

## Propaganda of LGBT in Qatar's 2022 FIFA World Cup on Twitter Account

Eva Solina Gultom<sup>1</sup> , Yesti Landepasa<sup>2</sup> 

<sup>1</sup>Universitas Halu Oleo, Indonesia

<sup>2</sup> Universitas Halu Oleo, Indonesia

### ABSTRACT

**Background.** This study sought to examine the contentious methods used by LGBT people to openly disclose their identities on Twitter during Qatar's 2022 FIFA World Cup.

**Purpose.** The objective of this study is to showcase the propaganda of LGBT actions to demonstrate their existence and legitimation during Qatar's 2022 FIFA World Cup from 20 November until 18 December 2022. All data were collected by Twitter account named @Dr\_NassMohamed.

**Method.** The researchers implemented the descriptive qualitative research methods through critical discourse analysis on one of the Twitter accounts @Dr\_NassMohamed.

**Results.** The outcome demonstrates the numerous attempts made by advocates of the LGBT community to gain social acceptance, as the LGBT community is still viewed as a sexual deviant that is not acknowledged by many nations and faiths. There is negotiation utilizing habitus that they do by using these symbols as capital and using the media through the social media Twitter, so it raises controversy that there are arguments and indoctrinations in the post @Dr\_NassMohamed Twitter account based on Human Rights, love is not a crime, and every human being is equal as a form of Bourdieu's capital symbolic to reveal their existence publicly on Twitter.

**Conclusion.** Through the use of human rights framing, the incorporation of LGBT symbols and iconography, interactive engagement with supporters and critics alike, the sharing of personal narratives, and appeals to global solidarity, the Twitter posts served as a form of activism and propaganda to legitimize the existence and rights of the LGBT community. These efforts, inevitably, sparked controversy and backlash, as evidenced by the disagreements, indoctrination attempts, and outright rejection expressed in some of the responses.

### KEYWORDS

FIFA, LGBT, Qatar world cup 2022, Twitter

**Citation:** Gultom, S. E., & Landepasa, Y. (2024). Propaganda of LGBT in Qatar's 2022 FIFA World Cup on Twitter Account *Journal of Humanities Research Sustainability*, 1(2), 49–63.

<https://doi.org/10.70177/jhrs.v1i2.1089>

### Correspondence:

Eva Solina Gultom,  
[eva\\_joshgroban@yahoo.com](mailto:eva_joshgroban@yahoo.com)

**Received:** June 20, 2024

**Accepted:** July 15, 2024

**Published:** July 25, 2024

### INTRODUCTION

The 2022 FIFA World Cup in Qatar has sparked ongoing debates and controversies surrounding the visibility and treatment of the LGBTQ+ community. As a conservative country where homosexuality is illegal, Qatar has faced criticism and pressure from LGBTQ+ rights advocates seeking greater inclusivity and acceptance during the global football tournament.



Lesbian, Gay, Bisexual, and Transgender, or LGBT, is an acronym for a group of people who identify as minorities in sexual orientation. Long before contemporary human civilization, there existed a phenomenon in the world where people deviated from the social orientation of LGBT people. Similar to America, the LGBT community's history began to take shape about 1924. Henry Gerber founded the Society for Human Rights in Chicago, where LGBT activists first began to fight for their rights. In 1979, the organization outlawed victimization of gays. In contrast to America, the growth of the LGBT community is still frowned upon in Asia, and LGBT actors always face rejection. As in Indonesia, the existence of gays is still controversial in a country with high moral standards. Most people still consider homosexuality to be taboo and frightening. In this instance, there are gay and lesbian deviant sex offenders making up at least 1% of the population; this percentage will continue to rise in line with the growth and existence of homosexual groups in Indonesia (Dr. Yudiyanto, 2016).

The LGBT community is a contemporary, global issue; lifestyle plays a significant role and frequently serves as a platform for self-expression. The acceptance of LGBT issues in society, including prejudice, hate speech, and unfavourable views against LGBT people, has been the focus of multiple legal conflicts and lawsuits. The minor experiences negative treatment, which makes it difficult for them to express themselves in society. They also struggle with mental health difficulties and struggle to accept themselves as they are.

In this particular case, the topic of how LGBT supporters publicly display their identities in public has lately come up during Qatar's FIFA World Cup 2022. FIFA (Fédération Internationale De Football Association) organizes the World Cup every four years, which is one of the major events in the world of international men's football. Qualifying nations are arranged in order of precedence. Naturally, Qatar, the host nation for the 2022 World Cup, is the centre of attention for the entire world.

