolic nationalism**

In understanding the value of nationalism, of course, there are requirements to fulfill the elements of nationalism, namely the state flag, the state symbol, and the national anthem [13]. These three things are sacred values in every country. In essence, every country certainly has its flag, symbol and national anthem. These three things are national identity as a means of unifying the nation in order to achieve the ideals of a country.

Indonesia's national identity is the red and white flag, the symbol of the eagle, and the song Indonesia Raya. These three things characterize the struggle of the Indonesian state in gaining independence. Therefore, through national identity, of course, we can see or recognize the identity of a country and uphold the love of the homeland, the sense of belonging to the country, as well as overseeing and the dignity of the country.

### **2.4.2 Sports nationalism**

A sense of the spirit of nationalism can be seen in sports, namely a sense of belonging, and loyalty in supporting the country's team. Supporting the country's team, of course, gives a sense of pride for everyone [6]. Nationalism exists because of the sense of belonging that is embedded in everyone to defend the country. The characteristics of people who have a high sense of nationalism, namely: Emotionally they have a high sense of enthusiasm and are tied to their country, have the drive to defend their country, have the drive to always maintain their country's identity and dignity, apply norms - the existing norms in the country in order to increase the country's development [6]. A sense of nationalism is present in athletes because they feel called to defend their country, as well as a sense of love for their homeland, and feel proud to be an athlete who defends their own country and achieves to make the name of their country proud.

Sports nationalism is a social phenomenon created from sports involving countries in the world [6]. In sports nationalism, of course, there are sports roles for a country, namely:

Sport has a high incentive to maintain national identity. The relationship between the two is to increase public awareness to introduce their national identity to be recognized by other countries.

Through sports, of course, we can introduce a national identity. For example, in the phenomenon of an athlete raising the flag of his country in an international competition, wearing a national costume, and participating in supporting his country during a stadium match by coloring his face with the color of his own country's flag. It is a form of love for his country.

Sports has become a means to make a person aware of always having a sense of a country in order to protect their own national identity, which may have faded due to the influence of globalization.

Sports encourages every representative of the state to be involved in the fair and honest competition, and for its supporters must uphold sportsmanship in order to maintain good relations between countries.

Sports can be a means of expressing enthusiasm and a sense of pride in something that has been achieved by a country, such as a victory or achievement. [6].

### 3. METHODS

The author uses a qualitative approach, which is an approach where the object of research is natural and the researcher is a key instrument to explore the meaning of the phenomenon or event that occurs [7]. The results obtained in the qualitative research are presented and reviewed for analysis according to observations. Qualitative research seeks to explain or describe a phenomenon and events that occur. In qualitative research, analysis is carried out to provide meaning and information by the research being researched.

This research uses Roland Barthes' semiotic method to analyze the meaning contained in Peksi Cahyo's soccer sports photos. Semiology is a term coined by Barthes, which at the core of his discussion describes how humanity, uses things and means to signify. In these three things, it cannot be combined or combined by communicating (to communicate). Interpreting means that the object to be studied is to convey the message contained in an object [4]. In Roland Barthes' Semiotics, two two-stage significations are stated, namely the first order of signification (denotation) and the second-order of signification (connotation). Denotation is eating that is at the first level which explains the most tangible meaning contained in an object. However, the connotation is the second level that explains the relationship between users in responding to a sign that can be associated with feelings or emotions.

To complete the data in the study, the authors use the method of observation, documentation, literature review. Observations were made indirectly where the author did by looking for photos of soccer sports ones Cahyo's Instagram account and looking for an overview of the research subject. The documentation that the author uses as data in the author's research is soccer photos by Peksi Cahyo. In the literature study, of course, we look for a related source and

quote the opinions of experts to be used as a complement to the research that is being carried out.

The triangulation technique is used by the author by combining the methods of observation, documentation, and literature review. With these three methods, it is hoped that the research that the author does, can complement the data that the author needs in this study and can draw a conclusion from the research that is being carried out.

### 4. FINDINGS AND DISCUSSIONS

Peksi Cahyo is a photographer who focuses on sports, be it cycling, soccer, badminton, and boxing. Peksi Cahyo has worked at the Sinar Harapan Daily Evening Newspaper, Tabloid Bola (Kompas Gramedia Group) as a photographer and photo editor. Peksi Cahyo has covered the AFF, 2007 Asian Cup, 2008 Euro Cup, and 2010 World Cup. Peksi Cahyo has worked as a Multimedia Producer at PT. Creative Media Karya, with the responsibility of planning, producing and organizing content on Bola.com multimedia tables. Previously served as Head of Multimedia at KapanLagi Youniverse, and now an entrepreneur engaged in photography [2].



**Figure 1** Photo of football sports journalism I by Peksi Cahyo

Source: Instagram Peksi Cahyo

The element of nationalism seen in this one photo is the readiness of athletes to carry out their duties in defending the country. Wearing a jacket with the eagle logo on the chest and singing the song Indonesia Raya are the points shown in this photo. The Garuda bird has a meaning that describes a large and strong country, and the song Indonesia Raya has the meaning of the spirit and ideals of the Indonesian nation as well as unity and integrity to improve a country. Nationalism is closely related to sports because through sports we as Indonesians do not see race, ethnicity, ethnicity, and religion. All united for the country.



