

Membalap Melawan Prasangka: Dekonstruksi Dikotomi ‘True Fan vs. Fangirl’ dalam Fandom Formula 1 Indonesia

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ABSTRAK

Perkembangan Formula 1 di era Liberty Media berhasil meningkatkan popularitas olahraga ini secara global, termasuk di Indonesia. Strategi digital seperti media sosial dan serial dokumenter *Formula 1: Drive to Survive* turut menarik banyak penggemar baru, khususnya perempuan. Namun, fandom Formula 1 masih dibayangi stereotipe dan bias gender, dimana penggemar laki-laki lebih sering dianggap sebagai *true fan* karena dinilai memahami aspek teknis balapan, sementara penggemar perempuan kerap diberi label *fangirl* dan dipandang hanya tertarik pada pembalap secara personal. Penelitian ini bertujuan melihat bagaimana dikotomi *true fan* vs. *fangirl* dikonstruksikan dalam fandom Formula 1 di Indonesia serta bagaimana penggemar perempuan memaknai label tersebut. Penelitian ini menggunakan metode kualitatif eksplanatif dengan perspektif *Post-Structural Feminism* dan konsep *power/knowledge* dari Michel Foucault. Data dikumpulkan melalui wawancara dengan lima penggemar perempuan Formula 1 di Indonesia serta observasi media sosial yang dianalisis menggunakan *Critical Discourse Analysis* (CDA). Hasil penelitian menunjukkan bahwa dikotomi *true fan* dan *fangirl* terbentuk melalui diskursus sosial dalam fandom motorsport yang lekat dengan maskulinitas. Pengetahuan teknis pun berkembang menjadi standar utama dalam menentukan siapa yang dianggap sebagai *true fan*. Namun, penelitian ini menemukan bahwa posisi seorang penggemar tidak hanya ditentukan oleh gender atau penguasaan aspek teknis, melainkan juga dedikasi, keterlibatan, dan partisipasi dalam fandom. Penggemar perempuan nyatanya memiliki kontribusi besar dalam membangun komunitas, membuat konten edukatif, mengelola fanbase, hingga membantu penggemar baru mempelajari Formula 1. Selain itu, sebagian penggemar perempuan juga memaknai ulang label *fangirl* menjadi identitas yang lebih positif. Dengan demikian, stereotipe terhadap *fangirl* bukan muncul secara alami, melainkan dibentuk dan terus direproduksi melalui bahasa dan diskursus sosial dalam fandom Formula 1.

Kata Kunci: Formula 1, Fandom, *True_Fan*, *Fangirl*, *Post-structural feminism*

Racing Against Prejudice: Deconstructing the ‘True Fan vs. Fangirl’ Dichotomy in the Indonesian Formula 1 Fandom

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ABSTRACT

The development of Formula 1 under Liberty Media has significantly increased the sport’s global popularity, including in Indonesia. Digital strategies such as social media and the documentary series like Formula 1: Drive to Survive have also attracted many new fans, especially women. However, the Formula 1 fandom is still overshadowed by gender stereotypes and bias, where male fans are more often considered “true fans” because they are perceived to have a better understanding of the technical aspects of racing, while female fans are frequently labeled as “fangirls” and viewed as being interested only in drivers on a personal level. This study aims to examine how the true fan vs. fangirl dichotomy is constructed within the Indonesian Formula 1 fandom and how female fans interpret the label. This research uses an explanatory qualitative method with a Post-Structural Feminism perspective and Michel Foucault’s concept of power/knowledge. Data were collected through interviews with five female Formula 1 fans in Indonesia and observations of social media interactions, which were analyzed using Critical Discourse Analysis (CDA). The findings show that the dichotomy between true fan and fangirl is constructed through social discourses within motorsport fandoms that are closely associated with masculinity. Technical knowledge has developed into the main standard for determining who is considered a “true fan.” However, this study finds that a fan’s position is not determined solely by gender or technical knowledge, but also by dedication, engagement, and participation within the fandom. Female fans have made significant contributions to the community by building fan communities, creating educational content, managing fanbases, and helping new fans learn about Formula 1. In addition, some female fans have redefined the label fangirl into a more positive identity. Thus, stereotypes toward fangirls do not emerge naturally, but are socially constructed and continuously reproduced through language and social discourse within the Formula 1 fandom.

Keywords: Formula 1, Fandom, True Fan, Fangirl, Post-structural feminism