

ABSTRACT

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Identity in football plays important role in increasing the amount of fans and preserving their loyalty. This research aims to analyze the construction of Liverpool Identity in Jürgen Klopp post-match conferences. It uses Systemic Functional Linguistics from Halliday to explore textual function of post-match conferences and theory of identity from Woodward to analyze identity construction in post-match conferences. To analyze the identity construction, this research uses descriptive qualitative method as the research design. It is found that Liverpool identity is constructed by Jürgen Klopp in post-match conferences by explaining football strategy called Heavy Metal Football which contains similarities and differences in term of football strategy with glorious era of Liverpool. Heavy Metal Football as grand strategy becomes differentiation marker among other teams and an indicator in developing players' quality.

Keywords: Identity, Systemic Functional Linguistics, Liverpool, Heavy Metal Football