# The Development of The Indonesian Football Industry and Its Influence Towards National Reputation

Andrew Prawira<sup>1</sup>, Yuda Efffendie Suhianto<sup>2</sup>

<sup>1</sup> Faculty of Social Political Science, Parahyangan Catholic University andrewprawira3@gmail.com,

<sup>2</sup> Faculty of Social Political Science, Parahyangan Catholic University yudaeffendie38@gmail.com

#### Abstrak

Industri sepak bola Indonesia telah mengalami transformasi dan pertumbuhan signifikan selama bertahun-tahun, menjadikannya aspek yang patut diperhatikan dalam lanskap budaya dan ekonomi negara ini. Makalah ini mengeksplorasi perkembangan dinamis industri sepak bola Indonesia dan pengaruh mendalamnya terhadap reputasi nasional. Makalah ini mengupas akar sejarah sepak bola di Indonesia, melacak evolusinya dari gerakan akar rumput menjadi olahraga yang profesional dan komersial. Analisis meliputi berbagai aspek industri sepak bola, termasuk kompetisi klub, pengembangan pemain, investasi infrastruktur, dan keterlibatan penggemar. Selain itu, makalah ini mengkaji bagaimana sepak bola telah menjadi alat kekuatan lunak yang kuat bagi Indonesia, meningkatkan citra globalnya dan memperkuat hubungan diplomasi internasional. Studi ini menggarisbawahi dampak beragam industri sepak bola Indonesia terhadap identitas nasional, rasa bangga, dan diplomasi, menggambarkan perannya sebagai pendorong utama reputasi negara ini di panggung global.

Kata Kunci: Sepak bola, Indonesia, Negara, Reputasi, Citra

#### **Abstract**

The Indonesian football industry has undergone significant transformation and growth over the years, making it a noteworthy aspect of the nation's cultural and economic landscape. This paper explores the dynamic development of the Indonesian football industry and its profound influence on the country's national reputation. It delves into the historical roots of football in Indonesia, tracing its evolution from a grassroots movement to a professional and commercialized sport. The analysis covers various facets of the football industry, including club competitions, player development, infrastructure investment, and fan engagement. Moreover, it examines how football has become a powerful soft power tool for Indonesia, enhancing its global image and fostering international diplomatic relations. The study underscores the multifaceted impact of the Indonesian football industry on national identity, pride, and diplomacy, illustrating its role as a pivotal driver of the country's reputation on the global stage.

Keywords: Football, Indonesia, Nation, Reputation, Image

#### Introduction

Football as a World National Icon

Soccer, or also known as football is a national sport icon in many countries around the world. Unlike other sports, football has a special ability to transcend bordering and uniting diverse communities better than any other sport under the common love for the sport, which is why football itself has become the most popular sport.<sup>1</sup> As a national icon, football functions have expanded from just simple

<sup>&</sup>lt;sup>1</sup> Sourav Das, "Top 10 Most Popular Sports in the World September 2023," Sports Monkie, August 12, 2023, https://sportsmonkie.com/most-popular-sports/.

**Its Influence Towards National Reputation** 

entertainment to more on playing various roles in country dynamics, such as culture, economic, social, and politics.

We can see that from Brazil as an icon in the football world, where there is even a football style called the *samba football*, which emphasizes creativity, flair, and skillful dribbling as if they are dancing while dribbling the ball, which captivates fans around the world.<sup>2</sup> Their flair style of football, the achievement of their national team in the World Cup, and the countries that produced so many legendary football individuals have helped and shaped the country's international reputation.<sup>3</sup> Whereby the success of Brazil had economic implications. The sport generates revenue through ticket sales, tourism, broadcasting rights, and merchandise from their football league called *Campeonato Brasileiro Série A*, and hosting major football events such as the World Cup can boost the country's economy.<sup>4</sup> Brazil serves as a prime example of how the success of its national football team has a profound effect on the country's overall development and progress, in the same time it evolves into Brazil's cultural identity.

Another example of a more social cultural impact, benefited the Women's American team. With four Olympic gold medals and many World Cup trophies, the team showed dominance over the female football national team, making them into an icon among females and even in recent years the US Women Soccer Team became the face of feminism itself.<sup>5</sup> The case of these two countries was due to the effect of high profile, achievement, and being an icon itself. Icon can be classified as soft power, where they use popularity and achievements to promote a country's value, culture, and interest. The example from before where people value the Brazilian because of their flair football skill and the US Women Soccer Team that inspires many females with their journey to be recognized more in the international football scene. Hence this shows that football really affects a nation's society, just like in Indonesia where football really plays a role in Indonesian society.

