



# Nationalism on Social Media: The impacts of comments on ASEAN Football Pages on mental health

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## ABSTRACT

**Background:** As a modern communication medium, Facebook provides a new place to people who live far apart to interact and discuss on the same topic, such as football. This research examines how the nationalism is generated through Facebook. From the perspective of social realities, Facebook is observed as a channel of communication utilized by football lovers. However, communication through Facebook also causes conflicts among its users.

**Aims:** This study aims to investigate how nationalism is expressed through communication on Facebook and how conflicts affect mental health but can also build and perpetuate a sense of nationalism and strengthen group identities.

**Methods:** To achieve the objectives, content analysis is used to examine the manifestation with regard to the context of generating a spirit of nationalism through the communication interaction process of Facebook users. Data collection in this study was conducted through ASEAN football page on Facebook. Posts, images and comments left under the related posts were then selected when they are regarding only the spirit of nationalism.

**Results:** Results show that Facebook is not only a social medium but also, a means of generating nationalism through conversations. As nationalism is expressed both in a positive and negative way on ASEAN football page, it, of course, leads to conflicts because of the differences in the orientation of values and interest when the conflicting sides hold different background.

**Conclusion:** By exploring how nationalism is expressed through Facebook comments on ASEAN football page, the research provides insights into how digital platforms shape and amplify nationalistic sentiments. This understanding is crucial in an era where social media plays a significant role in public discourse and it also highlights the mental health impacts of online nationalistic comments. This is significant for developing strategies to address and mitigate the negative psychological effects that such interactions can have on individuals.

**Keywords:** *Social media, Football, Nationalism, Mental health*

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## 1. Introduction

It cannot be denied that nowadays social media has played an important role in the lives of people in the world. Social media has become the easiest, cheapest tool and at once can realize human desires. Therefore, social media has become a big phenomenon in the lives of people in the world today. Through social media, people can connect easily even as if communicating face-to-face.

Social media is an online media that allows users to connect or communicate with each other for the purpose of sharing information in various matters such as talking about ideology, politics, economics, social and culture. Antony Mayfield (2008) states that social media is used to communicate such as sharing ideas, collaborating, debating, finding someone to be a good friend, finding a partner and building a community. In essence, anyone who uses social media can help their users stand out and communicate with others.

One of the most popular social media platforms nowadays is Facebook. The concept of social media is used for distributing the information to the users, mainly about general knowledge. It gives positive impact to the society especially in intellectuality program. This fact shows that Facebook has become an important part of modern human life so that it is growing rapidly in today's life. In addition to functioning as an entertainment medium, Facebook can also be utilized as an application that can intertwine relationships in a complex society and can indirectly generate loyalty in achieving solidarity and national unity.

Nowadays, Facebook acts as a medium to establish relationships between one individual and another. This is a phenomenon because it has increased the number of communities that actively communicate and interact users in the form of interactive dialogue. Various levels of society can be aware of the latest information and news that occur both within and outside the country, so that some participate in expressing emotions and feelings for the events that occur.

The concept of social media such as Facebook being used to channel information to users has created equality within each nation, especially matters relating to general knowledge. This has directly given a positive impression in the development of unity and unification of nations that have quality especially in the intellectual aspect.

Facebook has offered unrivalled opportunities to interact with other mass media because Facebook's role as a medium of communication is very widespread and encompassing from various directions. Each Facebook user will get information continuously in the form of ideas, testing topics as well as managing various concepts quickly from the construction of relationships that are built. This is not the same as conventional media such as television, news, and radio because these media can only communicate one way only. In developing human relationships through social media, Facebook can communicate directly and get immediate feedback on topics that have similarities to be discussed such as discussions about sports issues through Facebook. Evidently this social media can function as a tool for dialogue among its members.

The interaction that occurs through social media is able to produce a sense of community among its users. If a sense of togetherness has been created, then there will be a sense of unity between fellow social media users whether in the context of a small community or a large community. More precisely, social media becomes an alternative that can play a role in developing feelings or the spirit of nationalism, including in sports fields such as football.

Football is not only one of the sports branches, but it is also something of pride and even considered a religion (<https://thespectator.com/life/football-religion-english-soccer-euro-2020/>). Football can elevate the name of a country on the world stage by gaining a brilliant position on the world chart. Therefore, football give a very deep meaning in a nation because it has put the nation in an honorable position in the eyes of the world (Morgan, 2000).