The official global governing body for football, FIFA, is responsible for spreading the game throughout the globe. LGBT supporters use this event as one of their platforms to advocate for the LGBT community, which faces discrimination. LGBT raises pros and cons; this campaign is not just for supporters but also for those who play a significant role in it, such as players and officials. Some World Cup-related facts are shared on Twitter, such as the image of German national team players covering their mouths before kick-off against Japan in protest of FIFA using the 'One Love' rainbow captain's armband as an LGBT campaign. These stories are widely shared by various media, particularly social media.

Social media has a significant part in supplying information that enables people all around the world to participate directly in responding to parties that practice discrimination. The first Qatari to publicly come out as gay, @Dr\_NassMohamed, was one among the accounts that drew the interest of researchers when they decided to pursue this study. While he was still in senior high school, he started to notice the people around him and recognized he was gay since he could not see himself in that structure. He then enrolled in medical school to further his education. He felt nothing when he saw a woman, but everything when a man knocked into his shoulder. As his account demonstrates, Nass Mohammed was raised in a conventional Arab family in Qatar and had to leave his home nation to avoid being imprisoned or subjected to torture. In order to defend the rights of other LGBT individuals and allow them to live fearlessly, he founded the Alwan Foundation. From November 20 to December 18, 2022, when the FIFA World Cup was held in Qatar, he began consistently and actively posting about 64 posts on his Twitter account regarding the rejection of LGBT people. This means that the international football event is now more than just a place to play and support football; it is also a platform for acknowledging the existence of LGBT people. The

posts on his account demonstrate how the strategy was carried out. LGBT supporters have influenced a lot of public opinion through their hidden meanings, linguistic patterns, and interactions, elevating the contentious LGBT Qatar's 2022 FIFA World Cup as something that merits respect.

The FIFA World Cup 2022 in Qatar has sparked debates about the existence of LGBT people, with some arguing that they are a minority class and should be denied recognition. However, LGBT individuals continue to advocate for acceptance, non-discrimination, and parity with heterosexuals in terms of rights. The first lesbian rights group in American history, Daughters of Bilitis (DOB), was established in San Francisco in 1955, offering private social activities for lesbians fearing prejudice and violence.

In 1979, states and cities began legalizing same-sex unions and outlawing discrimination against gays. LGBT issues have recently come back to the forefront of public discourse worldwide due to negative reactions towards those perceived as having sexual abnormalities, immorality, and conflicts with moral and religious beliefs. While proponents argue that human rights include LGBT rights, opponents claim that homosexuality threatens societal order.

The LGBT movement's explosive development in the US has led to Christians questioning the morality of same-sex partnerships and the inclusion of LGBT people in the clergy and membership. Many mainline Protestant denominations have recently accepted LGBT members and allowed clergy to officiate same-sex weddings, despite the majority of Christian denominations still condemning same-sex relationships. The shifts in American Christian colleges and universities reflect the increasing acceptance of LGBT rights among certain Christians. Young people between the ages of 18 and 29 largely favour LGBT rights, aligning with rapid demographic shifts. However, the church is also entering politics to voice its opposition and draw attention to the negative aspects of same-sex unions.

Despite the growing acceptance of LGBT rights in society, there are still many pros and cons to this community, both heated and widespread due to human rights and religious perspective arguments. Pierre Bourdieu's theory of social processes and class in society focuses on subjectivity (external factors) and objectivity (agent). Bourdieu's concept of "distinction" describes differences in behaviour between groups and individuals, which grow through habitus. He divides society's classes into three: dominant class, characterized by the ability to impose culture and views on others; petty bourgeoisie, an individual attempt to imitate the dominant class; and popular class, which does not have economic, cultural, or symbolic capital.

Symbolic capital, an inherent form of capital, can take the form of authority, prestige, status, and honours. In modern society, the dominant class acts arbitrarily towards the marginalized class, leading to agents maximizing their position using various strategies. However, most people either become victims unaware of their identity or perpetrators who abuse their resources. From the above point of view, the researchers found the assumption of propaganda carried out by LGBT supporters during the Qatar 2022 world cup in order to perpetuate its existence in front of the world public exposed through @Dr\_NassMohamed's twitter account.