The two case examples demonstrate how football has evolved into an iconic sport that may define a nation's identity or specialization. Furthermore, according to academics like Ben Shields and Irving Rein, football has become a symbol of national identity for nations like Ghana. Football in particular has been intentionally used by Ghana despite being one of the poorest nations, experienced the economic power of sports during the 2006 soccer World Cup and is looking for ways to capitalize on it as a branding tool. Of the 22 million people living in Ghana, almost one-third cannot afford to spend \$1 per day on necessities that were abruptly brought to the attention of the world. For the first time, a nation with a strong junior international program was actively participating at the senior level, and their World Cup triumph led to a significant increase in their profile.<sup>6</sup>

With this understanding, a key question arises: **How does Indonesia enhance its national reputation through football?** Exploring this question could reveal the ways in which Indonesia, too,

<sup>&</sup>lt;sup>2</sup> Joel Griffiths, "What Is Samba Soccer? Brazil Football Style, Dancing & Tricks Explained," Goal.com, February 21, 2023, https://www.goal.com/en/news/samba-soccer-brazil-football-style-dancing-tricks-explained/bltab9aabd6002977a3.

<sup>&</sup>lt;sup>3</sup> "Brazil," Brazil national team - history and facts, accessed September 14, 2023, https://www.footballhistory.org/national/brazil.html.

<sup>&</sup>lt;sup>4</sup> Rômulo Meira Reis et al., "The Football Business in Brazil: Connections between the Economy, Market and Media," *Motriz: Revista de Educação Física* 20, no. 2 (2014): 120–30, https://doi.org/10.1590/s1980-65742014000200001.

<sup>&</sup>lt;sup>5</sup> Caitlin Murray, "The inside Story of How the USWNT Became the Most Dominant Force in Women's Football," Live Soccer Scores, Fixtures & Results, accessed September 14, 2023, https://www.goal.com/story/inside-story-USWNT-dominance/index.html.

<sup>&</sup>lt;sup>6</sup> Irving Rein and Ben Shields, "Place Branding Sports: Strategies for Differentiating Emerging, Transitional, Negatively Viewed and Newly Industrialised Nations," Place Branding and Public Diplomacy 3, no. 1 (January 2007): 73–85, https://doi.org/10.1057/palgrave.pb.6000049.

**Its Influence Towards National Reputation** 

can harness the unifying and influential power of football. An ongoing growth through local leagues, fanbase and international participation despite challenges such as FIFA bans and recent safety incidents. Presents a unique case for understanding how Indonesian football can be leveraged to strengthen national reputation on a global scale.

#### Football in Indonesia

Football is one of the most famous sports in Indonesia, where football as a sport has played an exciting role in Indonesia's society. As we can see if we look around the streets in cities around Indonesia, we can see a lot of children kicking balls around with their neighbor from morning to night time. In which, when there are football matches of the Indonesian national football team and overseas leagues, there are numerous times that cafes or malls held an event called NOBAR, which stands for Nonton Bareng where a group of people watch football matches together. However what makes football very astonishing in Indonesian society is also because of the fan groups and fan's movement of the domestic league teams. This could be seen during Indonesia's domestic football league competition Liga Nusantara (Liga 1), where fan groups named the Jakmania from the capital city Jakarta and the Bobotoh a fan group that supported Bandung Football team Persib has been very active in creating movements and chants to support their team. However, sometimes violent clashes based on football identity between football fan groups happen. Hence this shows that football really affects Indonesian society, knowing that in Indonesian football history, Indonesia has experienced numerous ups and downs.

As we dig down Indonesia's historical past, there has been a lot of information that shows that football has played a role in Indonesian society. In the colonial era, during the Dutch Occupation of Indonesia, there were numerous activists who used football to gain national identity in order to fight the Netherland's influence. There was also an iconic moment in Indonesia history that in the year 1938 Indonesia with the name of Dutch East Indies became the first Asian country that participated in the Federation Internationale de Football Association (FIFA) World Cup. Aside from being the first Asian country to participate in the world cup, Indonesia was also able to join FIFA in the year 1952, and AFC in 1954 as the Republic of Indonesia not the Netherlands. However Indonesia's history in the football world, has not always been in a smooth path, since Indonesia has also suffered numerous phenomena that ruins Indonesia's national reputation, such as when FIFA banned Indonesia from functioning their football industry, the Kanjuruhan incident and the cancellation of the U-20 World Cup.