## 2. Literature review

### Nationalism

The study of nationalism has been studied by many previous scholars. Generally, "nationalism" has a broad meaning and intent. Wendy Anugrah (2011) states that nationalism is an understanding that creates and maintains the sovereignty of a state by realizing the concept of common identity for a group of people. A French writer, Ernest Renan (1996), also sees nationalism as a sense based on awareness of the sacrifices faced together. The sense of awareness to realize the concept of shared identity is certainly inseparable from the attitude of high loyalty to the state and nation. This loyalty and devotion are driven by a determination to live together as one nation in one country, regardless of ethnic or religious differences (Suteng, et al, 2007). Nationalism teaches individuals to love their homeland, nation and country with everything they have (Chotib et al., 2007).

The concept of nationalism was initially born when Ben Anderson (1991) expressed his idea of "imagined communities". According to him, nationalism is an imagined political community that is imagined as a limited unity and supreme power (Anderson, 1991). When associated with sports, such nationalism will emerge when sports events are taking place (Kazuo, 2010). Kazuo states that the level of nationalism of a nation will increase along with the participation of the nation's representatives in sporting events. He refers to this as "instant nationalist" at world sporting events such as the Olympics or World Cup football, the people of a country will have a sense of love and pride for their country. They show this through their loyalty in supporting the national team that represents the country in sporting events. Even the people of a country consisting of various groups are united to show their sense of nationalism. This is in line with what is said by Sivamurugan Pandian (2012), he argues that sports never count on religious background, descent and beliefs.

Therefore, based on the opinions of scholars regarding, it can be broadly concluded that nationalism is an attitude or behavior of a person who shows his love and pride for the homeland, and this love can be manifested through a patriotic attitude in the form of a struggle for the nation and country. Nationalism is also an understanding that requires each individual to give his loyalty to the homeland, nation and state.

## Media and Sports

The relationship between media and sports has been an interesting topic of study to be researched by several scholars (Bernstein & Blain, 2002). This is because sports are one of the important contents in the delivery of news through the media. This is in line with what is conveyed by McChesney (1989) who says that sports and media, especially mass media have a symbiotic relationship. The symbiotic relationship between sports and the media gives a deep impression on both. Both sports and media will continue to strive to get viewers, readers, and fans in order to get the benefits obtained from sponsors.

Sport is a part of self-development that features the use of competitive physical and mental skills. This is in accordance with the statement put forward by Beck and Bosshart (2003) that sports were originally carried out by hunters and soldiers because they needed physical and mental skills acquired through sports. This is what makes sports more interesting and favored by many people. Both scholars also argue that sports are a reflection of the social values of society and also have a role in changing social and cultural values because sports are related to the lifestyle that prevails in modern society. Beck and Bosshart emphasize that,

Sports are integrative and image building elements for individuals, segments of societies, and entire societies. They act as unifying forces and strong factors of socialization, improving the social acceptance of athletes and their fans. Sports can also support social and cultural identities and the construction of national identities (2003:3).

In other words, sport is a form of individual and community integration that acts as a unifier of the nation and a strong socialization factor. In addition, sport is also part of the social identity of the nation and has an important role in the development of national identity. Along with the times, sport is then associated with the media as a means of communication which is also part of modernization and industrialization. Beck and Bosshart argue that media and sports are interrelated with each other in influencing users or fans of sports. This is stated in the introduction article which states, "Both sports and mass media keep trying to reach people as spectators, fans, and consumers; both actively affect the audience as well as the advertising market (including the sponsors)". Based on this material, it can be emphasized that sports and media are trying to attract people as spectators, fans, and consumers.

As explained earlier that media and sports have a connection between each other; both are complementary for economic and political purposes. Beck and Bosshart (2003) explain that for the media, sports are a big business asset, while for sports, the media is a way to get big sponsors. However, in addition to linking economic and political benefits, sports and media are interrelated in building national identity. In fact, sports media influence the way people look at their own and other countries, the media focus on athletes starting for their own country, and they have spread the same clichés about other countries for ages: Germans are hard-working and ambitious, Italians are passionate, French are proud and also ambitious, Brits are tough and fair, Asians are quick and nimble. Applying such national stereotypes has several functions in sports reporting: It can be used to describe an event in a simplified way, to comment on it, or to raise certain expectations in a forthcoming event (Beck and Bosshart, 2003: 25).