## RESEARCH METHODOLOGY

Researchers used descriptive qualitative research methods through critical discourse analysis on one of the Twitter accounts @Dr\_NassMohamed. This account is one of the LGBT activists in Qatar who is known to be very vocal and consistent in voicing the marginalized LGBT people. Dr. Nass Mohamed works as a doctor and is also part of the LGBT community in Qatar. Data collection techniques are carried out by observation, collecting data in the form of images or narratives that

show Nass Mohamed's support for LGBT, especially during the Qatar world cup from start to finish, analyzing each data, interpreting data and making conclusions. The selection of the duration of data collection was carried out on the first day of the Qatar world cup until the last day. Data observation was conducted by classifying data in the form of narratives or captions or Dr. Nass Mohamed's provocative utterances in justifying LGBT actions, symbols, and actions relevant to the research question. Furthermore, the researcher identified and classified data containing controversial LGBT strategies in the 2022 FIFA World Cup Qatar that revealed their existence from @Dr\_NassMohamed's twitter account using Bourdieu's theory (habitus, capital and domain). All selected data are analyzed to prove what is written in the research objectives, and finally the researcher can draw conclusions from this research. From this research, 29 data were collected in the form of symbols, utterances, and videos containing support for LGBT. The support was vulgarly socialized during the Qatar world cup by certain groups, such as pro-LGBT and public figures.

The analysis will focus on the Twitter platform as a space where the LGBT campaigners actively participate in a struggle to change the current power dynamics and achieve increased inclusivity and acknowledgment. Ultimately, the researcher will carefully analyze and evaluate their own perspective, resources, and personal characteristics, and consider how these factors might impact the understanding and communication of the research results. The researcher would admit their personal immersion in the topic and the possibility of causing symbolic harm or misunderstanding towards the experiences of the LGBT community. By incorporating Bourdieu's theoretical concepts, critical discourse analysis can offer a nuanced comprehension of the LGBT community's Twitter activism as a calculated effort to contest the prevailing social and cultural hierarchy, assert their visibility, and navigate their rights within the particular circumstances of the 2022 Qatar World Cup.

## RESULT AND DISCUSSION

### Habitus

#### Data 1



**Figure 1.** FIFA banned the use of the one love captain's armband. (Posted: 22 November 2022).

The rainbow armband is depicted in the image above as a symbol of opposition to FIFA's decision to forbid the use of the OneLove armband in accordance with the rules in effect during Qatar's 2022 World Cup. As a result, the seven European soccer teams decide against wearing the LGBT rights armband during the tournament, fearing sanctions. Dr. Nass's use of the rainbow captain's armband, which he posted to social media, is able to draw attention to the issue indirectly

by eliciting responses from followers in the comment section. These responses present a variety of viewpoints, both pro and cons, and some parties choose to remain neutral while advocating for the rights of LGBT people to be able to express themselves freely anywhere, including in sports.

Bourdieu's theory is used to classify the data as habitus. Dr. Nass Mohammed is making an effort to strengthen their stance by continuing to believe that love is not a crime. The LGBT parties, who feel that every person should have the choice to pursue their sexual orientation or not, used social media to explain their strategy during the 2022 World Cup in Qatar. They also demanded that this be normalized. The speech regarding the LGBT campaign during the 2022 World Cup in Qatar is so contentious for this reason. Subsequently, it was shared on Twitter, where it caused controversy among its detractors due to the arguments put out by those who left comments on the post from the Dr. NassMohamed account. When the agents eventually become accustomed to their tasks, habitus is developed. In this arena, the stadium, agents no longer require confirmation to know if their acts are correct. It's reasonable to presume that the postings are habitual given their severity. In this instance, the long-standing relationship between FIFA and the seven national teams has changed the behaviours that each of them had been carrying out.

## Data 2



**Figure 2.** Rainbow flag with a Qatar flag pattern that says proud maroon. (Posted: 23 November 2022).

Wearing clothing associated with Arab nations, the rainbow flag raised by Dr. Nass Mohamed on the field is a symbol of community solidarity with the LGBT community, friends, and Chosen family in Qatar. The banner is inscribed with Proud Marrons. The LGBT community, which was formed as a satire against Qatar for the 2022 FIFA World Cup, is known as the Proud Maroons. Dr. Nass's use of the rainbow captain's armband, which he posted to social media, is able to draw attention to the issue indirectly by eliciting responses from followers in the comment section. These responses present a variety of viewpoints, both pro and cons, and some parties choose to remain neutral while advocating for the rights of LGBT people to be able to express themselves freely anywhere, including in sports. This goes directly against what the Qatari government said at the outset, which was that there is no discrimination in Qatar based on social class, gender, or sexual orientation and that everyone is welcome. In actuality, though, it infuriated LGBT supporters as they were illegally disqualified from the 2022 World Cup due to the belief that their sexual orientation was abnormal compared to Qatari standards.

