

ABSTRACT

The propaganda movement carried out by the LGBTQ+ community began to dare to be done anywhere and in several ways such as in films, clothes, and in games and one of them in the football. In the football, the propaganda movement of the LGBTQ+ community is widely carried out in football leagues in every European country as well as in the English premier league in the league the community's movement can be seen with the start of the many symbols of the LGBTQ+ community at every event held by the community. This research was conducted to find out the propaganda techniques used and also the purpose of the propaganda of the LGBTQ+ community in the English premier league. The method used is content analysis with the Miles and Huberman analysis model to analyse the object of research and its relationship to the phenomenon discussed, this model consists of three stages, namely data reduction, data presentation, and data verification. From the results of the research on the propaganda of the LGBTQ+ community in the English premier league, three propaganda techniques were found Transfer, slogan, and also beautiful people and The purpose of such propaganda is to change the views of the general publik so that the LGBTQ+ community is accepted in publik life and also in the world of football like ordinary people in general.

Keywords: *LGBTQ+, Propaganda, premier league, Content Analysis, Miles and Huberman*