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VISUAL COMMUNICATION ANALYSIS IN SPORTS PHOTOGRAPHY ON INSTAGRAM @EXPLOREPERSIB: A QUALITATIVE DESCRIPTIVE STUDY

Sabilillah Josha^{*1}, Tanto Trisno Mulyono²

Universitas Sangga Buanya YPKP^{*1,2}

Email: sabiljshwork@gmail.com^{1*}, tanto.trisno@usbypkp.ac.id²

Abstract

This study analyzes visual communication in sports photography on Instagram @explorepersib and examines the creative workflow from image capture to publication. The research is motivated by the dominance of sports photography as primary content and strong audience responses, yet constrained by the absence of formal standards, creative misalignment between photographer and media team, and situational field challenges. Conducted on the Instagram account @explorepersib, this study employed a qualitative descriptive method with in-depth interviews, documentation of posts, and non-participant observation. Findings reveal that visual communication is shaped through news value, match atmosphere, and the EDFAT technique to produce varied visual narratives, while the creative process prioritizes photo selection based on news value, aesthetics, and engagement potential. The study concludes that consistent EDFAT use, clear selection standards, and proper workflow documentation are essential to maintain content quality and visual storytelling strength.

Keywords: sports photography, visual communication, Instagram

Abstrak

Studi ini menganalisis komunikasi visual dalam fotografi olahraga di akun Instagram @explorepersib dan meneliti alur kerja kreatif dari pengambilan gambar hingga publikasi. Penelitian ini didorong oleh dominasi fotografi olahraga sebagai konten utama dan respons audiens yang kuat, namun dibatasi oleh ketidakhadiran standar formal, ketidakselarasan kreatif antara fotografer dan tim media, serta tantangan lapangan situasional. Dilakukan pada akun Instagram @explorepersib, studi ini menggunakan metode deskriptif kualitatif dengan wawancara mendalam, dokumentasi posting, dan pengamatan non-partisipan. Temuan menunjukkan bahwa komunikasi visual dibentuk melalui nilai berita, atmosfer pertandingan, dan teknik EDFAT untuk menghasilkan narasi visual yang beragam, sementara proses kreatif memprioritaskan pemilihan foto berdasarkan nilai berita, estetika, dan potensi keterlibatan. Studi ini menyimpulkan bahwa penggunaan EDFAT yang konsisten, standar pemilihan yang jelas, dan dokumentasi alur kerja yang tepat sangat penting untuk menjaga kualitas konten dan kekuatan narasi visual.

Kata kunci: fotografi olahraga, komunikasi visual, Instagram

INTRODUCTION

The development of social media over the past two decades has brought significant changes in the way sports information is delivered and consumed by the public. Visual platforms such as Instagram have become a very effective medium for disseminating match narratives through images and videos that are able to provide a visual experience that is close to the real situation on the field. In the context of modern sports, sports photography no longer serves only as documentation of events, but also as a form of visual communication that has the power to build emotions, identity, and attachment between clubs and their supporters. This can be seen on the Instagram account @explorepersib, which specifically displays photographic content of matches from the Persib Bandung football club. This account is known as an unofficial creative media outlet that has a license from the club and utilizes sports photography as the main means of conveying the narrative of the match to its followers, most of whom are loyal Persib supporters known as Bobotoh. With over one million followers, each published sports photography post receives a very high response in the form of digital interactions such as likes and comments, as well as emotional perceptions of the match moments depicted.

From a visual communication perspective, sports photography has the power to convey messages without using words. Images are capable of presenting stories, emotions, and the dynamics of a match through appropriate visual composition. According to visual communication theory, images are a system of signs that can communicate meaning through visual elements such as color, composition, facial expressions, and the body movements of the photographed subject (Messaris, 1997). In the context of sports, match photography often captures dramatic moments such as goal celebrations, player expressions, or tension between players, which directly represent the emotions of the match.

Therefore, sports photography is not just about capturing moments, but also building visual narratives that can influence how the audience understands and feels about the game. The existence of the @explorepersib account on Instagram shows how sports photography can be an effective communication medium in building an emotional connection between the club and its supporters. In digital media studies, the emotional relationship between the audience and visual content is greatly influenced by the power of visual representation, which can trigger the audience's empathy and identification with the events being displayed (Rose, 2016). When a match photo shows the players' expressions of joy after scoring a goal, for example, the audience, who are supporters of the club, will relive the emotions of victory even though they are not directly at the stadium.