Because of the deep and intricate connection between football and Indonesian culture, which is based on historical turning points, cultural fervor, and a journey filled with both successes and failures, Indonesia is an intriguing place to study how football can impact national identity and international standing. Indonesia's capacity to utilize football as a great unifying force and a weapon for national pride is highlighted by its unique football problems and accomplishments, which range from becoming the first Asian nation to play in a World Cup to negotiating contemporary concerns like fan culture and FIFA fines. Now with its new development of a new national head coach to the new national football director. It intrigues us on deciding to investigate how football may improve a nation's reputation internationally, with a particular focus on Indonesia.

<sup>&</sup>lt;sup>7</sup> Nesrine ChebbiHey, "Indonesia Sports - the Most Popular Sports in Indonesia," kevmrc.com, April 8, 2022, https://www.kevmrc.com/most-popular-sports-in-indonesia.

<sup>&</sup>lt;sup>8</sup> Ken Setiawan, "Talking Indonesia: Football and Fan Culture," Indonesia at Melbourne, September 30, 2020, https://indonesiaatmelbourne.unimelb.edu.au/talking-indonesia-football-and-fan-culture/.

<sup>&</sup>lt;sup>9</sup> "Sejarah," PSSI, accessed September 14, 2023, https://www.pssi.org/about/history-description.

## Methodology

# **Constructivism Paradigm**

Constructivism in international relations studies according to Alexander Wendt believes that the state as an actor of the international system tends to interact with one another through social awareness and consciousness between states.<sup>10</sup> Constructivism, like most realism theory, believes that the international system is an anarchic system, whereby there are no world governments that rule the system. However, unlike realism that emphasizes materialism and hard power, constructivism believes that material aspects are not the only aspect that became the state's objective in interacting with one another. Meanwhile, human relations and social aspects do play a role in creating an interaction between states in the international system. Thus aside from military power or economic power, other aspects such as culture, reputation, and even identity can lead a nation to interact or to strengthen its stance in the anarchic international system. Especially when it comes to the concept of construction of identity or national identity experienced by states.<sup>11</sup>

# **National Reputation As a Theoretical Concept**

Reputation according to the Cambridge Dictionary is a belief or opinion that is created by a number of people due to past experiences and behavior.<sup>12</sup> However national reputation in simple terms is the reputation or status that is received by the state. In other definitions, reputation in international relations according to Keohane explains that states tend to create commitments by involving their reputations in certain sectors. Hence in order for their commitments to be fulfilled, states must conduct similar activities just like their previous behavior that support their commitments toward the international audience that those states try to influence or lobby. 13 In order to create an appealing reputation of a particular state, there must be a combination of various elements. A combination of identity, cultural, positioning, social factors, and equity that can create a cohesive brand that resonates with both domestic and international audiences or Keith Dinnie called it nation branding. 14

Such an example can be seen in the recent decision by FIFA to award Indonesia the hosting rights for the U-17 World Cup, despite the recent cancellation of the U-20 tournament, it highlights the importance of national reputation and soft power in international relations. An editor from Jakarta Post suggested that Indonesia's successful track record in hosting major sporting events, such as the 2018 Asian Games and the 2011 SEA Games, significantly influenced this decision. The positive feedback from FIFA President Gianni Infantino regarding Indonesia's hospitality and organizational efficiency not only enhances its image but also positions the country favorably within international sports organizations. 15 This reputation can lead to increased tourism and economic benefits, further solidifying Indonesia's standing as a reliable host for global events and opening doors for future opportunities.

<sup>&</sup>lt;sup>10</sup> Alexander Wendt, Social Theory of International Politics (New York: Cambridge University Press, 1999), 247.

<sup>&</sup>lt;sup>11</sup> Stefano Guzzini and Anna Leander, Constructivism and International Relations: Alexander Wendt and His Critics (London, England: Routledge, 2011), 73.

<sup>&</sup>quot;Reputation." Cambridge Dictionary. accessed September 14, 2023, https://dictionary.cambridge.org/dictionary/english/reputation.

<sup>&</sup>lt;sup>13</sup> Ekrem Baser, Reputations and Change in International Relations, April 4, 2022, 2.

K. Dinnie, Nation Branding: Concepts, Issues, Practice, 3rd ed. Routledge, (Abingdon: 2022), https://doi.org/10.4324/9781003100249.

<sup>&</sup>quot;Achieving before Hosting Editorial," The 2024, Jakarta Post, August https://www.thejakartapost.com/opinion/2024/08/03/achieving-before-hosting.html.