## Media, Sports and Nationalism

Furthermore, this shows that the media has an influence on the national identity of the nation, and even plays an important role in disseminating news within the country to the people of foreign countries. In other words, the media is a tool for a nation to be recognized by other countries. For example, at a sporting event the media will focus on the match taking place and the sporting athletes. Through the events shown, the media will see

the behavioral patterns of athletes from various countries and these things will become a reflection of the country represented by an athlete. However, the media is often influenced by writers or journalists so that many news stories in a media lead to stereotypes in the form of opinions from journalists (Beck & Bosshart, 2003). Some of these stereotypes are as follows: Germans are seen as diligent and aspiring workers; Italians as passionate; French people as proud of their national identity and aspiring attitude; English people as hard-working and fair; Asians as skilled and talented. In other words, the national identity of a media outlet has come under the influence of the writers of the outlet.

Another study related to media and sport was conducted by Jamaal Brown (2013) who analyzed the role of social media on professional athletes and their fans. In his thesis, Brown emphasized the role of media as a place to interact, communicate and exchange opinions. Brown's research focused on the relationship between professional athletes and fans through social media. For him, social media plays an important role in building good relationships between athletes and fans. Brown analyzed the function of media as a tool for interaction and building good relationships between enthusiasts and athletes based on the ratio of social media usage to interact: "... how often respondents use social media to develop relationships with professional athletes. The respondents that use social media to improve relationships with professional athletes is significant..." (Brown, 2013: 17).

This shows that to see the function of social media as a tool to interact and establish a good relationship between athletes and fans is based on the frequency of using social media. This is by seeing how fans see, read, understand, and respond to every description or status uploaded by athletes through their social media. Although Brown's study has some similarities with this study, his study is more about the role of social media as a tool to establish relationships between athletes and fans, while this study emphasizes the role of social media as a tool to express the nationalism of sports fans.

An article written by Selami Ozsoy (2001) entitled "Use of New Media by Turkish Fans in Sport Communication: Facebook and Twitter" in his study also explains the relationship between two popular social media namely Facebook and Twitter with the sportsmanship shown by sports lovers. Ozsoy according to him, argued that the use of social media began with the use of the Internet (Ozsoy: 2001). In accordance with the times, the use of messaging sites began to be rarely used because people began to move to using new media applications. Through new media, users can communicate more easily and quickly, and spread their ideas so that people can voice their voices and opinions and spread them easily. This, as reviewed by Ozsoy, social media is a convenience in communication.

Internet development in the 21st century is increasingly advanced by simply accessing the internet using mobile phones. Ozsoy argues that a very popular use of the Internet is the existence of social media, which is a platform that connects one community with another. In this case, according to Ozsoy, sports activists and sports lovers also take advantage of this convenience to promote clubs and support favorite clubs. Ozsoy states, "Sports events, the most attractive subject for people, have become accessible through new generation media as well as the classical settings. Social networks such as Facebook and Twitter, which are spreading day by day, are the most commonly used media for disseminating sports related news" (Ozsoy: 2011. p. 166). In other words, according to Ozsoy, a very interesting topic on social media is the existence of sports events. News about the development of sports events or the development of sports clubs and their athletes is widely disseminated through social media. So that supporters of sports events can find out the latest developments of the clubs they support. Ozsoy also pointed out that social media also has a very beneficial role for club owners so as to increase the high sales market. This is because social media serves as a medium to promote the club as well as the brands of sports equipment used by athletes as sponsors of the club. As mentioned by Ozsoy, that social media is a marketing method to increase the selling value and income of parties related to sports activities, both clubs, athletes, and sponsors.

In addition to sharing news about sports and promotions, social media Facebook and Twitter are also used as a medium of interaction between athletes and fans. As Ozsoy writes that social media characterized by interactive specifications can connect athletes or celebrities with fans directly using the Internet. By taking the example of news about the injury suffered by the famous American athlete, Tiger Woods, through social media, his fans can continue to contact the athlete and provide moral support for recovery so that the athlete recovers or recovers from the injury he experienced. This can be inferred that with social media, athletes can connect with fans and gain moral support or provide clarification against negative issues spread through social media. However, Ozsoy examines the role of social media on the sportsmanship of sports lovers in general by focusing more on the role of social media itself and the regulation of the use of social media by the general public, while this article focuses more on the reactions of sports lovers through social media.