Thus, sports photography serves as a medium that bridges the match experience between the field and the digital space. However, the process of producing sports photography displayed on social media is not without various challenges and obstacles. In practice, the photo selection process often faces issues related to visual quality standards, the suitability of the match narrative, and differences in perspective between photographers and social media teams. Photographers usually have a certain artistic approach in

selecting photos that are considered to have high aesthetic value, while the social media team gives more consideration to audience engagement and relevance to digital communication strategies. These differences in perspective can influence the photo curation process that is ultimately published to the public. In addition, situational conditions on the field, such as limited access for photographers, stadium lighting, and the fast-paced dynamics of the game, can also affect the quality of the resulting photos.

In the study of sports photojournalism, the situation of a match often requires photographers to make quick decisions in determining the angle of the shot, the focus of the subject, and the visual composition. According to Zelizer (2010), photojournalism has unique characteristics because it must be able to capture spontaneous moments while also having strong narrative power. This also applies to sports photography, where photographers must be able to anticipate important moments such as goals, fouls, or players' expressions that have dramatic value. When these moments are captured with strong visual composition, the photos not only serve as documentation but also as symbols representing the game itself.

A number of previous studies have discussed sports photography and visual communication, albeit with different focuses. Some studies focus more on the strategies of club photographers in determining the visual angles used in the club's official media. This research shows that sports photographers often have a strategic role in building the club's image through the visual representations presented to the public (Rowe, 2014). In addition, other studies have also discussed sports photography in a commercial context in public spaces using a visual rhetoric approach to understand how sports images can be used as a tool of persuasion in the sports industry (Smith & Stewart, 2015). In this context, photography not only serves as documentation of the match but also as a communication tool that can influence public perception of a particular club or athlete.

On the other hand, research related to digital communication in sports also highlights the role of public relations in utilizing social media to maintain the club's image and increase fan engagement. Social media allows clubs to communicate directly with supporters without going through traditional media intermediaries. This makes digital platforms a strategic tool in building long-term relationships between clubs and their fan communities (Pegoraro, 2010). However, most of these studies focus more on the club's official media and have not examined the role of non-official creative media licensed by the club in producing and distributing visual content of matches. This research gap is the important basis for this study. To date, there are still limited studies that deeply analyze how the process of visual communication in sports photography on social media is produced, curated, and perceived by the audience, especially in the context of unofficial creative media such as @explorepersib. In fact, this type of media plays a strategic role in shaping the visual narrative of matches in the digital space because the content they produce often becomes a visual reference for fans in understanding the dynamics of the match.

The novelty of this research lies in its focus on the creative process involving sports photographers and social media teams in producing visual content of matches. This creative process includes various stages, from taking pictures in the field, selecting photos

that are considered representative, to publication strategies on social media in order to attract the audience's attention. In addition, this study also analyzes the responses of followers of the @explorepersib account who have a background in photography to the quality of visual communication displayed. The perspective of an audience that understands the technical aspects of photography is important because they can provide critical assessments of the image composition, lighting, framing, and moments captured by the photographer.

In the context of visual communication on social media, audience interaction with visual content is an important indicator in assessing the effectiveness of a visual message. The theory of engagement in social media explains that visual content has greater potential to attract audience attention than text alone because images can be processed more quickly by the human brain (Highfield & Leaver, 2016). Therefore, sports photography published on Instagram has a great opportunity to generate high interaction if it is able to display moments from matches that are visually and emotionally appealing. Furthermore, sports photography also plays a role in shaping the collective memory of fans regarding a match. Iconic photos uploaded on social media often become visual representations of important moments in club history. When a photo of a goal celebration or a brilliant save by a goalkeeper goes viral on social media, that photo can become a symbol that sticks in the minds of fans. In this context, sports photography not only functions as a means of communication but also as part of the construction of the collective memory of the football fan community (Boyle & Haynes, 2009).

Based on this background, this study aims to describe the forms of visual communication in sports photography uploaded by the @explorepersib account, particularly in conveying information about matches involving Persib Bandung. This study also seeks to explore the visual elements contained in match photos, such as match moments, athletes' expressions, image composition, and technical aspects of photography that serve as a means of conveying non-verbal information to audiences on social media. In addition, this study also analyzes how followers of the account who have a background in photography respond to the quality of visual communication presented. By analyzing the aspects of visual production and audience response simultaneously, this study is expected to provide a more comprehensive understanding of the role of sports photography in digital communication. The results of this study are also expected to contribute academically to the study of visual communication and digital media, particularly in relation to the production and distribution of sports photography content on social media. In addition, the findings of this study can be used as a practical reference for sports photographers, club social media managers, and independent creative media in improving the visual quality of match storytelling so as to provide a more meaningful visual experience for soccer fans in the digital space.