**Figure 2** Photo journalism for football sports II by Peksi Cahyo  
Source: Instagram Peksi Cahyo

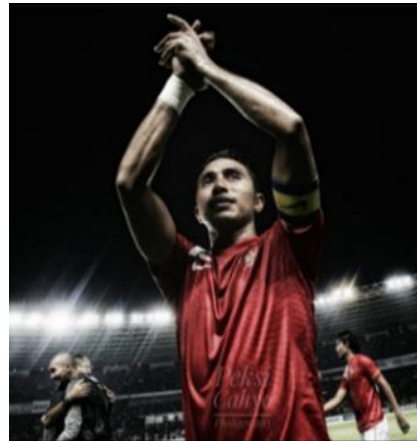
The element of nationalism in the second photo is that nationalism is a person's love for the country. This is done to show and introduce the country through sports events. Therefore, the nationalism mark on the second photo is respect. Respect has become a hallmark of the Indonesian nation. Likewise, respecting the red and white flag means that the red and white flag are a symbol of national sovereignty and honor. Therefore, we as the people of Indonesia are obliged to maintain nationalism to respect the nation. So with a sign of respect made by Irfan Bachdim, it gave the intention of respecting the Indonesian nation and respecting the team and the spectators who watched the match.



**Figure 3** Photo journalistic football sports III by Peksi Cahyo  
Source: Instagram Peksi Cahyo

The element of nationalism in the third photo shows that nationalism is an explanation of nationality and love for the country and a sense of belonging to a country to always advance a country in all things [1].

So the element of nationalism that can be seen from this photo, namely Stefano Lilifaly, is flying the Indonesian flag, where the red and white flag has the meaning of national sovereignty and honor. Stefano Lilifaliy with an expression on his face full of joy, flying the red and white flag in Vietnam. In this way, Stefano has introduced a national identity. The red color on the red and white flag characterizes courage and the white color on the red and white flag is holiness and the red and white flag has heroic values, nationalism, and patriotism.



**Figure 4.** Photo journalism of football sports IV by Peksi Cahyo  
Source: Instagram Peksi Cahyo

The element of nationalism in the fourth photo, namely nationalism, is present because of the sense of belonging that is embedded in everyone to defend the country. Therefore, with the existence of nationalism in sports, there is no longer a difference to show. But all gathered on behalf of the nation and state regardless of race, ethnicity, ethnicity, and religion all united for Indonesia. A sense of nationalism is present in athletes because they are called to defend their country, as well as a sense of love for their country, and feel proud to be an athlete who defends their own country and achieves to make the name of their country proud. However, the role of athletes is never separated from the support of the supporters. Therefore, Firman Utina, as an athlete and team captain, at that time expressed his deep gratitude to the supporters who were present by raising their hands and clapping their hands.



**Figure 5.** Photo journalism of football sports V by Peksi Cahyo

Source: Instagram Peksi Cahyo

The element of nationalism in the fifth photo is that nationalism appears in the field of sports at a time when our country participates in competitions based on such as the International event, the Asian Games, the AFF, and the world cup. According to Marvin Perry (2013), nationalism is a bond to every group of people who have the same nation, culture, and history which is marked by common suffering and marked by mutual glory [1]. Therefore, nationalism is marked by love for the country. That feeling can be expressed because we know the history of a nation. With nationalism, we can introduce our country's identity to every country in the world.

The celebration was carried out by Irfan Bachdim because he succeeded in carrying out his duties to prove to all Indonesian people whether watching at the stadium or watching on the screen that the Indonesian national team had the right to win and was entitled to fly the red and white flag at the Gelora Bung Karno stadium. Apart from Irfan Bachdim, other athletes who were given this trust also gave a sense of high enthusiasm, and the spirit of nationalism of the athletes was also emitted, he was very earnest and really fighting for his country because he wanted to pay for the trust he had been given and there was a wish. to make the nation proud through sports achievements and to introduce the country's identity.

The very dominant symbol in the five photos is the eagle. This can be seen in the Indonesian national team costume. Nationalism is depicted from the eagle, as we know that the eagle is a symbol of the Indonesian state which has a big and strong meaning. The Indonesian nation is analogous to a large and strong nation. Big means that the Indonesian nation stretches from Sabang to Merauke and strong means that the Indonesian nation has a history which has experienced a very long colonial period and after that, the Indonesian nation succeeded in becoming independent. Therefore, the eagle is identical to the description of the Indonesian nation.

The most dominant colors in the photo are red and white. It can be seen that the Indonesian national team is implementing the colors on the red and white flag. it can be seen in the photo, red and white are the colors on the

Indonesian national team costume. By applying this color to the Indonesian national team costume, it means that it has indirectly carried out nationalism in which the red color has a strong meaning and is the human body. This means that an athlete must have a strong body and mentality and be ready to strive to make the name of the country proud and the white color implies a human and holy spirit. This means that an athlete must have sportsmanship, discipline, responsibility, and respect in all aspects of sports.

#### **4. CONCLUSIONS**

Photography is the process of producing images and photos. Images and photos are visual tools that can capture a moment that is happening somewhere. Meanwhile, nationalism is an explanation of nationality and love for the country. Based on research conducted by researchers regarding Nationalism in Sports Photos (Analysis of Football Sports Journalistic Photos on Peksi Cahyo's Instagram Account).

The meaning of denotation depicted in the photo is the meaning of an athlete's struggle to defend the country and make the country proud through soccer.

The meaning of the connotation stored in the photos that have undergone an edited element is to show a sense of love and belonging to the country. This was stated by an athlete through soccer.

The element of nationalism in the photo is that there are symbols of nationalism such as the eagle which has a big and strong meaning, the red and white flag which in red means bold and the white color means holy. The facial expressions that sing the Indonesia Raya song have the meaning of national unity and integrity. As well as visible gestures of respect and red and white colors that characterize the country of Indonesia.

The researcher concluded that the photos that the researcher chose did not have an element of photo manipulation and the photos had an element of nationalism. Currently, nationalism is very attached to the sport of football because it is clearly illustrated from the photo that an athlete wants to show the spirit of nationalism and his love for the country through the sport of football.

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