Beck and Bosshart (2003) state that sports and media are interrelated in building national identity. The two scholars added that the media has an influence on the national identity of the nation, even playing an important role because through the media, people from other countries can see the country being publicized. In other words, the media is a means of reflecting a nation to be recognized by other countries. As in the case of a sporting event, the media will focus on the sporting event and athletes. Through the events shown, the media will see the behavior patterns of athletes from various countries and these things will be a reflection of the country represented by the

athlete.

Morgan (2000) says that discussions about sports can build national identity and promote and develop attitudes of tolerance towards other groups because sports are one of the ways that countries build in showing their identity, character and morals. This is in line with what is said by Kazuo (2010) and Sivamurugan (2012), as well as Nazri and Alias (2004), that sporting events can increase the sense of nationalism that radiates through the media. As Lukasz Szulc (2010) states, traditional media such as print media or newspapers have a role in increasing the sense of nationalism and spreading that sense of nationalism.

Nicholson, Sherry, and Osborne (2014) also argue that the media is an important tool for representing the expression of society. The media can provide a picture of the value of people's attitudes and forms of thought towards nationalism.

Through the study of Matthew Nicholson, Emma Sherry and Angela Osborne (2014) it is clear that sport is a means to raise the nation, For Angela Osborne, "Australian Rules football was seen as a sport in which the values necessary for the forging of a new nation - teamwork, mate ship, hard work, loyalty, fairness and bravery - were encapsulated" (2014:2)". Based on the writing, it is clearly emphasized that sport is used as a tool to raise a strong nation through teamwork, hard work, loyalty, fairness, and working relationships. This can be seen in sports competitions which can form teamwork and loyalty to carry the name of the country. In this global era, the media is an important tool to show the form of nationalism in a particular event and provide an overview of the patterns of behavior and thinking of the community.

As summarized by Nicholson, Sherry, and Osborne, they emphasize that sports experiences and thoughts are related to the media, this is in accordance with the author's research study, namely that the media is a tool for sports fans to express their thoughts and opinions about the sports tournament.

Through the articles that have been discussed, the analysis of the role of social media in the field of sports is no longer a new thing. Many studies have been conducted on the relationship of social media with sports or sports events, especially in terms of business and marketing. However, what differentiates the topic of the study that the reviewer undertakes with the studies that have been done is that the reviewer will analyse the behavioral reactions and behavior of football fans in ASEAN community through Facebook comments on sports sites and identify how their nationalism attitudes through Facebook comments.

## **Conflict Theory**

The theory used in this article is the theory of conflict used in the field of sociology. This theory was used by sociologist Lewis Coser who says that social conflict tends to emphasize conflict in a negative light and underestimate stability and cohesion. He then chooses to show the positive angle of how conflict can contribute to the durability of social groups and adjustments, interactions, and systems as well as showing how conflict potentially contributes positively to shaping and maintaining structures. Coser (1956) describes conditions regarding conflict in a positive way that can help social structure and when conflict becomes the opposite, i.e. occurs negatively, and then it will weaken the structure of society.

This study discusses the two-way communication about football that occurs through Facebook. The communication occurs through posts as well as comments from Facebook users. In this regard, the words spoken by Facebook users will get replies from other Facebook users as a form of reflection of the values believed in the community of that person. But in communication, conflicts between people, groups with other groups, often occur because of differences in views and opinions.

## **3. Methods**

### **Study design and Research procedures**

The main purpose of this article is to look at and discuss how nationalism is expressed through Facebook arising from the topic posted by ASEAN football page. The reviewer uses qualitative research methods for the topic of research presented. To achieve the objectives, content analysis is used to examine the manifestation with regard to the context of generating a spirit of nationalism through the communication interaction process of Facebook users.

Data collection in this study was conducted through a fan page on Facebook, namely, ASEAN football. Images and comments left under the related posts were then selected when they are regarding only the spirit of nationalism. By using conflict theory by Lewis Coser, this article further analyzed the implied meanings carried by the comments selected and its impact on mental health through argument wars on Facebook. Qualitative research methods are used in this study because the main objective of this study is to see and discuss how nationalism is expressed through social media. This study is applied because it has a practical purpose to find out the spirit of

nationalism through their views and thoughts expressed through Facebook related to the topic of ASEAN football.