Ultimately, a well-executed nation branding strategy can help mitigate negative stereotypes and reposition a country favorably on the global stage.

# Methodology

Comparative research or analysis is the ability to show several important functions that are similar or linked to one another. Another way to describe it is to enrich comprehension of our own society by comparing its familiar frameworks and habits with those of other systems (comprehension). Through comparison, we become more attuned to alternate systems, cultures, and modes of thought and behavior. This, in turn, sheds new perspectives on our own political communication systems and empowers us to evaluate them thoughtfully in relation to prevalent practices in other nations.<sup>16</sup>

# **Analysis**

The Indonesian football industry has been considered to be one of Indonesia's national branding, since as stated previously football is one of the most favored sports in Indonesia. In addition there are a large number of stakeholders that are involved in the development of Indonesia's football industry, due to the benefits that Indonesia may gain by having a great national football team. The goal is to create a powerful football team of Indonesia that can be highlighted by international news media, international organizations such as FIFA and also attracting diaspora to represent Indonesia, aside from the ability to involve diaspora, the development of football in Indonesia may also attract international fans all over the world. However the journey of developing Indonesia's football industry did not go smoothly, since the Indonesian Football Federation have faced dualism, sanctions and devastation during the process of raising up the national team, hence this chapter will analyze and highlight Indonesia's national reputation in the football world from 2010 to 2024.

#### a. The Dualism System and FIFA Sanction

In the early 2010s, when the PSSI chairman Nurdin Halid was ending his year in office, those days was considered as the dark times of the Indonesian football industry due to Nurdin Halid controversial cases during his chairman and also Indonesian football poor global reputation; where its standing is notably lower when compared to other Southeast Asian countries. One of the main reasons is the major setback in between 2010 to 2011 when the dualistic system within the Indonesian football federation dealt a severe blow to the reputation of Indonesian football.

The dualistic system within Indonesian football can be explained as a power struggle between two football organizations which was PSSI (Persatuan Sepak Bola Seluruh Indonesia) and KPSI (Komite Penyelamat Sepak Bola Indonesia). The PSSI which was the only football federation in the country got criticized quite often for not improving their national football reputation and had severe corruption cases within the organization.<sup>17</sup> This dualistic system was given permission by the government of Indonesia in 2011, whereby the division of the Federation was perceived by many people as a political maneuvering rather than trying to solve the real problem within the Indonesian football

<sup>&</sup>lt;sup>16</sup> Frank Esser and Rens Vliegenthart, "Comparative Research Methods," *The International Encyclopedia of Communication Research Methods*, 2017, 1–22, https://doi.org/10.1002/9781118901731.iecrm0035.

<sup>&</sup>lt;sup>17</sup> Decky Irawan Jasri, "Riwayat Perseteruan PSSI V KPSI," SINDOnews Sports, December 10, 2012, https://sports.sindonews.com/berita/696224/58/riwayat-perseteruan-pssi-v-kpsi.

federation.<sup>18</sup> The dualistic condition has led FIFA to involve itself in finishing the dispute. FIFA as an organization, has their own policy or set of rules that strip political involvement and interference in the affairs of their national football federation. The clear fact that, Indonesia government has been involved and influenced in the internal matters of PSSI, forced FIFA in 2015 to suspend the Indonesia football team from any international competitions. The suspension really impacted Indonesian football, such as financial loss, loss of fans and supporters, diminished potential youth development, and diminished the reputation of Indonesian football.<sup>19</sup>

Indonesia's national reputation in the football world has been demolished, where diasporas are not willing to represent Indonesia, due to the lack of stability obtained by the Indonesian Football Federation. While media across Asia especially from the Southeast Asian region has provided criticism and mockery towards Indonesia, moreover the sanction by FIFA also strengthened the corruption image of Indonesia, since one of the main reasons for the sanction was due to corruption within the federation boards. Aside from Indonesia's image as a whole, the proof of the disruption of Indonesia's national branding was when a huge number of foreign media highlighted Indonesia's disgrace in the football world. This suggests that using national reputation theory to analyze Indonesia's difficult period in football shows how the nation's reputation has been influenced by external issues that majorly impacted the football industry.