According to Bourdieu's thesis, an agent's habitus is ultimately shaped by their environment and includes not only the subjective parts of the agent but also the objectivism aspect that has a significant influence. In order to gain recognition from society at large, Dr. Nass has chosen a



strategy that aims to maintain capital in the future through indoctrination. This strategy demonstrates that LGBT people exist, will continue to exist, and deserve to be fought through indoctrination in his posts. The public is then drawn to share his opinion and take various actions to maintain their status, which in this case involves gradually changing their habits. After seven years of medical practice in San Francisco, he discovered his calling in primary care for LGBT patients. In addition, he has been assisting other LGBT people in various roles as they apply for asylum in other nations. Not only is he a member of the LGBT community, but he also offers a safe haven for other members of the community. In order to support, advocate, and conduct research for gay Qataris in the United States, United Kingdom, Europe, and Qatar, he founded the Alwan Foundation with funding from LGBT Asylum Project. This organization works to protect the rights of other LGBT individuals so they can live fearlessly. His goal was to demonstrate that love is not a sin. LGBT people's presence in Qatar sparked a protracted debate, which led to the emergence of numerous controversies and the use of social media, particularly the Dr. Nass Mohamed Twitter account, to further advocate for the fairness that LGBT people should be entitled to while watching the World Cup.

### Modal/Capital

#### Data 3



**Figure 3.** England flag with rainbow colours into the stadium. (Posted: 26 November 2022).

According to the data, a football fan wearing an England flag with a rainbow in the center entered the stadium after waiting for one and a half hours. Although LGBT people are prohibited from entering Qatar, the country serving as host for the 2022 World Cup, it appears from this post that the flag isn't actually permitted inside the stadium. Looking at the post, it's clear that the primary objective has shifted from supporting the football team to also supporting the stadium's embrace of people who identify as LGBT. To demonstrate the intensity of their stance against FIFA, which forbids carrying rainbow-patterned flags into stadiums, LGBT supporters choose to remain silent and voice their opposition. The phrase "Proud Ally" is also displayed on the flag, and it implies that you should respect other people and the way they live. You have to be compassionate about the difficulties and prejudice minority groups encounter, and you have to encourage them in being who they truly are. To be a proud ally, one must possess a strong sense of integrity. Position is a resource that a person can use to their advantage in life. Habitus can have a limited impact on an agent's actual activities; LGBT advocates' vocalization of their presence is one example of this.

Based on Bourdieu's theory, Dr. Nass wrote about how the stadium agents used the flag as a capital symbolic of its subtle shape, which subtly indicates that he supports LGBT issues without going into detail. However, people are already aware of this because they can see the rainbow flag, which encourages conformity rather than resistance because of its highly subtle form. Through his posts about the struggles of agents and his continued efforts to stir up public controversy on social media, Dr. Nass Mohammed has been demonstrating their ability to secure legalization at the FIFA World Cup 2022. They have done this by using symbols of support for LGBT people and by forcing their way into stadiums despite the fact that they will continue to be gay and that it will take time for them to prove their existence.

#### Data 4



**Figure 4.** Germany lawyer and politician of the Social Democratic Party using the one love armband while attending the World Cup. (Posted: 23 November 2022).

According to the data, Nancy Faeser supported LGBT people in this arena by wearing a One Love armband as she entered the FIFA World Cup 2022 stadium in Qatar. Nancy is the Federal Minister of the Interior and Communities in addition to being a German lawyer and Social Democratic Party politician. This suggests that despite doing things that shouldn't have been done at the World Cup under FIFA's supervision, LGBT advocacy Nancy Faeser was fearless when she attended this significant occasion. The Royal Netherlands Football Association (KNVB) introduced OneLove, an armband that challenges discrimination, in 2020. Since then, it has grown to become a symbol of peace for the LGBT community, represented by a rainbow-colored heart with the number 1 in it. The campaign's goal is to oppose the criminalization of diversity in general and LGBT specifically. Agents may have more opportunities to do this because of their substantial cash.

