

## THE REINFORCEMENT OF SOCIAL CAPITAL IN FOOTBALL: A CASE STUDY OF FOOTBALL ASSOCIATION OF MAKASSAR IN INDONESIA

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This study examines the football sport as a medium of development that can contribute to the reinforcement of social capital. The study on *Persatuan Sepak Bola Makassar* (PSM/ Football Association of Makassar), in terms of its capacity as a social reinforcement medium, is inseparable from the socio-cultural factor of Makassar people who participates in the development of the City's professional football. The object of this study is the Football Association of Makassar (PSM), consisting of key informants (board of management, referee, professional football critics), main informants (players, coach, and officials), and supporting informants (supporters, spectators, and public figures) as the source of data collection. The data collection techniques used in this study are observation and in-depth interview. This study is based on the theories of: 1) social network theory, 2) social interaction theory, 3) social interaction in football, 4) social capital as a sociology concept, and 5) social capital in football. The findings of this study indicate that sport is a medium to develop the players' personality through values, attitudes, and principles of fair play. The social interaction process in football is strongly related with the reinforcement of social capital values that includes intimate relation, togetherness, sense of belonging, caring towards each other despite of the differences of socio-cultural background and personal character. Football as a sport contributes to the reinforcement of social capital, which may shape associative social behaviors.

**Key Words:** Reinforcement, social capital, football

### INTRODUCTION

Various phenomena that have become the characters of football matches in Indonesia are the concrete evidence that this sport has not undergone acculturation of behavior-shaping values. The matches are understood as mere entertainment or competition for the highest rank. The football matches in Indonesia, which cost enormous amount of money, do not worth the social cost they incur, including the elementary negative impact of social and psychological stress in the society.

Social capital reinforcement can be defined as a process to complementary optimize all social medium in order to bring social values and norms, as the source to govern behaviors, as well as to prepare the medium to develop belief system in the social life.

As a form of micro-social environment, football contributes social values to the society by serving as a medium of: (1) development and integration of the values and spirits of solidarity to strengthen the relationship and social integrity of the society; (2) integration in social relationship characterized by plurality and

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diversity. This sport is supported by players from various background, who integrate themselves in a solid team; (3) social mobility through its high level of participation, as indicated by the mobility of football community, particularly the players who come from low-economy and rapidly move to the higher level of economy; (4) development of awareness of football normative rules and norms so that the behavior of the football community become one that is based on fair play, professionalism, discipline, and mutual trust; (5) working in strong and collective social network; (6) socialization and internalization of values through contact and social relationship with other football communities.

The social capital aspect of football can be seen from (1) its management and coaching systems that emphasize on the synergy and harmony of various components of football community. Football is a sport that highly depends on vast network of cooperation; for instance, in the recruitment of players and in the management of its commercial aspect; (2) its social system that represents pluralistic and diverse system and disregards the differences in culture, religion, or other social background. The social structure of football also regulates the distribution of responsibility and authority based on the position of each player. The social interaction processes occur in football include assimilation, accommodation, competition, and integration; (3) its values and norms which are formed by consensus and serve as the underlying bond of both internal (in the group) and external (with other groups) interactions, and as the control mechanism of behaviors such as fair play, professionalism, mutual trust, and giving in profitable exchange.

The study on the social capital reinforcement through football is important because the values of such social capital can be transformed into social behavior. Moreover, football can also be made an education medium for society to keep the associative nature of social interaction; although each member of the football association, as in a society, has different distribution of tasks, they still manage to build and keep a strong social bond or interaction among them.

## **LITERARY REVIEW**

### **Social Network Theory**

The networks formed in football are a symmetrical bound among the players and an institutionalized network among the sub-structures related to football. The institutionalized network includes the wider scope that reflects parts of the social system; covering the economy, politic, culture, and financial aspects.

Some of the basic characteristics of football are the harmony, participation, and mutual trust in a network. The structure of football network can be of great scale or small scale. The small scale structure is the one that reinforce the internal relation in the football community, involving the players, coach, referees, and board of management. Meanwhile the wide scale structure reinforces the external

relation of football community with other structures such as the economy, bureaucracy, and cultural structures.

### **Social Interaction Theory**

Human, before taking an action, creates mind schemes first; some interpretations of the object he perceives. This process aims to introduce certain interpretations to his world through social process, so that his and others' actions are in harmony with the certain interpretation of the object. Regarding these pre-action processes, role taking plays a very important role.