#### b. Indonesia Golden Generation

On December, 28th 2019 during the Indonesian Football Federation Chairmanship of Iwan Bule, the board hired Shin Tae Yong an ex-South Korean National Football team coach during the World Cup to coach the Indonesian senior football team, specifically the U-23 and the U-20 team. There were numerous reforms that include the regeneration of players, whereby Shin Tae Yong has often called up young players who are below the age of 24, this includes also young foreign players of Indonesian descent to represent the national football team, this action led to much criticism from a few number of football analysts. However, despites the critiques, the decision to prioritize younger players proved successful, as Indonesia ultimately finished the competition as runner-up. Besides the impressive showing at the AFF Suzuki Cup, Indonesia's young team, with only a few veteran players, managed to qualify for the AFC Asian Cup, win the 2023 SEA Games football tournament, and secure a spot in the AFC U-23 Asian Cup by defeating all opponents in the qualification rounds. This led Indonesia to gain numerous spotlight from international Media such as the AFC media and podcast media from the USA and Netherlands. Hence this shows that Indonesia replaced the national reputation, since the success of football in Indonesia increased the player's image and national reputation from a football failure state to a new golden generation.

One young Indonesian player named Marselino Ferdinan who was registered as the 2022 nextgeneration best young talent, has attracted multiple scouting teams from European clubs with the idea

Heri Ruslan, "Inilah Kronologi Lengkap Perseteruan Pssi Dan Kpsi," Republika Online, March 19, 2012, https://sport.republika.co.id/berita/m14r3z/inilah-kronologi-lengkap-perseteruan-pssi-dan-kpsi.

<sup>&</sup>quot;Indonesia Hit by FIFA Ban," The Jakarta Post, accessed September 15, 2023, https://www.thejakartapost.com/news/2015/05/31/indonesia-hit-fifa-ban.html.

<sup>&</sup>lt;sup>20</sup> "Shin Tae-Yong Resmi Menjadi Pelatih Timnas Indonesia," PSSI, December 28, 2019, https://www.pssi.org/news/shin-tae-yong-resmi-menjadi-pelatih-timnas-indonesia.

of recruiting Marselino Ferdinan to play for European teams.<sup>21</sup> By applying the example above to the national reputation theory, this phenomenon shows that due to the outstanding achievements that Indonesia has achieved especially during the AFC Asian Cup qualification and the great development that the great performances given by young players, leading to more young players joining football clubs overseas, specifically in Europe. By which in the football world Indonesian players are more highlighted and trusted by foreign football clubs in this current era compared to the dark era. In the other hand, Indonesia's national reputation also increased during the 2023 U-22 Sea Games football tournament in Cambodia due to the ability of Indonesia to be the champion, whereby Indonesia's new federation Chairman Erick Thohir have also provided a statement of this phenomena, stating "Kita revolusi mental Indonesia dari Sepak Bola.".22 This means that we have to improve or in radical terms "revolutionize" our nation's mentality through our football industry. By referring to the idea of national reputation theory, based on Erick Thohir statement, this will enhance Indonesia national reputation through football. The main goal of improving Indonesia citizen mentality and nationalism, can be helped through football as it becomes a tool to develop the nation's mentality. This action and the ability of Indonesia to win the Sea Games and also the great management of the Indonesian National Football Team Federation by Erick Thohir have led to praise and recognition from external actors such as FIFA and the Indonesian diaspora players playing abroad.

# c. Recognition and Pride of Diaspora Players

The title of champion at Sea Games and the excellent management of PSSI by Erick Thohir has been astonishing for the Indonesian Football Federation. Before explaining FIFA's stances there is one iconic praise that is considered a positive aspect, which is the pride and the attraction received by the Indonesian Diaspora player community. There are numerous Indonesian descendants scouted around Europe playing in the top league, and have shown their interest in representing Indonesia. There are also players who have a change of heart and are interested to join the National team and are looking forward to conducting the naturalization process, these names include Justin Hubner, Mees Hilgers, Jordy Wehrman and many more.<sup>23</sup> There has never been any report in the media stating whether diaspora players are interested in representing Indonesia, however according to numerous media's both sides are believed to play a role in increasing the interest of diaspora players to represent Indonesia. Hence these aspect shows that the success of Football in Indonesia help rise the state's national reputation, since Indonesia is known by more people internationally, in fact there are individuals all over the world such as Indonesian descent players born from different countries becoming interested in representing Indonesia, which means that those football players are willing to give up their nationality by birth in order to gain Indonesian nationality.

<sup>&</sup>lt;sup>21</sup> Marcus Christenson, "Next Generation 2021: 60 of the Best Young Talents in World Football," The Guardian, October 7, 2021, https://www.theguardian.com/football/ng-interactive/2021/oct/07/next-generation-2021-60-of-the-best-young-talents-in-world-football?ref=tfcrepublic.ca.

