

**Communication Politics in Sports Events
(Politicization or Political Sports Event)
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Article Info	Abstract
Received: 2023-11-16 Revised: 2024-02-12 Accepted: 2024-06-19 Keywords: Communication politics, sports, diplomacy sports, expression politics, opinion public.	<i>In the modern era, sports become more from simply show Athletics form physique or performance through something event sport ; in its development own role as part from room communication politics. This article explore How communication politics and events sport each other related , as well How government use sport as tool diplomacy and communication. With use analysis qualitative based literature and studies case through event sport big like Olympics and world cup, research This identify How sport has become Medan fight ideology and tools For strengthen image of the country on stage international. A number of sporting events big like The Olympics and World Cup have been used by countries as chance For promote a political agenda they 're nice in a way explicit nor implied. On the other hand, athletes and teams also take advantage event the For convey message politics, sometimes against policy government they Alone. Research result This show that sports, in its capacity as event global communications, has become instrument strategic in communication politics. With Thus, deep understanding about dynamics This important for government and stakeholders interest other in planning communication strategies politics in the current global era This.</i>

I. Introduction

Since ancient times, sports has become an integral part of civilization man. However, more from simply activity recreation or competition physical, sports has become powerful tool in dynamics social, cultural and political public. The role of sport in realm politics, in particular, has become increasingly topic relevant in discussion academic and practical.

Sports, especially competitions international, often surpass limitation physical and becoming Medan Where various narrative, ideology, and political agenda meet and collide. The 1936 Olympics in Berlin, for example, were made by the Nazi regime means of propaganda for show dictatorship Hitler's reign. Boycott Olympic Moscow 1980 by a number of Western countries is form protest on Soviet Union invasion of Afghanistan. Two example This describe how strong influence political in the world of sports.

In the era of globalization especially in the 21st century, relationships between communication politics and sports become the more complex. With progress technology communication, event sport can broadcast in a way direct to all over the world, creating outside global audience normal big. This matter give opportunity gold for actor political For convey message they to wide audience through the medium of sport.

No only the government takes advantage sport as tool communication politics. Athlete individual and team national also uses event sport For convey message politics. The kneeling movement made by American Football athlete Colin Kaepernick at the time played song nationality United States In 2016, he kneel moment song nationality at the start NFL games as protest on brutality police and inequality race in the United States aa is one example How sport Can become tool expression strong politics.

In Indonesia, as regulated by Article 19 of the Basic Agrarian Law (UUPA), the land registration system adopts a negative system with positive elements. This means that a land certificate does not absolutely guarantee land rights, but its strength depends on the evidence contained in the certificate itself. The certificate serves as strong evidence of land rights as long as the physical and juridical data listed are accurate and correct.

However, use sport as a medium of communication political No without controversy. Many people have opinions that sport should free from intervention politics and must still neutral. They argued that insertion political agenda in sport can reduce essence and beauty from competition sport That Alone. Temporary that is, the opposing party see sport as the right platform For discuss issues important and urgent, like right basic humanity, democracy, and equality.

Importance understand connection between communication politics and sports also lie in potential impact to connection international. How a country takes advantage event sport For objective his politics can influence other countries' perceptions of it. This can influence diplomacy, work The same international, and even conflict between countries.

Besides that, with the more many a global issue that requires Work The same cross boundaries, like change climate, pandemics, and inequality economics, sports can become a platform where countries can build solidarity and understanding together. In context this is sport No only become event competition, but also collaboration and dialogue between countries.

In background behind this is a question fundamentals that emerge is How connection between communication politics and sports can understood and analyzed? What impact from interaction This for dynamics political domestic and international? And how actor politics and sports can collaborate For create more worlds peace and justice?.

Understand connection between communication politics and sports is important For dig more in How strength sport can utilized For objective politics and how sport can influence landscape global politics. Through understanding it is us can more Ready face emerging challenges and opportunities from interaction between two realm it seems different but each other related this tight.

2. Literature Review

Theories Communication Politics and Sports:

Soft Power: Joseph Nye introduces the concept of "soft power" as the country's ability to influence other countries through Power pull cultural , no through threat or strength military . Sports, especially international events like Olympics , often used by countries to increase image them on the world stage (Nye, 2004).

Framing: This related with how the media displays something issue or narrative . In context sports , the media often frames incident sport with context politics , esp moment athlete or team represent issue political particular (Entman , 1993).

Identity Social: Tajfel and Turner (1986) introduced theory This For explain How individual categorize self they Alone to in group social certain. Exercise often strengthen identity national, with team national considered as representation from nation That Alone.