Dr. Nass Mohammed uses Bourdieu's theory to demonstrate how capital, as a force, is important in areas like authority, where it may demonstrate valued behavior and establish a person as influential. Nancy's capital, as a powerful individual in his industry with a solid material foundation and a status that carries influence, is said to assist LGBT supporters in gaining support so they can continue to work toward lifting the prohibition on LGBT attire at the 2022 World Cup, demonstrating the potency of economic capital power. In essence, capital is an essential resource that agents require in order to engage with one another in society. If agents lack initial capital, how can they formulate plans or do everyday tasks? Compared to FIFA, which has extremely strong capital values, LGBT people are a reflection of the marginalized class because of their low capital values.

## Arena

## Data 5



**Figure 5.** LGBT supporters waving the rainbow flag inside the Qatar World Cup 2022 stadium. (Posted: 10 December 2022).

In that post, a group of people can be seen carrying a rainbow flag with the words "Our Game is for Everyone" along the rows of seats occupied by soccer supporters. This support is for the idea that this sport ought to be accessible to all people without regard to their gender identity or sexual orientation, enabling anyone to take part in it without fear. They had the audacity to voice their displeasure with the prejudice towards LGBT individuals in the sports industry, which ought to be visible to and experienced by all. In this instance, FIFA is accused of intimidating the LGBT community by enforcing the rule that prohibits LGBT individuals or those with LGBT characteristics from entering the stadium, in accordance with the laws in effect in Qatar, the host nation. The agents demonstrate in this post how they continue to exist and be observed by the public. In order to preserve and improve their standing in the public eye, they play their arena by developing a strategy based on the agent's position and habits.

Arena is the classification given to the data by Bourdieu's theory. Every agent in society, in our opinion, will work to strengthen or maintain their position. As a vocal proponent of LGBT equality and rights for everyone, Dr. Nass is actively working to raise awareness of the struggles faced by LGBT supporters to have their right to participate in sports without regard to their sexual orientation. He leverages Twitter's audience as a means of gaining exposure. In order to preserve and improve their standing in the public eye, they play their arena by developing a strategy based on the agent's position and habits. LGBT people can succeed and fly rainbow flags during Qatar's 2022 World Cup by playing a very strong strategy game with FIFA as their capital, even though their current capital is insufficient to demonstrate that their existence is acknowledged. Additionally, during this time the rainbow flag—a symbol used by LGBT people to advocate for and represent their human rights—was developed. It has since expanded throughout the world.



## Data 6



**Figure 6.** Protesters run on the field carrying the pride flag. (Posted: 29 November 2022).

According to the data, during Portugal's play against Uruguay, a protester wearing a blue T-shirt ran on the pitch with the pride flag to show support for LGBT people during the Qatar 2022 World Cup. After forcing admission onto the field, security pursued him across it while he raised the pride flag above his head. Eventually, they seized him and took him away. Even though he understood what would happen to him subsequently, the protester chose to go straight to the World Cup field, wave the LGBT flag, and draw attention from everyone there as a way of protesting FIFA. All of that to preserve their identity and obtain the privileges they are due, in the same way as heterosexuals. Here, the agent uses the pride flag as a means of capitalizing on a tactic that will be evident to those who remain hostile to the LGBT community.

In addition, Dr. Nass uses his area as a means of expression for the numerous forms of enterprise that are being waged in the arena in an effort to compete for the different kinds of cash that are available. Bourdieu understood social spaces as a collection of domains where capital is created by fighting actors using his generative structure methods. Being gay is illegal in Qatar, so the 2022 World Cup's regulations regarding this matter shocked the football world and infuriated LGBT supporters, who then rebelled against FIFA. As a result, LGBT supporters have resorted to various means of proving their existence in order to gain acceptance from society. The agents will be at a disadvantage in the arena if they are unable to execute their strategy effectively. It is evident in this specific arena that the supporter is holding onto its place in the strategy game. This tremendously reinforces their support for LGBT people and their opposition to FIFA's decision to prohibit LGBT persons from accessing stadiums. Based on the ways in which agents struggle, there are numerous sorts of venues in society.

## Data 7



**Figure 7.** German national team pose covering their mouth as a form of protest to the FIFA decision. (Posted: 23 November 2022).