<sup>&</sup>lt;sup>22</sup> "Erick Thohir: Kita Revolusi Mental Indonesia Dari Sepak Bola," olahraga, May 19, 2023, https://www.cnnindonesia.com/olahraga/20230519113639-142-951418/erick-thohir-kita-revolusi-mental-indonesia-dari-sepak-bola.

Martini, "Naturalisasi Jay Idzes Dan Nathan Tjoe-A-ON Bikin Vietnam Gemetar Piala Asia," ed. Isman Fadil, INDOSPORT.com, September 7, 2023, https://www.indosport.com/sepakbola/20230907/naturalisasi-jay-idzes-dan-nathantjoe-a-on-bikin-vietnam-gemetar-piala-asia.

## d. World Cup Host and FIFA Recognition

The Indonesian industry has suffered from numerous devastating incidents, such as the Kanjuruhan incident that killed 135 football fans at the Kanjuruhan Stadium located in Malang, East Java.<sup>24</sup> Another setback happened after the Kanjuruhan incident Indonesia's status as the host of the U-20 world cup was canceled by FIFA due to numerous political and social protests due to the participation of Israel football team g in the U-20 World Cup. In which lots of fans are worried that Indonesia may get banned by FIFA again just like in the year 2015.<sup>25</sup>

Nevertheless this does not stop the Indonesian football federation, football officials and domestic football club owners in redeveloping Indonesia's football industry, through which more football stadium facilities are renovated and there are master plans to improve the Indonesian refree's quality, especially on hosting two big FIFA Matchday matches, which are a match between Indonesia against Palestine and Indonesia against Argentina. Hence this success and development has led FIFA choosing Indonesia as the host of the U-17 World Cup.<sup>26</sup> In this case, we can all see that under the national reputation theory, Indonesia has created a great national reputation in the football world, although there were many controversial incidents in Indonesia, FIFA decided not to give sanction towards the Indonesian Football Federation, on the contrary they gave their trust and support to Indonesia in hosting a major football event.

## Conclusion

In conclusion to answer the biggest question which is How does Indonesia enhance their National Reputation through football? These articles argue that Indonesia has successfully leveraged football to enhance its national reputation through a combination of strategic infrastructure development, remarkable achievements, and effective management of the national football team. This is evident not only in the team's successes and the swift advancement of the football industry but also in Indonesia's recognition by FIFA as a reliable host and participant on the global stage. The Indonesian Football Federation's emphasis on nurturing talent and organizing international matches has garnered international praise and spotlight, increasing Indonesia's potential as a high potential nation in developing their football influence towards the international stage. Therefore, football has become a vital asset in bolstering Indonesia's soft power, instilling national pride, and fostering an international image that resonates positively with the global community. It is essential for the Indonesian government and society to continue supporting football development, as it serves as a bridge for diplomacy and a powerful tool to put Indonesia among the spotlight of many.

<sup>&</sup>lt;sup>24</sup> Valdya Baraputri and Joel Guinto, "Indonesia Football Crush: Officials Jailed over Kanjuruhan Stadium Deaths," BBC News, March 9, 2023, https://www.bbc.com/news/world-asia-64898114.

<sup>&</sup>lt;sup>25</sup> "Indonesia Removed as U-20 World Cup Host amid Israel Row," Football News | Al Jazeera, March 29, 2023, https://www.aljazeera.com/news/2023/3/29/fifa-strips-indonesia-of-u-20-world-cup-hosting-rights#:~:text=Indonesia%20has%20been%20stripped%20of,of%20the%20tournament's%20main%20draw.

<sup>&</sup>lt;sup>26</sup> Yulvianus Harjono, "Indonesia Appointed by FIFA to Host the 2023 U-17 World Cup," Kompas, June 24, 2023, https://www.kompas.id/baca/english/2023/06/23/en-indonesia-ditunjuk-fifa-jadi-tuan-rumah-piala-dunia-u-17.