3. Research Method

Approach Qualitative : Through studies case or interview deep with holder interests (e.g. , athletes , organizers , politicians) to understand the perception and motivation behind action political in sport . Research design Content analysis ie study

media narrative or broadcast direct For understand How message political delivered and received by the audience in context sport.

4. Results and Discussion

Sports, once viewed primarily as a form of entertainment or a way to maintain physical fitness, have evolved significantly over the past few decades. Today, they are much more than just games; they have become powerful tools in the arenas of politics, diplomacy, and national identity. This transformation has been the subject of extensive academic research, revealing how sports intersect with various aspects of society. This paper delves into the key findings from academic literature on the role of sports in politics, diplomacy, and national identity, highlighting its importance and multifaceted impact.

Sports as a Political Tool

One of the most profound ways sports have transcended their traditional boundaries is through their use as political tools. Governments around the world have recognized the power of sports to influence political ideologies and promote national agendas.

1. National Prestige and Unity

Hosting major sporting events such as the Olympics or the FIFA World Cup offers countries a unique opportunity to enhance their national prestige. These events allow nations to showcase their organizational capabilities, cultural richness, and technological advancements to a global audience. For example, the 2008 Beijing Olympics were a platform for China to demonstrate its rising global power and modernity. The event was meticulously planned to highlight China's economic achievements and cultural heritage, boosting national pride and unity among its citizens.

2. Propaganda and Ideology

Sports have also been used as vehicles for political propaganda and the promotion of ideologies. During the Cold War, the Olympic Games were a battleground for the USA and the Soviet Union to demonstrate the superiority of their respective political systems. The success of athletes was often seen as a reflection of the effectiveness of a nation's political ideology. Similarly, Nazi Germany used the 1936 Berlin Olympics to propagate its ideology of Aryan supremacy, attempting to legitimize its regime on the world stage.

Diplomatic Relations Through Sports

Sports diplomacy has emerged as a significant aspect of international relations, leveraging the universal appeal of sports to bridge divides and foster peaceful interactions between countries.

1. The Case of Ping-Pong Diplomacy

One of the most notable examples of sports diplomacy is the "ping-pong diplomacy"

between the USA and China in the early 1970s. The exchange of table tennis players between the two countries helped thaw relations and pave the way for President Richard Nixon's historic visit to China in 1972. This event highlighted how sports can serve as an informal yet effective means of diplomacy, opening channels for dialogue and cooperation.

2. Building Diplomatic Ties

International sports events often bring together athletes, officials, and fans from various countries, creating opportunities for diplomatic engagements. For instance, the FIFA World Cup and the Olympic Games serve as venues for informal diplomacy, where political leaders can meet on the sidelines of competitions to discuss bilateral issues. Such interactions can lead to improved diplomatic ties and mutual understanding.

National Identity and Unity

Sports play a crucial role in shaping and reinforcing national identity, often serving as a unifying force within countries, especially those with diverse or divided populations.

1. Symbols of National Pride

Successful national teams and athletes often become symbols of national pride and unity. Their achievements on the international stage are celebrated as national victories, fostering a sense of collective identity and pride among citizens. For example, the victory of the Indian cricket team in the 1983 Cricket World Cup instilled a deep sense of national pride and unity in a country with immense cultural and linguistic diversity.

2. Healing Divisions

Sports can also help heal divisions within a nation. In South Africa, the 1995 Rugby World Cup played a significant role in uniting a country deeply divided by apartheid. Nelson Mandela's support for the predominantly white national rugby team symbolized reconciliation and the possibility of a unified South Africa. The team's victory in the tournament became a powerful moment of national unity and healing.

Soft Power and Cultural Influence

In the realm of international relations, sports are a potent tool for projecting soft power and promoting cultural values.

1. Cultural Exchange and Influence

Sports facilitate cultural exchange and influence by bringing together people from different backgrounds. International sporting events expose participants and spectators to diverse cultures, fostering mutual respect and understanding. This cultural exchange can lead to a broader acceptance of different values and lifestyles, promoting global harmony.

2. Enhancing National Image

Countries often use sports to enhance their international image and influence. By excelling in sports or hosting prestigious events, nations can project a positive image and gain soft power. For instance, Brazil's successful bid to host the 2014 FIFA World Cup and

the 2016 Rio Olympics was part of its strategy to enhance its global standing and showcase its vibrant culture and hospitality.

Economic Impact and Development

The economic impact of sports extends beyond the immediate revenues generated by events. Sports can drive long-term economic development and improve societal well-being.

