

CHAPTER I

Introduction

A. Background of The Study

Soccer is the most favorite sport worldwide. According to a recent survey by World Atlas (2022), approximately 3.5 billion people around the world enjoy playing and watching football. But, soccer is not the most favorite sport in America, the prestige of soccer in America is still inferior to Basketball, baseball, and American Football. Since soccer entered American in 1850s in New Orleans, there are only 13.6 million people in American who like to play and watch soccer. People said culture is one of problem why soccer is not interesting for American people, American people always feel that their culture and history is different from other countries in around the world (Burazer, 2020). As I have mentioned above that soccer was invented in America on 1850, soccer was brought by immigrants from Europe such as Scottish, Irish, German and Italian, it makes soccer is not interesting for Americans because it came from Europe and it's already become a culture in Europe. The other reason why soccer is less interesting for Americans is because soccer in America arrived lately than the other sports such as baseball, basketball and American football. Especially, these sports originally come from America and become their culture.

In period of 1970-1990, American soccer were growing rapidly, a lot of children at that time started to play soccer (Greyser, 2021). In the recent years

the achievement of American soccer is growing up, especially for women's soccer in America. The US Women's soccer team already become one of the most successful women national soccer team in around the world. In 2012 they won gold medal at the 2012 Olympics in London and became the first ranked on FIFA world ranking. Different from women's soccer team, men's soccer team in America is on development era. The most recent achievement for them is when they qualified for 2022 FIFA World Cup in Qatar, they hold on 14th position on FIFA World Ranking. There are few aspects that make soccer in America growing up; the development of young talent, competitive competition and big investment in soccer are the main factor of soccer development in America.

United States Soccer Federation (USSF) now is serious to make American soccer and soccer competition become more competitive to stands in high-level performances sport. Soccer is relate to socialcultural phenomena as the other sports in America, it needs time to make soccer in America grow up and interesting for American people (Greyser & Cortsen, 2021). United States Soccer Federation make an investment to built soccer industry in America through Major League Soccer and make branding strategy to gain soccer popularity in America. MLS is the only high-competition for men soccer's team in America, one of the way to develop MLS is by make branding through broadcasting rights. Broadcasting is vital for a competition to get commercial value and to grow the popularity of the competition in the future (Greyser & Critsen, 2020). In this case USSF make a branding with "Soccer"

while other countries called this sport as football. In 2015 MLS made an eight-year deals and \$90 million income every year with ESPN, one of the biggest sport channel in America (Greysen & Cortsen, 2021) .With this parternships, USSF will use the income to built soccer industry in America and try to gain the branding from American soccer.

The basis for choosing the topic in this study is because the author's interest in American soccer, and the strategy from United States Soccer Federation to increase the popularity of soccer in America. People might think that culture become a problem for soccer to grow up in America, but the fact that soccer in 20th century become one of the growing sports in America.

And considering the author's understanding on interdisciplinary studies, especially in history, economy and sport perspective itself. (Adhikari, 2020) stated that it is important for people to choose topic based on researcher's interest. In this research, the author's will use two interdisciplinary studies; history and economy studies to analyze the history of soccer in America and to analyze the way America try to built their soccer industry through branding that they made to make American people interested to soccer.

B. Problem Formulation

1. What is The History of Soccer in America?
2. How is The Branding Strategy From United States Soccer Federation to Gain Popularity of Soccer in America?

C. Objective of the Study

1. To explain the history of soccer in America.
2. To explain the branding strategy of United States Soccer Federation to gain soccer popularity in America.

D. Review Related Studies

The first article is from, Rheenen (2009) entitled “The promise of soccer in America: The open play of ethnic subcultures”. This journal analyzed about the lack of success of soccer in America and the author’s argued about soccer who provide mean for minority to build their cultural identity to become a part of from multicultural country.

The second article is from Markovits and Hellerman (1996) entitled “Soccer in America: A Story of Marginalization”. This journal explained about the history of soccer in America and the process of development soccer since its arrival.

The third article, titled "Comparing the practices of US Soccer against a global model for integrated development of mass and high-performance sport" by Smolianov and Naylor (2014), aimed to investigate how soccer in America was addressing modern soccer's challenges in high-performance sports to enhance competitiveness within the American soccer landscape. The third article is from Smolianov and Naylor (2014) entitled “Comparing the practices of US Soccer against a global model for integrated development of mass and high-performance sport”. The aim of this study was to see how soccer in America face modern soccer with high-performance sport who can make competition and soccer in America become more competitive. The studies from Smolianov and Naylor used quantitative methods, by uses questionnaire who validated by 12 international expert from soccer and use 125 coach to become the respondents and answer the questionnaire.

The fourth article is from Greyser & Cirtsen (2021) entitled “MLS as a Sports Product – the Prominence of the World’s Game in the U.S.”. The aim of this study was to explain how soccer in American by using Major League Soccer as a parameter to see how American soccer development in a quarter of century. This study used descriptive qualitative methods. The data collected by the cohesion between sport and business development, to got the results about Major League Soccer progress in the future.