Dr. Nass Mohammed posted about Germany's teams at Qatar's World Cup 2022 who posed with their mouths as a form of protest against the banning of sup This attitude shows a protest against the prohibition of LGBT people in Qatar. Each agent must know the rules of the game, and choosing the strategies depends on the position of the agent in the social sphere. Germany, as one of the pro-LGBT countries, protested by posing to cover their mouth, considering their right to freedom of competition is limited by the policies imposed by FIFA and Qatar as the host country. Germany teams do this because they do not have the ability to go against FIFA rules; otherwise, they will receive sanctions in the form of yellow cards and also send players off the field. But Germany is a powerful country in this World Cup as a former World Champion, and Germany is also known for promoting LGBT rights by allowing its football team to wear the OneLove armband.

Based on the Bourdieu's theory in society, there are many types of arenas that can be seen based on the forms of agents' struggles. In relation to LGBT strategy at the World Cup 2022 in Qatar, where they declare their presence by bringing up the issue of legalization, which is not far from the action of maintaining or improving agents' positions, the whole issue can be seen on social media, especially Twitter. This attitude shows a protest against the prohibition of LGBT people in Qatar. Each agent must know the rules of the game, and choosing the strategies depends on the position of the agent in the social sphere. Germany teams know their position, so they do it this way as a strategy to maintain their position from the dominating party. In an arena, there are many kinds of social interactions based on the agent's social position. The arena where they must be required to play the strategy they have chosen to maintain or even improve their position in the social space.

#### Data 8



**Figure 8.** American Journalist attending World cup 2022 wearing a rainbow T-shirt. (Posted: 21 November 2022).

Dr. Nass Mohamed post is a United States journalist who said that he was not allowed to enter the stadium where the Qatar 2022 World Cup took place before he changed his shirt because he was wearing a shirt with a rainbow color, which is a symbol of support for LGBT people. Gran Wahl, a former writer of sports illustrated magazines who currently runs his own website, said World Cup security barred him from attending the United States' match against Wales at the Ahmad bin Ali Stadium in Al Rayyan and asked him to take his shirt off. The journalist subsequently claimed that the security commander later approached him, apologized, and admitted him to the stadium after the incident on his account.

This actually indicates an arena in which there are agents attempting to defend or improve their position. This is certain to happen in the arena of certain communities, as is the case with what

FIFA and LGBT supporters in Qatar's 2022 World Cup do. On the other hand, one of the strategies used by the journalist was to get FIFA and the Qatari government to withdraw the rules banning the use of LGBT attributes in Qatar's 2022 World Cup. In the social sphere, agents will carry out a series of actions to maintain or improve their position in the arena. The types of techniques used will vary based on the capital and habitual behaviours of the agents. The position of agents in the arena is dynamic; a lot relies on how well they manage their modal and how strong their first attempts were to hold the place. As allies of the LGBT community, journalists demonstrated the amount of work they put into keeping their standing in the public eye by disclosing their identities. Supporters of the LGBT community are characterized as a marginalized class with very little to no capital ownership.

### Data 9



**Figure 9.** England fan attended World Cup 2022 wearing a rainbow hat and T-shirt. (Posted: 30 November 2022).

According to the data, a supporter of England football who was watching the Netherlands vs. Qatar match at the 2022 World Cup said that he was told by security personnel to take off his rainbow-patterned hat and T-shirt, which represented LGBT support, if he still wanted to enter the stadium. In addition to representing England on the pitch, the agent uses the occasion to show his support for LGBT individuals in the arena. Given that the majority of people living in Qatar are Muslims, Islamic customs and laws apply there. LGBT campaigns are not permitted at the 2022 World Cup, as Qatar views them as crimes that should be prosecuted. Beginning with this, a number of pro-LGBT groups expressed strong opinions, believing that the declaration infringed upon human rights. The agents will be at a disadvantage in the arena if they are unable to execute their strategy effectively.

In this particular arena, it is shown that LGBT supporters, as parties who are intimidated, will eventually cast their respective strategies that allow them to survive. How to observe a phenomenon in society as a whole, Bourdieu offers the concept of the arena as an answer to make it easier to see the phenomena that exist in society, what the form of the struggle is, and what the medium of the struggle is. We have seen how habitus and capital play a role in influencing the behavior of agents. The arena also, of course, determines the course of a habitus and capital by the magnet in seeing the social phenomena that occur. In practice, we can easily see how LGBT supporters who are discriminated against at the 2022 World Cup in Qatar continue to fight for their position in their social structure.