The data collection process in this study is conducted by searching for data through social media related to the discussion about ASEAN football on Facebook and all the important information needed and the topic of discussion will be recorded separately and collected into positive and negative nationalism categories. This process has the role of analyzing the comments to get the meaning related to the spirit of nationalism, as well as connecting the role of social media as a tool to generate the spirit of nationalism. The data was taken from Facebook users' comments on the ASEAN football page of its recent post on 12 June 2024 for the AFC Asian Qualifier 2026. This fanpage may cover opinions and comments by netizen in ASEAN countries.

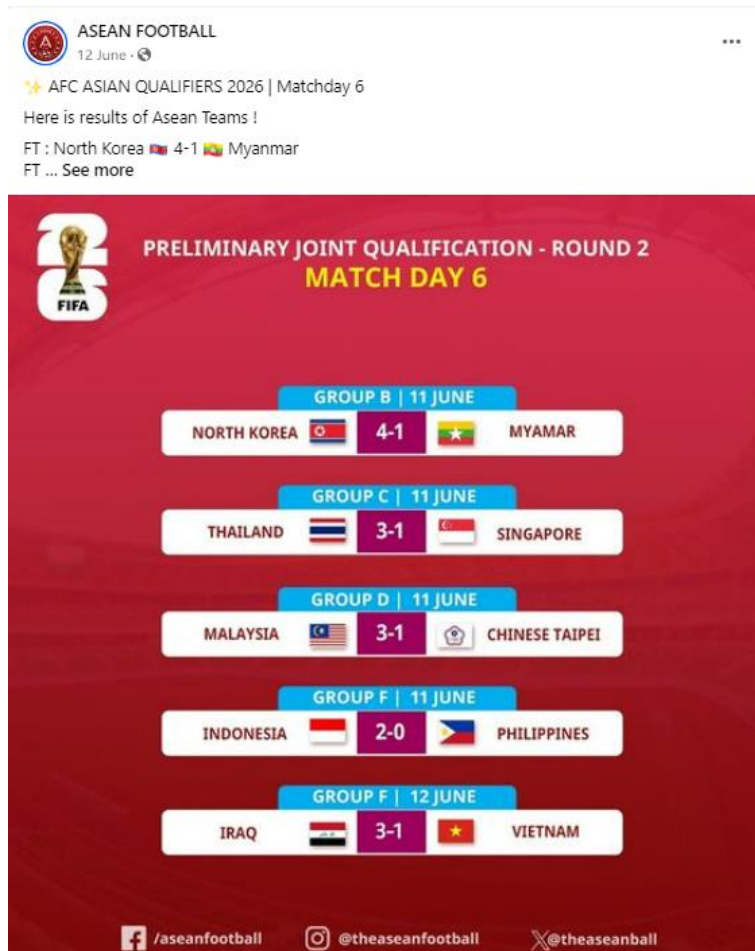


Figure 1. ASEAN Football Facebook Fanpage, crowded with ASEAN Netizen active comments.

#### 4. Results

Nationalism is a thought and movement to integrate nation states that try to be self-sufficient. However, when related to sports, nationalism can be referred to as sports nationalism or sporting nationalism (Kazuo Uchiumi, 2010) which is associated with attitudes that show loyalty and pride in the country. This sense of pride can be seen from the comments below:

Netizen 1

After watched this match between Iraq vs Vietnam . I believed. Vietnam will come back stronger with new coach Kim Sang Sik . Anyway congratulations to brother Iraq . Best wishes to you on the next round for world cup.

Netizen 2

Good game Iraq friend, the most important thing I see from this match was Vietnamese team is coming back to their level. Can't wait to see a rematch with Indonesia this upcoming AFF cup 😊

Netizen 3

King Asean Indonesia

The comments above show the netizens' pride in their athlete's struggle. Netizens 1 and 2, who are allegedly from Vietnam, expressed their pride in their country's athletes even though their team lost to Iraq. While netizen 3 from Indonesia pinned the word 'King' on his country as a form of love and pride after his country played well in a football match. Although the athlete failed to bring his country to the highest peak by winning, words of support are still given as a form of nationalism and pride by netizens from Vietnam and Indonesia. From these comments, implied love for the struggle of the country's athletes in their efforts to make the nation proud.

In addition to the positive expressions above, there is also a negative form of nationalism, namely fanaticism. Fanaticism is an attitude that shows excessive love that involves emotions in something. Excessive fanaticism can lead to anarchic aggressive behavior.

