



# FOOTBALL : SPECTACLE, BUSINESS AND FANS

DR. FAJAR JUNAEDI

(COMMUNICATION DEPARTMENT OF UNIVERSITAS MUHAMMADIYAH  
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**GLOBALISATION AS THE BROADENING AND  
DEEPENING OF INTERDEPENDENCE AMONGST  
(SPORT) ORGANISATIONS AND (SPORT)  
ACTIVITIES ACROSS THE WORLD**

THEODORE COHN, GLOBAL POLITICAL ECONOMY

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# **The End government- driven sport organisations (?)**

**Where government-driven sport organisations have been unresponsive and inflexible in the past to consumer needs, opportunities will exist for private enterprise to establish lucrative businesses based on existing models**



# **Sport and Economy**

**The breakdown in the economic frontiers between nations will allow sport to become more widespread, to gather more fans, and to present the opportunity for greater business development.**



# **Sport and Economy**

**More effective and stable macro-economic policy should contribute positively to the sustainability of sports enterprises by allowing businesses to calculate income and expenditure more readily**

**The model of  
sports  
spectatorship that  
considers  
questions**



# The Questions



Under what conditions will sports fans choose to attend a sporting event, watch it on television, or allocate their time to an alternative activity?



What factors influence fans to attend games and events on a regular basis or, alternatively, to attend spasmodically? That is, what makes a fan committed, and under what circumstances might that commitment be broken?



Why do some fans attach themselves to a single team or player, while others have no special attachment, but still attend games regularly?

# ECONOMICS AND THE SPORTS SPECTATOR

THE BALANCE OF  
THE  
COMPETITION

UNCERTAINTY  
OF GAME  
OUTCOME

THE QUALITY OF  
VISITING TEAMS

IDENTIFICATION  
WITH A WINNING  
TEAM



**PRICES**

**INCOME LEVELS**

**THE VENUE**

**THE SPECIAL  
EXPERIENCE**

**PROMOTIONAL  
FACTORS**

**WEATHER  
CONDITIONS**

**ALTERNATIVE  
ACTIVITIES**

**SOCIAL CHANGE,  
FASHION AND  
FAD**



# **Spectator categories and motivations**



# Aficionado

**Motivation : Seeks quality performance**

Behavior : Loyal to `game' rather than team, although may usually have a `preferred' team; attends on regular basis ± puts emphasis on aesthetic or skill dimension.



# Theatregoer

**Motivation : Seeks entertainment, close contest**

Behavior : Only moderate loyalty to team; frequent losses create disinterest only in team; but may attend other games.



# Passionate partisan

**Motivation : Wants team to win**

Behavior : Loyal to team; in short term loyalty undiminished by frequent losses; strongly identifies with, and responds to teams success and failure.



# Champ follower

**Motivation : Wants team to win**

Behavior : Short term loyalty; loyalty a function of team success; expects individual or team to dominate otherwise supports another team or spends time elsewhere.



# Reclusive partisan

**Motivation : Wants team to win**

Behavior : Loyalty not always translated into attendance; strong identification but provides latent support only





**Come in for a chat!**

**TWITTER :**

**@fajarjun**

**EMAIL ADDRESS**

**fajarjun@umy.ac.id**