

# PENGARUH KAPITALISME GLOBAL DI ENGLISH PREMIER LEAGUE (EPL)

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International Relation

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## Abstraksi

Industri sepak bola di liga Inggris berkembang pesat setelah terbentuknya English Premier League (EPL) pada tahun 1992. Era 1992-1993 ditandai dengan renovasi stadion atas rekomendasi the Taylor Report dan pembelian hak siar TV EPL oleh British Sky Broadcasting (BSkyB). Penyiaran EPL secara reguler membantu meningkatkan popularitas EPL baik di tingkatan domestik maupun di tingkatan global. Globalisasi sepak bola melalui penyiaran EPL secara global ditandai dengan meningkatnya popularitas EPL di seluruh dunia yang ditandai dengan keterlibatan kapitalisme global (investasi asing dan sponsorship) sebagai wujud transnasionalisme di EPL, terutama di era tahun 2000-an. Pengaruh kapitalisme global terhadap perkembangan ekonomi serta perubahan sosio-kultural masyarakat sepak bola tidak bisa dinafikan kehadirannya di EPL. Untuk itu, menarik bagi peneliti untuk mengetahui lebih dalam pengaruh kapitalisme global terhadap industri sepak bola di EPL. Penelitian ini dilaksanakan dalam rangka untuk menjelaskan hubungan antara variabel dependen (EPL: globalisasi ekonomi dan kultur masyarakat) dan variabel independen yaitu pengaruh kapitalisme global (investasi asing dan sponsorship) di EPL. Hasil penelitian pada pengaruh kapitalisme global terhadap industri sepak bola di EPL menunjukkan bahwa secara ekonomi EPL mengalami peningkatan signifikan jauh di atas rivalnya seperti liga Spanyol dan Italia. Globalisasi yang menyebabkan saling ketergantungan dan kekuatan kapital yang didukung oleh perkembangan teknologi juga memberikan dampak masif terhadap perubahan budaya (culture change) masyarakat sepak bola Inggris.

## Abstraction

Football industries in United Kingdom developed after the establishment of English Premier League (EPL) in 1992. In 1992-1993 era marked by the renovation of the stadium based on the recommendation of the Taylor Report and bought the rights to broadcast a TV of EPL by British Sky Broadcasting (BSkyB). Television Broadcasting regularly of EPL helped increase the popularity of domestic and global level. The globalization of football globally through TV Broadcasting of EPL marked by the increasing popularity of EPL in the world which is marked by the involvement of global capitalism (foreign investment and sponsorship) as an entity of transnationalism in the EPL, especially in the 2000s era. Global capitalism effect of economic and socio-cultural changes in the football community could not be denied his presence in the EPL. Eventually, it's interesting to researchers to find out more under the

influence of global capitalism on the football industries in the EPL. This research was conducted in order to explain the relation between the dependent variable (EPL: economic globalization and cultural community) and the independent variables namely the influence of global capitalism (foreign investment and sponsorship) in the EPL. Results for the effects to the global capitalism on the football industries in the EPL indicated that an economically significant increase far above the rival such as Spain and Italia league. Globalization is causing the independence of capital power, supported by technological developments also provide a massive impact on cultur change of English football community.

Keywords: EPL, Foreign Investment, Globalization, Global Capitalism, Sponsorship, Transnationalism, and TV