

## INTISARI

Media berperan dalam proses konstruksi identitas nasional suatu bangsa yang membuat masyarakat meyakini bahwa setiap berita yang beredar di dalamnya adalah sebuah kenyataan. Oleh karena itu, media berbondong-bondong memberitakan All England 2021 ketika kontingen bulu tangkis Indonesia didiskualifikasi dari turnamen. Indonesia yang memiliki catatan apik di All England dipulangkan dari turnamen bulu tangkis tahunan tertua di dunia tersebut untuk kali pertama dalam sejarah. Panitia All England berpendapat bahwa tim bulu tangkis Indonesia layak dikeluarkan dari turnamen karena berada satu pesawat dengan pasien Covid-19 dalam perjalanan menuju Inggris. Penelitian ini mengambil fokus pada bagaimana media olahraga *online* mengonstruksi identitas nasional Indonesia melalui tim bulu tangkis di All England 2021 menggunakan metode penelitian analisis isi kualitatif. Sebanyak 13 artikel berita dari portal berita olahraga digital terpopuler di Indonesia, yakni Bola.com, diinterpretasikan menggunakan strategi konstruksi identitas nasional menurut Guibernau (2007) dan komunitas terbayang oleh Anderson (1991). Dua teori tersebut menghasilkan lima kategori, yakni *image of the nation*, *common set*, *citizenships*, *common enemies*, dan aneka rupa media. Hasil analisis menunjukkan bahwa Bola.com membangun *image of the nation* Indonesia di All England 2021 melalui tim bulu tangkis, federasi, penggemar, dan perwakilan pemerintah. *Common set* yang ditonjolkan oleh Bola.com adalah nilai senasib sepenanggungan antar anggota bangsa Indonesia. Sementara itu, *citizenships* berkaitan dengan hak dan kewajiban yang harus dijalani warga negara Indonesia selama peristiwa All England 2021. Bola.com membangun narasi *common enemies* melalui rangkaian pernyataan dari para *image of the nation*. *Riding the wave*, gaya penulisan ringkas, dan repetisi berita melengkapi peran Bola.com dalam mengonstruksi identitas nasional Indonesia.

Kata kunci: berita olahraga, analisis teks, identitas nasional, analisis isi kualitatif, All England 2021

## ABSTRACT

*The media plays a role to construct a national identity of the nation which makes people believe that every news reports are reality. Therefore, the media reported that incident continuously when Indonesian badminton contingent was disqualified from the tournament. Indonesia, which has a good record at All England, was disqualified from the world's oldest annual badminton tournament for the first time in history. The All England committee explained that Indonesia's contingent was deserved to be disqualified from the tournament because they were on the same plane with a Covid-19 suspect patient while on the way to Europe. This research focuses on how online sports media constructs Indonesian national identity through the badminton team at the All England 2021 using a qualitative content analysis research method. As many as 13 news articles from the most popular digital sports news portal in Indonesia, namely Bola.com, were interpreted using the national identity construction strategy according to Guibernau (2007) and the imagined community by Anderson (1991). Those theories produce five categories which are image of the nation, common set, citizenships, common enemies, and miscellaneous media. The results show that Bola.com built an image of the nation at the All England not only from the badminton team but also the federation, fans and government representatives. The common set highlighted by Bola.com is value of the same fate among members inside internal Indonesian nation. Meanwhile, citizenships is related to the rights and obligations that must be carried out by athletes with Indonesian citizenship during All England 2021. Bola.com builds a common enemies narrative through a series of statements from the image of the nation. Riding the wave, concise writing style, and news repetition complete Bola.com's role in constructing Indonesia's national identity.*

*Keywords: sports news, text analysis, national identity, qualitative content analysis, All England 2021*