#### Reference

- Baser, Ekrem. Reputations and Change in International Relations, April 4, 2022.
  - Guzzini, Stefano, and Anna Leander. *Constructivism and international relations: Alexander Wendt and his critics*. London, England: Routledge, 2011.
- Jackson, Robert H., and Georg Sørensen. *Introduction to international relations: Theories and approaches*. Oxford, England: Oxford University Press, 2013.
- Rein, Irving, and Ben Shields. "Place Branding Sports: Strategies for Differentiating Emerging, Transitional, Negatively Viewed and Newly Industrialised Nations." *Place Branding and Public Diplomacy* 3, no. 1 (January 2007): 73–85. https://doi.org/10.1057/palgrave.pb.6000049.
- Dinnie, K. (2022). Nation Branding: Concepts, Issues, Practice (3rd ed.). Routledge. https://doi.org/10.4324/9781003100249
- Esser, Frank, and Rens Vliegenthart. "Comparative Research Methods." *The International Encyclopedia of Communication Research Methods*, 2017, 1–22. https://doi.org/10.1002/9781118901731.iecrm0035.
- Reis, Rômulo Meira, Jéssica Lúcia Remédios, Silvio de Telles, and Lamartine Pereira DaCosta. "The Football Business in Brazil: Connections between the Economy, Market and Media." *Motriz: Revista de Educação Física* 20, no. 2 (2014): 120–30. https://doi.org/10.1590/s1980-65742014000200001.
- Trotier, Friederike. "Indonesia's Position in Asia: Increasing Soft Power and Connectivity through the 2018 Asian Games." *TRaNS: Trans -Regional and -National Studies of Southeast Asia* 9, no. 1 (2020): 81–97. https://doi.org/10.1017/trn.2020.12.
- Wendt, Alexander. Social Theory of International Politics. New York: Cambridge University Press, 1999. ISBN 978-0-521-46960-9.
- "Achieving before Hosting Editorial." The Jakarta Post, August 4, 2024. https://www.thejakartapost.com/opinion/2024/08/03/achieving-before-hosting.html.
- Baraputri, Valdya, and Joel Guinto. "Indonesia Football Crush: Officials Jailed over Kanjuruhan Stadium Deaths." BBC News, March 9, 2023. https://www.bbc.com/news/world-asia-64898114.
- "Brazil." Brazil national team history and facts. Accessed September 14, 2023. https://www.footballhistory.org/national/brazil.html.
- ChebbiHey, Nesrine. "Indonesia Sports the Most Popular Sports in Indonesia." kevmrc.com, April 8, 2022. https://www.kevmrc.com/most-popular-sports-in-indonesia.
- Christenson, Marcus. "Next Generation 2021: 60 of the Best Young Talents in World Football." The Guardian, October 7, 2021. <a href="https://www.theguardian.com/football/ng-interactive/2021/oct/07/next-generation-2021-60-ofthe-best-young-talents-in-world-football?ref=tfcrepublic.ca">https://www.theguardian.com/football/ng-interactive/2021/oct/07/next-generation-2021-60-ofthe-best-young-talents-in-world-football?ref=tfcrepublic.ca</a> .
- Das, Sourav. "Top 10 Most Popular Sports in the World September 2023." Sports Monkie, August 23, 2023. https://sportsmonkie.com/most-popular-sports.

