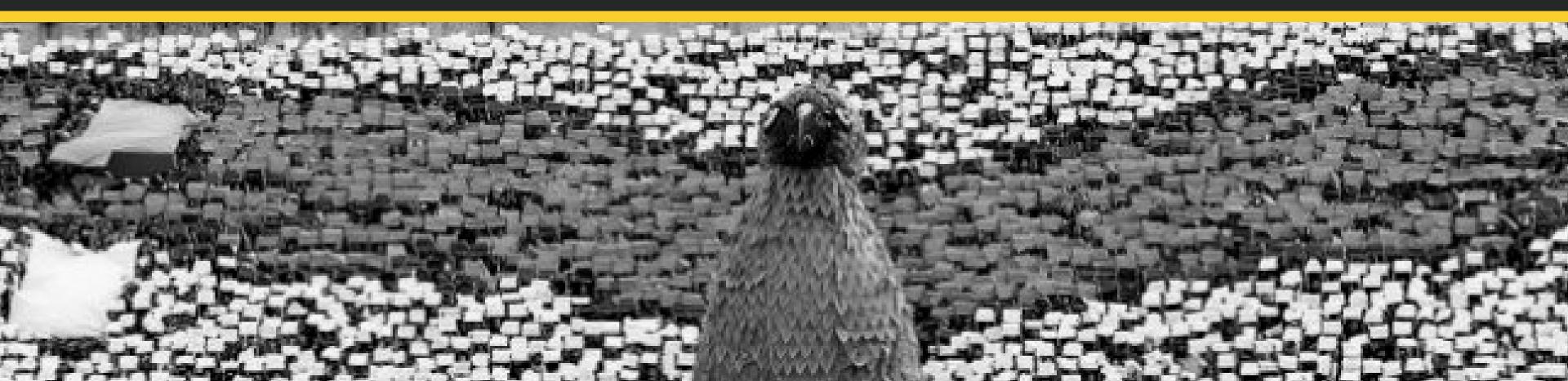


FOOTBALL: SPECTACLE, BUSINESS AND FANS

DR. FAJAR JUNAEDI (COMMUNICATION DEPARTMENT OF UNIVERSITAS MUHAMMADIYAH YOGYAKARTA. PRESENTATION FOR LA LIGA TALK - PSS SLEMAN - UKM SEPAKBOLA UNIVERSITAS NEGERI YOGYAKARTA, 5TH AUGUST 2019)





GLOBALISATION AS THE BROADENING AND DEEPENING OF INTERDEPENDENCE AMONGST (SPORT) ORGANISATIONS AND (SPORT) ACTIVITIES ACROSS THE WORLD

THEODORE COHN, GLOBAL POLITICAL ECONOMY



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 stablem acroeconomic 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 commit- ment 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

INCOME LEVELS THE VENUE **PRICES** 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!

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