METHOD

This study uses a descriptive qualitative approach to gain an in-depth understanding of the forms of visual communication in sports photography and the creative process of its publication on the Instagram account @explorepersib. A qualitative approach was chosen because this study does not focus on measuring statistical relationships between variables,

but rather on understanding the meaning, process, and visual interpretation contained in sports photography content published on social media. Qualitative methods allow researchers to explore the phenomenon of visual communication in a more contextual manner through the experiences and perspectives of the actors involved in the production of the content (Creswell & Creswell, 2018). The research was conducted on the @explorepersib account, which is an unofficial creative media outlet licensed by the Persib Bandung football club. This account was chosen because it consistently displays sports photography as its main content, which serves to build the narrative of the match while strengthening the emotional bond between the club and its digital audience. The object of the study focused on photos of matches uploaded through this account, including moments from the match, players' expressions, celebrations, and club symbols, which are important elements in sports visual communication. The analysis not only highlights technical aspects of photography such as composition, framing, and lighting, but also how the content production process is carried out and how the visual meaning is perceived by the audience.

Informants were selected using purposive sampling techniques, taking into account the informants' direct involvement in the research focus. The main informants in this study were Ihsaanul Awwal as the Explore Persib photographer and Muhammad Farhan as the Social Media Specialist responsible for managing digital content. In addition, the supporting informant was Aldy Fadilah, a freelance sports and fashion photographer as well as a follower of the @explorepersib account, who provided a critical perspective on the visual quality and effectiveness of the sports photography messages published. Data collection was conducted through in-depth interviews, non-participatory observation, and documentation. Interviews were used to explore information about visual communication forms, the creative process of content production, and followers' responses to published visuals. Non-participatory observation was conducted by observing the @explorepersib account's posts on Instagram, particularly regarding the selection of match moments, photo composition, and visual narratives constructed through images. Meanwhile, documentation techniques were used to collect archives of posts in the form of match photos, captions, and other visual elements relevant to the research context (Rakhmawati, 2019).

Data analysis was conducted using the interactive analysis model proposed by Miles and Huberman, which includes three main stages, namely data reduction, data presentation, and conclusion drawing and verification (Miles, Huberman, & Saldaña, 2014). Data reduction was carried out by selecting and focusing on important information related to visual communication in sports photography, while data presentation was carried out in the form of narrative descriptions to facilitate the interpretation of meaning. The final stage was the drawing of conclusions, which was carried out continuously throughout the research process. To maintain data validity, this study applied source triangulation by comparing data from interviews, observations, and documentation. In addition, member checking techniques were also carried out by reconfirming the researcher's interpretation results with the main informants so that the resulting meaning did not deviate from the respondents' experiences and perspectives. The researcher also made reflective notes

during the research process to minimize subjective bias and increase the credibility of the research findings (Lincoln & Guba, 1985).

RESULTS AND DISCUSSION

The research results show that the visual communication in @explorepersib's sports photography is constructed through the selection of highly newsworthy match moments, such as goal celebrations, players' emotional expressions, and even the coach's instructions. These photos serve not only as documentation but also as a means of visual communication about the match. This aligns with the concept of visual communication, which is the process of exchanging visual messages between communicator and recipient, generating specific feedback. The goal is to effectively convey meaning to the audience through the sense of sight (Andhita Pundra Rengga, 2021). The application of the EDFAT technique is consistent, characterized by variations in shots, from entire shots, details, frames, angles, and timing, emphasizing the emotional and dramatic narrative in each post. The EDFAT technique is a relevant technical and narrative approach to understanding visual structure, a method for composing visual stories in journalistic photography (Mulyono, 2023).