- "Erick Thohir: Kita Revolusi Mental Indonesia Dari Sepak Bola." olahraga, May 19, 2023, <a href="https://www.cnnindonesia.com/olahraga/20230519113639-142-951418/erick-thohir-kitarevolusi-mental-indonesia-dari-sepak-bola">https://www.cnnindonesia.com/olahraga/20230519113639-142-951418/erick-thohir-kitarevolusi-mental-indonesia-dari-sepak-bola</a>.
- "Francia Deja a 'La Rojita' Sin Europeo Sub-19." La Información, July 29, 2010. <a href="https://www.lainformacion.com/deporte/francia-deja-a-la-rojita-sin-europeosub19">https://www.lainformacion.com/deporte/francia-deja-a-la-rojita-sin-europeosub19</a> 6Vkw27X2GwsN0IFXjFo7z5/.
- Griffiths, Joel. "What Is Samba Soccer? Brazil Football Style, Dancing & Tricks Explained." Goal.com, February 21, 2023. <a href="https://www.goal.com/en/news/samba-soccer-brazil-football-style-dancing-tricks-explained/bltab9aabd6002977a3">https://www.goal.com/en/news/samba-soccer-brazil-football-style-dancing-tricks-explained/bltab9aabd6002977a3</a>.
  - Harjono, Yulvianus. "Indonesia Appointed by FIFA to Host the 2023 U-17 World Cup." Kompas, June 24, 2023. <a href="https://www.kompas.id/baca/english/2023/06/23/en-indonesia-ditunjuk-fifa-jadi-tuan-rumah-piala-dunia-u-17">https://www.kompas.id/baca/english/2023/06/23/en-indonesia-ditunjuk-fifa-jadi-tuan-rumah-piala-dunia-u-17</a>.
  - "Indonesia Hit by FIFA Ban." The Jakarta Post. Accessed September 15, 2023. https://www.thejakartapost.com/news/2015/05/31/indonesia-hit-fifa-ban.html.
  - "Indonesia Removed as U-20 World Cup Host amid Israel Row." Football News | Al Jazeera, March 29, 2023. <a href="https://www.aljazeera.com/news/2023/3/29/fifa-strips-indonesia-of-u-20-world-cup-hosting-rights#:..text=Indonesia%20hos%20hos%20com%20ctripped%20cf.of%20thos%20tournement">https://www.aljazeera.com/news/2023/3/29/fifa-strips-indonesia-of-u-20-world-cup-hosting-rights#:..text=Indonesia%20hos%20hos%20ctripped%20cf.of%20cf.of%20tournement</a>
    - rights#:~:text=Indonesia%20has%20been%20stripped%20of,of%20the%20tournament's %20main%20draw.
  - "Indonesian National Football Team's Victory in SEA Games 2023." Indonesia Expat, May 18, 2023.
    - $\underline{\text{https://indonesiaexpat.id/news/indonesian-national-football-teams-victory-in-seagames-}}$
    - 2023/#google\_vignette.
  - Jasri, Decky Irawan. "Riwayat Perseteruan PSSI V KPSI." SINDOnews Sports, December 10, 2012. https://sports.sindonews.com/berita/696224/58/riwayat-perseteruan-pssi-v-kpsi.
  - "Luis Milla Farewell on a High Note, Criticizes PSSI on Instagram." Tempo, October 22, 2018. <a href="https://en.tempo.co/read/922740/luis-milla-farewell-on-a-high-note-criticizes-pssi-on-instagram">https://en.tempo.co/read/922740/luis-milla-farewell-on-a-high-note-criticizes-pssi-on-instagram</a>.
- Martini. "Naturalisasi Jay Idzes Dan Nathan Tjoe-A-ON Bikin Vietnam Gemetar Piala Asia." Edited by Isman Fadil. INDOSPORT.com, September 7, 2023.
  - https://www.indosport.com/sepakbola/20230907/naturalisasi-jay-idzes-dan-nathan-tjoe-a-on-bikin-vietnam-gemetar-piala-asia.
- Murray, Caitlin. "The inside Story of How the USWNT Became the Most Dominant Force in Women's Football." Live Soccer Scores, Fixtures & Results. Accessed September 14, 2023. https://www.goal.com/story/inside-story-USWNT-dominance/index.html.
- Ruslan, Heri. "Inilah Kronologi Lengkap Perseteruan Pssi Dan Kpsi." Republika Online, March 19, 2012. https://sport.republika.co.id/berita/m14r3z/inilah-kronologi-lengkap-perseteruan-pssi-dan-kpsi.

# 99 Andrew Prawira, Yuda Efffendie Suhianto | The Development of The Indonesian Football Industry and Its Influence Towards National Reputation

- "Sejarah." PSSI. Accessed September 14, 2023. https://www.pssi.org/about/history-description.
- Setiawan, Ken. "Talking Indonesia: Football and Fan Culture." Indonesia at Melbourne, September 30, 2020. https://indonesiaatmelbourne.unimelb.edu.au/talking-indonesia-football-and-fan-culture/.
- "Shin Tae-Yong Resmi Menjadi Pelatih Timnas Indonesia." PSSI, December 28, 2019. https://www.pssi.org/news/shin-tae-yong-resmi-menjadi-pelatih-timnas-indonesia.
- Wahyu, Tara. "Gibran Terima Israel Di Piala Dunia U-20: Kalau Ke Sini Menjajah Saya Tolak!" detikjateng, March 29, 2023. https://www.detik.com/jateng/sepakbola/d-6644171/gibran-terima-israel-di-piala-dunia-u-20-kalau-ke-sini-menjajah-saya-tolak.
- Widyamukti, Aziz Gancar. "Bayu Eka Sari Ungkap Penyebab Luis Milla Tak Lagi Melatih Timnas Indonesia Halaman 2." BolaStylo, May 21, 2019. https://bolastylo.bolasport.com/read/171733291/bayu-eka-sari-ungkap-penyebab-luis-milla-tak-lagi-melatih-timnas-indonesia?page=2.
- Yanwardhana, Emir. "Jokowi: Jangan Campur Adukan Urusan Olahraga & Politik." CNBC Indonesia, March 28, 2023. https://www.cnbcindonesia.com/news/20230328192827-4-425261/jokowijangan-campur-adukan-urusan-olahraga-politik.