

THE BRANDING IMAGE OF AMERICAN SOCCER TO GAIN SOCCER  
POPULARITY IN AMERICA IN “HOW BIG SOCCER IN AMERICA?”

DOCUMENTARY VIDEO

**An Undergraduate Thesis**

Submitted as a Partial fulfillment of the Requirement to Obtain Sarjana Sastra  
Degree of English Literature Department in Faculty of Literature, Culture, and  
Communication Universitas Ahmad Dahlan



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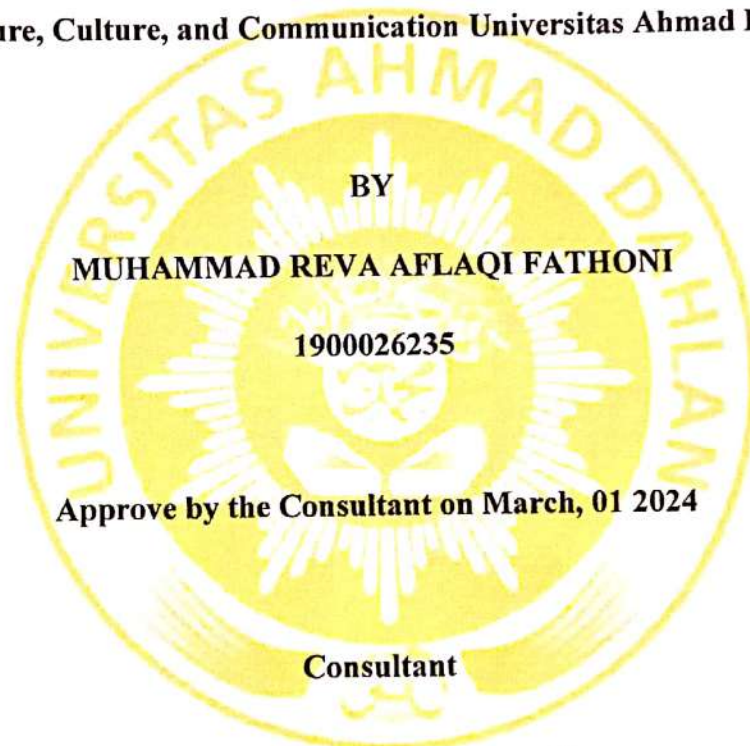
**APPROVAL PAGE**

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## RATIFICATION PAGE

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BY

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Herewith, I state that all these statements, opinions, analysis, that I have written in this undergraduate thesis entitled **THE BRANDING IMAGE OF AMERICAN SOCCER TO GAIN SOCCER POPULARITY IN AMERICA IN “HOW BIG SOCCER IN AMERICA?” DOCUMENTARY VIDEO** are my original work. During the process, I optimally conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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Ulaya Ahdiani, S.s., M.Hum.

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Finally, the researcher hopes this research will be a helpful benefit and become one of references for many students in their studies. The researcher realizes that this studies is far from being perfect; any criticism and suggestions for this studies will be greatly appreciated and welcome.

Yogyakarta 01 March 2024



Muhammad Reva Aflaqi Fathoni

## **MOTTO**

“Orang yang hebat adalah orang yang memiliki kemampuan menyembunyikan kesusahan, sehingga orang lain mengira bahwa ia selalu senang.”

– Imam Syafi’i

## **DEDICATION PAGE**

This undergraduate thesis is especially thankful to:

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Who never stop ask to Allah give my way more easier and always support me in every condition.
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**Abstract**

This thesis explores the evolution of soccer in the United States and reasons why it's less popular than other sports like basketball, baseball, and American football. Despite soccer's global popularity, only around 13.6 million people in America enjoy watching and playing it. The objectives of this study are to analyze the history of soccer in America and the branding strategy of soccer in America. Soccer is the most popular sport in around the world, but the popularity of soccer in America is less than other sports such as basketball, softball and American football. This studies will discuss about how the branding from America to gain soccer popularity in America.

This undergraduate thesis used a descriptive qualitative method. The main data were taken from Tifo Football documentary content entitled "How Big is Soccer in America?". The researcher also gathered data from some books, journals, and internet resources. This undergraduate thesis employed an interdisciplinary approach, utilizing more than one theory. The first theory was the American exceptionalism theory by Alexis De Tocqueville. The second theory was the branding theory from Philip Kotler, and the third theory was the branding theory that incorporated technology from Kevin Keller's brand equity model.

The result of this undergraduate thesis is American exceptionalism have an impact for the development of American soccer since its arrival. The value of American exceptionalism which make America is different with other countries in the cultural, economy and political aspect become motivation for American soccer competition to looks different from other soccer competition in around the world. Other result is, branding strategy from American soccer in social media, sponsorship and technology give positive impact in the development of soccer. Especially the used of Hispanic people as their target market.

*Key Words: American Soccer, History of Soccer, Branding Strategy*

# **GAMBARAN MEREK SEPAK BOLA AMERIKA UNTUK MENDAPATKAN POPULARITAS SEPAK BOLA DI AMERIKA DALAM VIDEO DOKUMENTER "HOW BIG IS SOCCER IN AMERICA?"**

**Oleh**

**Muhammad Reva Aflaqi Fathoni  
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## **Intisari**

Penelitian ini mengeksplorasi evolusi sepak bola di Amerika Serikat dan alasan mengapa sepak bola kurang populer dibandingkan olahraga lain seperti bola basket, bisbol, dan sepak bola Amerika. Meskipun sepak bola populer secara global, hanya sekitar 13,6 juta orang di Amerika yang menikmati menonton dan bermain sepak bola. Tujuan dari penelitian ini adalah untuk menganalisis sejarah sepak bola di Amerika dan strategi branding sepak bola di Amerika. Sepak bola adalah olahraga paling populer di seluruh dunia, namun popularitas sepak bola di Amerika lebih rendah dibandingkan olahraga lain seperti bola basket, bola soft, dan sepak bola Amerika. Studi ini akan membahas bagaimana merek dari Amerika untuk mendapatkan popularitas sepak bola di Amerika.

Penelitian ini menggunakan metode deskriptif kualitatif. Data utama diambil dari konten dokumenter Tifo Football berjudul "How Big is Soccer in America?". Peneliti juga mengumpulkan data dari beberapa buku, jurnal, dan sumber daya internet. Penelitian ini menggunakan pendekatan lintas disiplin, memanfaatkan lebih dari satu teori. Teori pertama adalah teori exceptionalisme Amerika oleh Alexis De Tocqueville. Teori kedua adalah teori branding dari Philip Kotler, dan teori ketiga adalah teori branding yang menggabungkan teknologi dari model ekuitas merek Kevin Keller.

Hasil dari penelitian ini adalah exceptionalisme Amerika memiliki dampak bagi perkembangan sepak bola Amerika sejak kedatangannya. Nilai exceptionalisme Amerika yang membuat Amerika berbeda dengan negara-negara lain dalam aspek budaya, ekonomi, dan politik menjadi motivasi bagi kompetisi sepak bola Amerika untuk terlihat berbeda dari kompetisi sepak bola lainnya di seluruh dunia. Hasil lainnya adalah, strategi branding dari sepak bola Amerika dalam media sosial, sponsor, dan teknologi memberikan dampak positif dalam pengembangan sepak bola. Terutama penggunaan orang Hispanic sebagai pasar target mereka.

**Kata Kunci:** Sepak bola Amerika, Sejarah Sepak Bola, Strategi Branding