The fifth article is from Gillet and Tennent (2020) entitled “The Growth of Major League Soccer: Commentary, Analysis & Explanations from the Literature”. The study is focused to analyze the growth of Major League Soccer and this study explained about how Major League Soccer maintain every club’s financial. This study used qualitative methods. The findings show that there are a lot of variables to help the development of soccer in America on economy side, such as the attendance of supporters, merchandise and so on. If it goes well, the finances of every club in the MLS will be secure.

The sixth article is from Southall and Mark (2008) entitled “Marketing Professional Soccer In The United States: Lessons In Exchange Theory And Cause Related Marketing”. This article is explained about the strategy from United States Soccer Federation to gain the popularity through the branding that they have made.

The seventh article is from Waddington and Roderick (1996) entitled “American Exceptionalism: Soccer and American Football”. This journal

explained about the relation between American Exceptionalism theory to soccer development in America.

The eight article is from Keller (2003) entitled “Conceptualizing, measuring, and managing customer-based brand equity”. This article explained about Kevin Keller's brand equity model. From this article the author try to explain the relation between Kevin Keller's brand equity model with branding strategy of American soccer in terms of the used of technology.

Based on eight articles that the author reviewed, it can be concluded that three journals who focused on history from American soccer and the process of soccer development in America since the arrival. The other four journals will focus on the development for soccer in American, who focused on economy studies. It will explain economy perspective who will explain about the strategy from United States Soccer Federation to make a branding image for American soccer. These eight journals is relate to authors topic, because it explain the history of soccer in America and the way they build branding image for American soccer to gain soccer popularity in America and in the world.

E. Methods of The Studies

This study used qualitative methods, Qualitative research is a type of study focuses on the way to interpret and understand the experiences to know or analyzing the data (Mohajan, 2018).

1. Data & Source Data

Before the authors interpreted the information, there were processes to sorting and gathering data (Ajayi, 2017). In the research, the author defined the structure of a study. A main component in the structure consists of its unit of data collection (Yin, 2011). In this research the author used two data as a source for this study.

a. Main Data

In this study the author used the video from Tifo Football entitled ***“How big is soccer in the United States?”***. The author will use this video as a main data and mental evidence for this study. This video tells the story about the development of soccer popularity in America and this video also tells the reason that makes soccer growing rapidly in America.

b. Secondary Data

In this study the authors used the book from George Edward White entitled ***“Soccer in American Culture: The Beautiful Game’s Struggle for Status.”*** Which is become the secondary data for this study. The authors took the data from reliable source and also from validated article. With good management in data collection will make data analysis, visualization and reporting become more efficient and makes publication more effective and not wasting time (Briney, Coates, Gobin, 2020).

2. Method and Technique of Collecting Data

There are many ways to collecting data in the qualitative research, by doing observation, analysis from the textual or visual and individual or group interview (Gill, Stewart, Treasure, Chadwick, 2008). In this study the authors

was collect data based on several steps:First, the author will watch the video from Tifo Football and took some important point to this study, then analyze the development of American soccer and try to get another information from other source. After that, the data that show the popularity of soccer in America will be analyzing with the historical theory and economic theory and classify them to the each kind of related problem.

3. Method and Technique of Analyzing Data

After collected the data, the authors need to analyzing data and it need some several steps:

- a. Identification. The first step to analyze the data is by identifying the source.
- b. Classification. Then the authors need classify the data.
- c. Interpretation. The next step is interpretation, this step the authors will find the means of the word and try to drawing inferences from the data based on theory that used in this study.
- d. Describing. The fourth step is describing the meaning change and forming the new words.
- e. Conclusion. The last step is concluded all of the data to answer the research question.

F. Theoretical Approach

The theories discussed in this chapter are the theories who support the understanding of the problem formulation in the first chapter. This chapter will be divided into two subheadings. The first part will explain the historical approach to analyze the history of soccer. The second part will explain about

the economic approach by to analyze the branding strategy of soccer in America.

1. The Historical Approach

The term "historical approach" refers to a method of studying and interpreting historical events, documents, and sources. This approach involves examining the context, causes, and consequences of events in order to better understand the past and its significance to the present. The historical approach often involves the use of primary sources, such as letters, diaries, government documents, and other historical artifacts, as well as the analysis of secondary sources, such as scholarly books and articles, to provide a more complete understanding of the past. This approach is often used by historians, but it can also be applied to other fields, such as literature and political science, in order to gain a better understanding of the historical context of a particular topic or issue (Jaro, 2016). The historical in this research used to analyze the development process of American soccer from its arrival/

2. The Economic Approach

The economic approach is a method of studying and analyzing economic phenomena, such as markets, industries, and economies as a whole. This approach typically involves the use of economic theories, models, and concepts, such as supply and demand, marginal cost and marginal benefit, and opportunity cost, to understand and explain economic phenomena. The economic approach often involves the use of data and statistical analysis to support conclusions and predictions about economic activity. This approach is

commonly used by economists, but it can also be applied to other fields, such as business, finance, and public policy, in order to gain a better understanding of the economic factors that influence decision-making and behavior (Paldam, 2021). This economic approach used to analyze the branding strategy of American soccer to gain popularity in America.