

## ABSTRACT

Football is the most consumed sport in Indonesia there is estimated 69% of the population of Indonesian football fans. This thesis examines the evolving landscape of football news in the digital age, focusing on European football coverage on X (formerly Twitter). The study explores the significant impact of social media platforms on the creation, sharing, and consumption of sports news, with an emphasis on real-time storytelling. The research centers on Extratime Indonesia, a prominent account curating European football content for Indonesian audiences. Through qualitative content analysis, the thesis investigates how the account reports on football, analyzing the formats, themes, and styles used in match updates, analyses, and transfer news. Additionally, it examines how traditional journalistic values, such as accuracy and independence, are balanced with the demands for speed and brevity inherent to social media. This study contributes to understanding how platforms like Platform X are reshaping sports news, highlighting their role in transforming both the production and consumption of football news in the digital era.

**Keyword:** Digital News media, European Football, Social-Media, Sports News, Qualitative Content Analysis