Image 1. Collection of EDFAT photos on Instagram @explorepersib



Visual composition is one of the most important elements in sports photography because it plays a role in determining how visual messages are received by the audience. In content published by the Instagram account @explorepersib, the most dominant composition used is the centered or dead center composition. This composition places the main subject right in the center of the frame so that the audience's attention is immediately drawn to the main object in the photo, such as a player in action, an athlete's emotional expression, or an important moment in the game. In the context of visual communication, the use of centered composition serves to simplify the visual message so that it is easier to understand for digital audiences who generally consume content quickly. This composition also helps create a strong visual focus because the other elements around the

subject become supporting elements that direct the audience's gaze to the center of attention in the image. In dynamic and action-packed sports photography, this approach is considered effective for emphasizing important moments in the game without distracting attention to irrelevant visual elements.

The dominance of centered composition in match photos shows that the creative team at @explorepersib strives to highlight the core moments of the match as the main visual narrative. Sports photography not only serves as documentation of events, but also as a medium of communication that is capable of conveying the emotions, intensity, and dynamics of the game to the audience. Through compositions that focus on the main subject, the published photos can enhance the visual experience of soccer fans who are not physically present at the stadium. Thus, sports photography published through social media is able to recreate the atmosphere of the game in an easily understandable and emotional visual form.

The creative process in producing sports photography content on the @explorepersib account not only involves photographers as image takers, but also involves the role of social media specialists who are responsible for curating and publishing content. The collaboration between these two roles is an important aspect in determining the visual quality presented to the audience. The first stage in the creative process is the shooting process, which is carried out directly on the field during the match. At this stage, photographers must be able to capture the most representative moments of the match, such as duels between players, the emotional expressions of athletes after scoring a goal, or interactions between players and supporters. The ability to capture these moments is a key skill in sports photography because the match situation is very fast-paced and cannot be repeated.

After the shooting process is complete, the next stage is the photo selection process. At this stage, photographers and social media specialists work together to determine which photos are worthy of publication. This selection process not only considers technical aspects such as image sharpness, composition, and lighting, but also considers news value, aesthetic value, and potential engagement on social media. News value relates to the importance of the moment captured in the photo, such as a goal, a goalkeeper's save, or a player's celebration. Aesthetic value relates to the visual quality of the photo, including composition, balance of visual elements, and the emotional expression displayed by the subject. Meanwhile, engagement potential relates to the likelihood that the photo will attract the audience's attention and trigger interactions such as likes, comments, and shares on social media.

The final stage of the creative process is publishing the photo to the @explorepersib account on Instagram. At this stage, social media specialists play an important role in determining the upload time, writing captions, and selecting relevant hashtags. Captions are usually designed to reinforce the visual narrative conveyed through the photo, so that the audience not only sees the image but also understands the context of the match that is taking place. In addition, the timing of the upload is also an important strategy because it affects the level of audience reach and interaction with the published content.

Although the creative process is collaborative, this study found that there is no standardized workflow documentation in the sports photography content production process for the @explorepersib account. This means that the photo selection process and determination of published content still rely heavily on the intuition and experience of individuals involved in the creative team. This condition has two different implications. On the one hand, an intuition-based approach allows the creative team to work flexibly and respond to the dynamics of the game. Photographers can freely choose the moments they consider to be the most visually powerful without being bound by overly rigid procedures. However, on the other hand, the absence of clear workflow standards can also pose challenges in maintaining visual quality consistency in the long term.

Consistency is an important aspect of social media content management because it is related to the visual identity of a media outlet. Without clear photo selection standards, there is a possibility of differences in visual quality between posts, especially if the creative team experiences member changes or works with different photographers. Therefore, documenting the creative process is important to ensure that visual quality standards can be maintained on an ongoing basis. In addition to the perspective of the internal team, this study also involved supporting informants with a background in photography to provide critical assessments of the visual quality of the photos published by @explorepersib. The informants assessed that the photos uploaded by this account had a natural and authentic visual character. The match photos were considered to be able to display the situation on the field as it was without excessive visual manipulation.

This approach is considered the main strength of @explorepersib's photographic content because it is able to maintain the authenticity of the match moments. Authenticity is an important aspect of visual communication on social media, especially in the context of sports photography. Audiences tend to appreciate photos that are able to represent the reality of the match honestly rather than photos that have been overly digitally polished. Informants also assessed that the published photos have strong moment clarity, allowing the audience to immediately understand the match situation just by looking at the image without needing lengthy explanations.

