

ABSTRAK

Penelitian ini bertujuan menggambarkan pengalaman pengguna Supersoccer TV dalam menyaksikan tayangan sepakbola di Indonesia. Penelitian ini melihat masifnya penggunaan internet di Indonesia mulai dimanfaatkan untuk menyaksikan pertandingan sepakbola. Kecanggihan yang dibawa membuat para pencinta sepakbola dapat mengakses hal-hal seputar pertandingan. Mereka bisa menyaksikan pertandingan atau cuplikan pertandingan serta berita-berita tentang dunia sepakbola menggunakan *gadget*.

Pengalaman menonton sepakbola juga mengalami perkembangan. Pengalaman didapat ketika menyaksikan di stadion mengalami perubahan ketika stasiun televisi. Kemeriahan yang didapatkan saat menyaksikan pertandingan sepakbola dengan segala aktivitas yang dilakukan para penonton seperti bersorak-sorai dan saling berkomunikasi dengan orang lain mulai mengalami perubahan saat televisi masuk.

Pengalaman menonton sepakbola melalui televisi digambarkan sebagai aktivitas menonton di rumah sembari duduk dan menikmati melalui berbagai saluran televisi sembari melakukan hal lain seperti mengonsumsi makanan dan minuman. Pengalaman penggemar sepakbola menonton melalui televisi turut mengalami perkembangan ketika layanan *Over The Top* seperti Supersoccer TV hadir. Pengalaman dalam menonton pertandingan melalui Supersoccer TV dan alasan memilih layanan tersebut menjadi fokus penelitian ini.

Keyword: *Over The Top ,Olahraga, Pengalaman, Menonton, SuperSoccerTV*

ABSTRACT

This research aims to describe the experience of Supersoccer TV users in watching football shows in Indonesia. This study saw the massive use of the internet in Indonesia began to be used to watch football matches. The sophistication that is brought makes football lovers can access things about the match. They can watch matches or match highlights and news about the world of football using gadgets.

The experience of watching football has also progressed. The experience gained when watching in the stadium changed when the television station. The excitement gained while watching a soccer match with all the activities carried out by the audience such as cheering and communicating with others began to experience changes when television came on.

The experience of watching football through television while watching activities at home while sitting and enjoying through various television channels while doing other things such as consuming food and drinks. The experience of football fans while watching television also enhances the development of Over The Top services such as Supersoccer TV present. The experience of watching the game through Supersoccer TV and the reasons for choosing the service is the focus of this research.

Keyword: *Over The Top ,Sports, Experience, Watching, SuperSoccerTV*