## Strategy of Power

### Reproduction Strategies

#### Data 10



**Figure 10.** A reporter wears a One Love bracelet on the field while on duty. (Posted: 21 November 2022).

The post shows a reporter doing her job in the field wearing a One Love armband while reporting on England's World Cup in Qatar in 2022. The captain's tires are used as a tool to legalize LGBT presence during the 2022 World Cup. The reporter knew about what shouldn't be done in the arena during the game, but with the incentive of the custom that has always existed and on the incitement of the extortion against the legalization of the form of LGBT presence in society. It produces a practice product of the relationship between habitus and territory that is a product of history where it used to be a rule but turned into a strategy. The actions of the agents using the right strategy can strengthen their position in the arena. It is known that Qatar is a conservative country that supports, and maintains the country's traditional values.

Based on the Bourdieu's theory the strategy chosen is an attempt to preserve capital in the future, which shows that LGBT exists and will continue to exist. The actions of the agents using the right strategy can strengthen their position in the arena. It is known that Qatar is a conservative country that supports, and maintains the country's traditional values. FIFA regulations make the position of the LGBT community insecure in the 2022 World Cup Qatar because it prohibits the entry of supporters and attributes in any form that support LGBT. This is very contrary to the words of the Qatari government at the beginning which stated that everyone is welcome in Qatar, which means there is no social, gender or sexual orientation discrimination. In general, a class habitus is formed by increasing and exceeding the need. Habitus becomes a chain of connections in dialectics between the objective and subjective components of the class.

## Reconversion Strategy

### Data 11



**Figure 11.** A pitch invader ran across the pitch holding a pride flag. (posted: 29 November 2022).

The movement of agents in the post by forcibly entering the field by bringing a rainbow flag into it as a form of strategy used by agents to continue to defend their position as LGBT supporters has raised controversy among people who disagree with the existence of the LGBT community on social media, as posted by the account @Dr\_NassMohammed. There have been negotiations on the part of FIFA and LGBT supporters on the lifting of the rule prohibiting the use of attributes in the arena, not to get a satisfactory result for the LGBT side, so there has arisen various resistance from them to demonstrate rejection of the rules imposed by FIFA during the 2022 Qatar World Cup. The agent has undertaken a constant movement whose goal is to ensure that LGBT people can continue to express themselves in any way without exception in sports by pursuing a strategy that causes controversy in various places consistently to obtain legitimacy against their existence.

Based on Bourdieu's theory, the struggles felt by LGBT supporters are that they are not recognized by society and often experience violence because there is no protection and they are looked down upon. Therefore, to prove their existence is recognized, they carry out a strategy that can show their existence in the world. Through this thing, they began negotiating with those who denied their existence with Human rights as a weapon to get legalization as a strategy used to obtain opinions from various parties on social media Twitter so that the arguments they spread as pro-LGBT are becoming stronger and defending their position in society. The fact that, in conjunction with the ruling class, the dominant class transfers to itself the power in the sense of labor power and the power of struggle. And wanted to let people know that they exist and that their voices and their journey matter, they need to be protected and to be seen. There is a tendency to generalize a disposition and capacity to recognize the legitimacy of the work and to perceive that LGBT is something in itself worthy of admiration or recognition.

## CONCLUSION

Drawing from the aforementioned findings and discussions, the researcher employed Pierre Bourdieu's theory to evaluate the techniques employed by LGBT people to publicly disclose their existence during Qatar's 2022 FIFA World Cup using Dr. Nass Mohammed's Twitter account. By examining the contentious LGBT tactic, the researcher applies three different forms of Bourdieu's theory: habitus, arena, and modal/capital. According to the study's findings, LGBT supporters



employ a variety of tactics to protect and even demonstrate their existence in society. One such tactic is to utilize sports as a platform to do so. Social media is a significant factor in research publishing as well. As it happens, Bourdieu's understanding of habitus, arena, modal/capital, and strategy was so well-developed that it was possible to give rise to a new ideology. By employing these symbols as capital and the local media via social media, they engage in bargaining through habit. Twitter, so it creates controversy that there are discussions from different perspectives, disagreements, and brainwashing in the post from the @Dr\_NassMohammed account that goes against the notion of human rights, that love is not a crime, that all people are created equal, and that everyone has the right to express themselves freely. These ideas can be linked to human preferences, as people generally choose what they want to say.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

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