In addition, the aspect of visual storytelling is also an important factor in the success of @explorepersib's sports photography content. Visual storytelling refers to the ability of a photo to convey a story through visual elements such as player expressions, body gestures, and interactions between subjects in the image. In sports photography, small moments such as a player's disappointment after failing to score a goal or their joy after winning can be powerful story elements for the audience. The findings of this study show that a simple but focused visual approach can actually increase the effectiveness of visual communication on social media. The use of clear composition, the selection of powerful moments, and minimal visual manipulation help create messages that are more authentic and easier for the audience to understand.

In other words, the main strength of @explorepersib's sports photography lies in its ability to capture the emotional moments of the game directly and convey them to the audience in a powerful visual form. Overall, the findings of this study confirm that visual

communication in sports photography on social media does not only depend on the technical skills of the photographer, but also on a systematic content curation process and collaboration between the creative team. To maintain consistent content quality in the future, it is necessary to develop photo selection standards and clearer workflow documentation. These standards can include photo selection criteria, visual composition guidelines, and procedures for publishing content on social media. With clear standards in place, the @explorepersib creative team can maintain the visual quality of the content while strengthening the visual identity of the media in the digital space. This will also help the @explorepersib account to continue its role as an effective unofficial creative media in building match narratives and strengthening the emotional bond between the football club and its fans. Through visually and emotionally powerful sports photography, social media can become a communication space that not only conveys match information but also provides a deep visual experience for the football fan community.

DISCUSSION

The results of the study show that visual communication in sports photography published through the Instagram account @explorepersib is built through the selection of match moments that have high news value. Moments such as goal celebrations, players' emotional expressions, and coaches' instructions on the sidelines are the main focus of each photo upload. The selection of these moments not only serves as documentation of the match, but also as a means of visual communication that conveys information about the course of the match to the audience. In the context of visual communication, images have the ability to convey messages directly through visual elements such as facial expressions, body movements, and environmental situations captured in photos. Visual communication itself is a process of exchanging visual messages between the communicator and the message recipient that produces a certain response or feedback from the audience. Through sight, the audience is able to quickly grasp the meaning contained in the image without having to rely entirely on explanatory text (Rengga, 2021). Thus, sports photography published through social media plays an important role in building the narrative of the match and strengthening the visual experience of soccer fans in the digital space.

In addition to selecting moments with high news value, this study also found that photographers and the creative team at @explorepersib consistently apply the EDFAT technique in the sports photography production process. The EDFAT technique, which consists of Entire, Detail, Frame, Angle, and Time, is a method commonly used in photojournalism to build a strong visual story structure. This technique allows photographers to present a variety of perspectives in a single series of photos, thereby creating a more dramatic and emotional visual narrative. In the context of sports photography, a variety of shots such as entire shots that show the overall situation of the match, detail shots that highlight small elements such as players' facial expressions, and the use of specific angles to add visual dynamics can help the audience understand the match situation more comprehensively. The EDFAT approach not only functions as a technical photography technique, but also as a narrative strategy that helps photographers compose a visual storyline in each post. Therefore, the EDFAT technique is considered

relevant in understanding the visual structure of sports photography as well as a method of composing visual stories in journalistic photography practice (Mulyono, 2023).

One important finding in this study is the dominance of the use of centered or dead center composition in match photos published by the @explorepersib account. This composition places the main subject right in the center of the frame so that the audience's attention is immediately drawn to the main object in the photo, such as a player performing an action or an emotional moment in the match. From a visual communication perspective, centered composition serves to simplify the visual message so that it is easier to understand by digital audiences who generally consume content quickly. Placing the subject in the center of the frame also helps to create a strong visual focus because the other elements around the subject serve as supports that direct the audience's gaze towards the center of attention in the image. In dynamic and action-packed sports photography, this compositional approach is considered effective for emphasizing important moments in the game without distracting attention to irrelevant visual elements.

The dominance of centered composition also shows that the creative team at @explorepersib strives to highlight the core moments of the match as the main visual narrative in each post. Sports photography not only serves as documentation of events, but also as a medium of communication that is capable of conveying the emotions, intensity of the game, and dynamics of the match to the audience. Through compositions that focus on the main subject, the published photos are able to recreate the atmosphere of the match for soccer fans who are not directly at the stadium. Thus, sports photography published through social media can serve as a bridge between the events happening on the field and the audience watching them through digital space.

The creative process in producing sports photography content on the @explorepersib account also shows close collaboration between photographers and social media specialists. Photographers are responsible for the process of taking pictures on the field, while social media specialists play a role in the process of curating and publishing content on social media. The first stage in the creative process is taking pictures directly during the match. At this stage, photographers must be able to anticipate important moments that have dramatic value, such as duels between players, goalkeeper saves, or victory celebrations. Speed in capturing moments is a key skill in sports photography because the game situation is very fast and cannot be repeated.