This attitude can be seen in the comments that provide excessive support that offends and belittles other teams. The habit of writing comments is expressed by throwing harsh words to other countries' netizens. The abusive words are an act of anarchism that shows that they are trying to defend their country's pride through negative means, leading to conflict. The following comments are characterized by fanaticism and anarchism:

Netizen 4

Vietnam is easy kwkwkwkwk 😂😂😂😂😂😂😂

Netizen 5

I supported Indonesia in U23 Asia but I thought it is mistake since their fan is really toxic 😞

Netizen 6

It's no different from you when you're at the top

Netizen 7

Keep barking. Motherf\*cker indo will be the point store for other teams in round 3, very easy for other teams haha congrats f\*ckin indonetherlands

Netizen 8

cry Nguyen 😭

Netizen 9

Nguyen tai 🙄🙄

Netizen 10

Idiotnesia still below Vietnam, hahahaha 🤡🤡

Netizen 11

Thanks Netherlands 🇳🇱 😂😂😂



Netizen 12

Harimau Malaya



Netizen 13

thailand fake culture fake people 🤡🤡🤡🤡🤡

Netizen 14

CLOWN ASEAN 🇹🇼 🇲🇾 🇸🇮 🇵🇭 🇯🇵 🇮🇩 🇻🇪 🇰🇷 🇹🇭 🇸🇰

Netizen 15

MALINGSIA

The comments above are debates between football-loving netizens of ASEAN countries. They hurl insults and mockery at each other to defend the dignity of their respective countries. The debate is no longer about football but has gone out of the context of football so that words containing hate speech, slurs such as idiotnesia, malingsia, and insulting state symbols such as the flag juxtaposed with images of animals have been thrown in these comments. The overwhelming love for one's country was first recognized as anarchic when the Facebook users uttered harsh words that should not have been uttered. Since Facebook is a social media that allows everyone to be a 'citizen journalist' in their own way, it becomes a platform for expressing nationalism without any barriers so that expressions and words that tend to anarchy are inevitable. The conflict occurs when each country's netizens attack other countries 'netizens in order to defend their country from being humiliated by other countries' netizens. As stated by Lewis Coser (1957) that conflict has the potential to positively shape and maintain structure. It is a process that is instrumental in the formation, unification, and conservation of social structures. It is also said, that conflict with other groups can reinforce the identity of the group and protect it from melting into the surrounding social world.

## 5. Discussion

From the results, we discuss the nationalism in its positive and negative forms and its effect on mental health. Nationalism is an attitude that shows love, loyalty and pride in the homeland. But if the attitude of nationalism is shown excessively, it will lead to disunity because of the fanatical attitude that is so high. This fanatical attitude is very easy to find from sports supporters, especially football sports which have many supporters who endlessly sing and cheer in supporting their pride team and are even able to use harsh words that can be seen on the opposing team's social media. Passmore (2003) and Anastasia (2011) that fanaticism is related to psychology and is seen as a negative attitude.

### The positive form of nationalism and Its effect on mental health

Sport became one of the successful phenomenon in social media (Giles. 2003). It is because sport become popular and giving impact in economical aspect of a country. In his book, Giles stated that sport in media has a motives for viewing, and the motivations is being identified as a fanship or fandom (2003). The fanship or the fandom is the motivation for feeling the thrills of victory or loosing. Another motivation is about learning the good skill from the top performers (2003). Learning the skills is a motivation to help the fandom to understand the house rules of the tournament of sport. Moreover, these motivations can increase the enjoyment of watching sports, whether it is through media, live, watch alone, or even together with a group of people. Therefore, watching sports can create a unity between the supporters.

In the book of *Media Psychology*, Giles stated there are two types of fandom: As for the real supporter of a team is being called as "arm-chair supporters" (Giles. 2003). The arm-chair supporters is a supporter that support the respective team by watching the actual sports and attend the matches, mostly this supporters is supporting the regional team and rarely supporting the worldwide team. Meanwhile, "the basking" is the opposite, it is the



supporter that watched the matches virtually through media and mostly supporting the worldwide team. Furthermore, “The basking” effect is an act where the supporters is feeling more attached to the sport’s team after the victory rather than when the team is losing. Giles explains that the basking effect is creating a social identity to promote the positive self-image, for example for being proud of the team that they support after winning the competition.