1. Infrastructure and Tourism

Hosting major sporting events necessitates the development of infrastructure such as stadiums, transportation networks, and accommodation facilities. These investments can stimulate economic growth and create jobs. For example, the 1992 Barcelona Olympics transformed the city's infrastructure, boosting tourism and making Barcelona a major international tourist destination.

2. Health and Productivity

Participation in sports and physical activities has significant health benefits, leading to improved physical and mental well-being. Healthier populations are more productive, which can positively impact economic growth. Governments often invest in sports programs to promote public health and reduce healthcare costs.

Social and Cultural Change

Sports can drive social and cultural change by challenging stereotypes, promoting gender equality, and providing opportunities for marginalized communities.

1. Challenging Stereotypes

The visibility of athletes from diverse backgrounds can challenge societal stereotypes and promote inclusivity. For example, the success of African American athletes in the USA, such as Jackie Robinson in baseball and Serena Williams in tennis, has challenged racial stereotypes and contributed to the broader civil rights movement.

2. Gender Equality

Sports have played a significant role in promoting gender equality. The increasing visibility and success of female athletes have challenged traditional gender roles and inspired women and girls worldwide to pursue sports. The establishment of events like the Women's World Cup and the WNBA has provided platforms for female athletes to showcase their talents and advocate for gender equality.

3. Opportunities for Marginalized Communities

Sports can provide opportunities for marginalized communities to gain recognition and improve their social standing. Programs that promote sports in underprivileged areas can help develop talent, instill discipline, and provide pathways to education and employment. For example, soccer programs in favelas in Brazil have helped many young people escape poverty and achieve success.

Sports as a Reflection of Society

The issues faced by sports organizations, such as corruption, doping, and discrimination, often reflect broader societal problems. Addressing these issues within sports can lead to wider societal improvements.

1. Corruption and Governance

Corruption in sports organizations, such as FIFA and the International Olympic Committee (IOC), has mirrored broader issues of governance and accountability. Efforts to address corruption in sports can serve as models for broader anti-corruption initiatives in other sectors.

2. Doping and Ethics

The prevalence of doping in sports highlights ethical challenges related to performance enhancement and fairness. The fight against doping involves rigorous testing, education, and enforcement, which can serve as a framework for addressing ethical issues in other areas of society.

3. Discrimination and Inclusion

Discrimination in sports, whether based on race, gender, or sexual orientation, reflects broader societal prejudices. Efforts to promote inclusion and diversity in sports can drive social change and foster a more inclusive society. Initiatives like the inclusion of Paralympic sports in the Olympics have increased awareness and acceptance of people with disabilities.

Globalization and Commercialization

The globalization and commercialization of sports have transformed them into major industries with significant economic and cultural impacts.

1. Media and Sponsorship

The globalization of sports has led to increased media coverage and lucrative sponsorship deals. Sports leagues and events are now broadcast to global audiences, generating substantial revenue. This commercialization has also led to the professionalization of many sports, with athletes becoming global celebrities.

2. Balancing Profit and Values

While commercialization has brought financial benefits, it has also raised concerns about maintaining the integrity and values of sports. The focus on profitability can sometimes overshadow the principles of sportsmanship and fair play. Balancing commercial interests with the traditional values of sports is a continuing challenge for sports organizations.

The evolution of sports from mere entertainment to a multifaceted tool for politics, diplomacy, and national identity underscores its significant impact on contemporary society. Sports have become a powerful means of promoting political agendas, fostering

diplomatic relations, and uniting nations. They serve as platforms for projecting soft power, driving economic development, and facilitating social and cultural change. Moreover, the issues faced by sports organizations often reflect broader societal problems, highlighting the potential of sports to inspire positive change.

As we continue to explore the intricate relationship between sports and society, it is essential to recognize and harness the potential of sports to promote unity, inclusivity, and progress. By addressing the challenges and leveraging the opportunities presented by sports, we can contribute to a more harmonious and equitable world.

4. Conclusion

In study theme communication politics and sport , findings main emphasize How sport has transform become important terrain for political expression and strategy . First , exercise identified as instrument diplomacy , in which countries use event international For strengthen image and bilateral relations . Second , athletes utilize the sports platform For voice disagreement and protest to issues political and social , giving impact significant to the discourse public . Third , exercise often becomes representation from pride and identity national , where victory in the sports arena can galvanizing Spirit patriotic . Finally , leader politics and parties often utilise sport as promotional media , confirming image them in the eye public . By overall , relationship between sports and politics create dynamics complex that reflects and influences base social and political public contemporary.

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