After the shooting process is complete, the next stage is the photo selection process, which is carried out collaboratively between photographers and social media specialists. In this process, there are several main criteria used to determine which photos are suitable for publication, namely news value, aesthetic value, and potential engagement on social media. News value relates to the importance of the moment captured in the photo, while aesthetic value relates to visual quality such as composition, lighting, and the emotional expression displayed by the subject. Meanwhile, engagement potential relates to the likelihood that the photo will attract the audience's attention and trigger interactions on social media, such as likes, comments, and shares. By considering these three aspects, the

creative team strives to ensure that the published photos not only have good visual quality but are also able to attract the attention of the digital audience.

The final stage in the creative process is the publication of photos to the @explorepersib account on Instagram. At this stage, social media specialists play an important role in determining the upload time, writing captions, and using relevant hashtags. Captions are usually designed to reinforce the visual narrative conveyed through the photo so that the audience can understand the context of the match more clearly. In addition, determining the upload time is also an important strategy because it can affect the reach and level of audience interaction with the published content.

Although the creative process is collaborative, this study found that there is no systematically documented standardized workflow in the production of sports photography content for the @explorepersib account. The photo selection process and determination of published content still rely heavily on the intuition and experience of individuals in the creative team. This condition gives photographers the flexibility to choose moments that are considered the most visually powerful, but on the other hand, it also has the potential to cause inconsistencies in the visual quality of published content.

Consistency is an important aspect of social media content management because it is related to the visual identity of a media outlet. Without clear photo selection standards, there is a possibility of differences in visual quality between posts, especially if there is a change in creative team members or the use of different photographers. Therefore, documentation of the creative process is important to ensure that visual quality standards can be maintained on an ongoing basis. The perspective of supporting informants with a background in photography also provides an interesting assessment of the visual quality of the photos published by @explorepersib.

Informants assessed that the photos have a natural and authentic visual character. The match photos are considered to be able to display the situation on the field as it is without excessive visual manipulation. This approach is considered to be the main strength of @explorepersib's photographic content because it is able to maintain the authenticity of the match moments. Authenticity is an important aspect of visual communication on social media, especially in sports photography. Audiences tend to appreciate photos that are able to represent the reality of the match honestly, compared to photos that have undergone excessive digital manipulation. Informants also assessed that the published photos have a strong sense of clarity, allowing audiences to immediately understand the situation in the match just by looking at the image, without the need for lengthy explanations.

In addition, the aspect of visual storytelling is also an important factor in the success of sports photography content published by @explorepersib. Visual storytelling refers to the ability of a photo to convey a story through visual elements such as player expressions, body gestures, and interactions between subjects in the image. In sports photography, small moments such as a player's disappointment after failing to score a goal or their joy after winning can be powerful story elements for the audience.

Overall, the findings of this study confirm that visual communication in sports photography on social media does not only depend on the technical abilities of the photographer, but also on a systematic content curation process and collaboration between the creative team. To maintain consistent content quality in the future, it is necessary to develop photo selection standards and clearer workflow documentation. These standards can include photo selection criteria, visual composition guidelines, and procedures for publishing content on social media. With clear standards in place, the @explorepersib creative team can maintain the visual quality of the content while strengthening the visual identity of the media in the digital space. This will also help the @explorepersib account to continue its role as an effective unofficial creative media in building match narratives and strengthening the emotional bond between the football club and its fans.

CONCLUSION

Researchers concluded that sports photography on the Instagram account @explorepersib serves not only as match documentation but also as a visual communication medium that conveys the emotions, dynamics, and narrative of matches to audiences. This is evident in the predominance of photos in each post and the positive response from the account's followers. Explore Persib's internal creative process involves collaboration between photographers and social media specialists, from capturing moments on the field to selecting content for publication. However, this process still relies heavily on intuition and experience, without systematically documented standards. The use of the EDFAT technique has been shown to assist photographers in creating visual variety and photo narratives. However, the need for real-time publication often results in missing emotional details and visual storytelling, thus under-optimizing the potential of visual communication. The main challenges in Explore Persib's photography production lie in synchronizing creative vision, limited field conditions, and the lack of evaluative documentation. These factors contribute to the inconsistent visual quality from match to match.

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