Eventhough having different style, these style of supporters is still being called as fandom. And these” fandom will increase the degree of their self-worth with the winning teams, which is a level of proud for being a part of the supporter of the team, as stated by Giles, “... Fandom is a core characteristic of identity and, in relation to mediated sport, spread the basking effect more generally—it does not matter whether our team wins or loses so long as it makes the headlines.” (Giles, 2003).

Eventually, whether it is “an arm-chair” supporter or “the basking”, both fandom will not choosing to side with the losing team. It is because the winning teams is more affiliates with the individual well-being rather than leaning toward self identity (2003). In other words, Giles stated, the effect of sports results of self-reported mood.”. when the respective team reach the victory, it will resulted into a better mood of the supporters, giving a better job satisfaction, and poilitical optimism for their country.

### **The negative form of nationalism and Its effect on mental health**

David Giles from his book, *Media Psychology* (2003), stated that in psychological research about sport in media has less exposure in the positive aspect rather than in the negative aspects. One of the negative aspect that able and easier to be found in media social is about fanaticism. He stated that by showing the fanaticism in the sport tournament such as football proving that social media is used for identifying the identity of a nation and influence other people by using the tournament as the topic (Garry Crawford, 2004). This behavior is known as media sociology. Giles stated that media psychology is a psychology that is covering advertising and internet (year: 2004). In his book, he wrote that generally it gives impact on human behavior and he classified the behavior into two; violent media and aggressive behavior (10). He stated that, the influence of social media is giving impact on everyday behavior and it is impossible to ignore it. Therefore, the phenomenon of media psychology is now being notice by the psychologist and to be put in psychological research.

In other words, he emphasis that social media had become the biggest influence in human behavior in psychologically. As it became a phenomenon, the human behavior in social media is being noticed in psychological research and it relates with mental health therefore, the media psychology exists by covering the psychology in advertising and internet by focusing on human behavior.

In media psychology, Giles explains that one of the factors in media psychology is the existence of the audience which in this case the audience is referring to the social media users that is a group of people that being influenced by the use of social media. In his book, he explains that there are 3 ways of audience for decoding the media messages; first, the dominant code in which audience or viewers select the “preferred reading” intended by the producers; second, the negotiated code, by which audience modify the message; third, the oppositional code, message treated with deep suspicion, as biased establishment (25-26). It can be seen by how people react in a certain comment in social media. As mentioned previously, sports media influence the way people look at their own and other countries, the media focus on athletes starting for their own country, and they have spread the same clichés about other countries for ages. It shows that people are using the negotiated code where audience or in this case are the users of social media can modify the message. Furthermore, for the oppositional code, we can see the fanaticism of people and created the biased establishment.

In the Facebook comment snippet above the words thrown in the such as the designation of the king of ASEAN after the football team won is a form of pride for netizens who are football fans of the achievements achieved by their country. Monolachi and Vizitei in their article stated that competitiveness is the basic moment of human existence. Sport creates the precondition that a person can deeply experience the general formula of the process of self- realization, gain access to an experience that is constitutionally inherent in him as a reflexive and moral subject (Veaceslav MANOLACHI, Nicolai VIZITEI, 2018).

Manolachi and Vizitei stated that the psychological aspect in sport is relate to individual and the sport itself, whether the player of that sport, or the supporter. They mentioned that “... Human self-assertion, self-realization takes place in the context of competitive communication” (Manolachi and Vizitei, 2008). Therefore, the psychological aspect in sport through media can be seen through the communication which lead to competitive communication. The event of sport is creating the situation where the supporters will have contradiction between them to show their involvement in social co-existence with other people (2018). In their research, Manolachi and Vizitei stated that “...sport places a person in front of the need to correlate these opposites, in front of the necessity of fulfilling his/her own duty determined by the whole essence of human being: to act as a factor in the

movement, the formation of the world, a factor in the assertion of the agonal principle of his/her life" (2018). It represents how the sport lover wanting to get involve as a supporter to support the respective country. However, this attitude tends to lead into negative reaction for being supporting in excessive way such as being aggressive to the other team or country.

In sporting events, excessive fondness for a particular team can make a person fanatic. The fanatical attitude is increasingly visible with the media intermediary. A life that is not far from this excessive fanaticism can be seen from supporters of sports, especially football. Sport places a person in front of fatal contradiction, and there is an emphasized danger here that a person can find him/her self in the power of one of the conflicting tendencies, to act and become the implementer of the manifestations, first of all, of one of these aspirations. to be the first - at any cost, in particular, at the cost of the need to realize oneself as the subject of the implementation of a common cause, at the cost of losing the orientation to constructive complicity, and to be a co-participant in the common cause, but without actualizing the desire to have the highest status among all individuals united together in the community by their co-participation. The first tendency potentially gives aggressiveness, the second one - infantilism. Sport in principle opens a possibility for a person and even often pushes him/her to either one or the other extreme. But it also (and moreover - primarily) involves the development of a person's striving and ability to correlate the opposites. And when the orientation on correlation is maintained, a person gets the opportunity to gain a deep understanding of the inner dynamics of life, to realize his/her role in the actualization of this dynamic and, ultimately, the possibility of an inspired fulfillment of his/her destination (Veaceslav MANOLACHI<sup>1</sup>, Nicolai VIZITEI<sup>2</sup>, 2018).

Individuals who have high fanaticism tend to have an aggressive attitude that leads to anarchism, and this is also contained in behavioural psychology (behaviour). Aggressive is behaviour determined by environmental conditions surrounding the human or individual (Ridyawanti, 2011). Aggressive and anarchic behaviour using a behaviouristic approach is an action that harms others. Forms of these actions include hitting, mistreating, speaking harshly and destroying the ease of the stage. This can be seen in the Facebook comment snippet above. Where netizens on the Asean football page are proud of their respective teams by replying to each other's comments, even to the point of berating, insulting, degrading by using hateful words using slurs such as idiotnesia for Indonesia or malingsia for malaysia and insulting state symbols such as flags juxtaposed with images of animals along with degrading words such as m\*\*\*\*rf\*cker Indo or Nguyen t\*i which can be interpreted in English as poop.

It proves that the nationalistic fervor on social media can evoke strong emotions and psychological responses in individuals. For some, this can lead to heightened stress, anxiety, or even aggression, especially when discussions turn contentious or competitive. Prolonged exposure to such intense emotions can impact mental well-being because the high expectations and emotional investment can lead to anxiety and disappointment if the outcomes are unfavorable. Heated debates and conflicts can arise on Facebook, particularly between supporters of different teams or those holding opposing views. This can lead to stress and mental strain for individuals involved.

Furthermore, David Giles explained that the negativity in media sport can be divided into three: violence, gender, xenophobia and racism (Giles. 2003). The violence in sport media it could be in many forms such as aggressiveness, whether the aggressiveness is in physical contact, nor in verbal and through media social. It could not be separated because "...the sport-related violence is a part played by the media" (229). The Gender in social media is mentioned as a part of negativity by seeing it in a point of view of a gender. Giles mentioned it is happened due to the perspective that watching sport is the activity of men, and it outnumber female's supporters and it is being called as underrepresentation of women that is created by the representation of the media. The last one is xenophobia and racism; it could not be avoided it that sport media will lead into racism. Giles stated, "... patriotism often begets xenophobia, and although sport manages to bring different cultures and nations together, the media coverage of international sport frequently descends into crude stereotyping and even outright racism" (231). It can be seen in social media how the supporters mocking each other to the other supporter and country by pointing some racism slurs and generalizing the people of that country.

Nationalistic sentiments on social media can sometimes lead to behaviors that affect health indirectly. For instance, if discussions turn into polarizing debates, it could impact interpersonal relationships or community cohesion, which are important for overall social support and mental well-being.

## 6. Conclusion

Overall, this study explains that Facebook is not only a medium for socializing but as a means of galvanizing nationalism through conversations and two-way communication. But on the negative side, Facebook is also a means for people to become 'citizen journalists' so that people can write anything because Facebook is an unfiltered media. To prevent this from continuing to spread, awareness in using social media wisely is highly expected from social media users. This of course creates conflict because of differences in value orientation in

finding reality that does not match expectations. These conflicts will lead to debates that can cause stress and affect mental health. But behind the debate, there is an impression that shows high pride in the country even though it is expressed in a negative form.

For future research on this topic, authors can broad the scope to other social media platforms and investigate how nationalism is expressed and its mental health impacts across various social media platforms like Twitter, Instagram, and TikTok, to compare with findings from Facebook, and conduct longitudinal studies to examine the long-term mental health effects of exposure to negative nationalism and hate speech on social media.

## Conflict of Interest

There is no conflict of interest. Nothing to disclosure.

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