Herbert Blumer, a figure in symbolic interactions discipline, has attempted to integrate Mead's concepts into a sociology theory. The concepts and ideas proposed by Mead (K. J. Veeger, 1986) and developed by Blumer includes (1) the concept of self, that human is an organism having a self, as an object of his thoughts, and that human interacts with himself; (2) the concept of action, that the actions of man is shaped through the process of interaction with himself, in which human reveals his own uniqueness in terms of needs, feelings, expectations, goals, and self image; (3) the concept of object, which is all things, concrete and abstract, that are objects of human interests; (4) the concept of interaction, in which taking role occurs; individuals mentally put himself in others' position; (5) the concept of joint action, in which collective actions of individuals are synchronized. Joint action is the harmonization and integration of the elements of interaction, such as meaning, goals, thoughts, and feelings. It also involves uncertainty, dependency, and change.

### **Social interaction in sport**

The focus of social interaction is participation and involvement. Football games and matches display high level of participation of individuals in keeping their joint action or team work. The quality of participation differs from an individual to the next. According to Vilfredo Pareto, individual action in an interaction is based on reasoning and the objectives to be achieved (K. J. Veeger, 1986). Interaction in football matches is conducted accurately and objectively as needed by the reasoning of players and coach to achieve the goal of the team.

The second aspect of social interaction is the reciprocity or mutual impact. George Simmel (in K. J. Veeger, 1989) defines society as a social life consisting of individual and group action and reaction. In the process of interaction, action and reaction of the participants affect each other. The participating parties adapt themselves to the patterns of the collective action or behavior.

Football satisfy the characteristics and principles of social interaction, i.e. the network of relationship and self-adjustment, an associative and dissociative relationship that leads to the shaping of community.

### **Social capital as a sociology concept**

World Bank (in Suhaeb, Firdaus W, 2007) defines social capital as the quality of social interaction that serves as the support or foundation of a society, as well as the bond that keep it united. Isbandi (2007) notes the same thing; that social capital comes from the values and norms that bind cooperation, behavior control, trust reinforcement, and network of society.

Social capital is seen as characteristics of a group in a social structure. The characteristics include intimate network of association, cooperation and reciprocal giving and taking. Aiyar (in Haris, 2001, and Isbandi Rukminto Adi, 2008) suggests three types of social capital: (1) bonding capital; i.e. the social capital that bind the members of society in a group, (2) bridging capital; i.e. the social capital that connects members of societies from different social groups, and (3) linking capital; i.e. the social capital that strengthen the bond between less-empowered groups and the empowered groups.

Social capital has to do with trust, reciprocal and mutual exchange, common rules, norms, and sanctions, and connectivity, network, and groups (Suhaeb, Firdaus W, 2008: 66). Putnam (1999) proposes three main elements of social capital; (1) trust, (2) reciprocity, and (3) strong network.

The social capital is a social institution that enables coordination and cooperation for the sake of common welfare and greater good in the networks and relations of society. Joint action to achieve common goal is regulated with the norms of the institution. These norms manage the reciprocal and mutually profiting relationship among individuals. In a society, people are willing to form association and groups and use the institutional norms as the reference for their joint action.

### **Social capital in football**

Football, as a sport and as a social institution, also has social capital. Robert Putnam (1993; in Wikipedia, 2008) states that social capital is the social institution that enables coordination and cooperation to achieve common good in the networks and relations of the society. Arief Natakusumah (2008) notes that football is based on individual work in a team, as the key to succeed.

According to Harum Ni'am (2008), the social capital aspect of football is apparent from its philosophy, its technique, and its management. Philosophically, football relies on team work and equality; which means that it has great potential to reinforce social capital. Football as a sport pays great regards on friendship, sportive values, cooperation, and trust. Considering the technique to play it, football is a valid example of the implementation of social capital. Each player contributes different roles in the team, cooperating to achieve their common goal. The players have reciprocal feelings towards each other. From the point of view of its management, football clearly is an example of a work system that develops strong network with various institutions and organizations, including the government and economists.

The form of contribution of football is the development of social values and responsibilities. Other positive impacts of football on the reinforcement of social capital include social cohesiveness, vast network, tolerance, inclusiveness, community sustainability, and optimum performance. A society in which its people ignore these social characteristics and become selfish, emotional, and sentimental will surely break.

Football is a medium of character development to reinforce social capital. This involves active participation of various components, high standard of performance and success, management based on network performance, and norms as the basis of action and regulation of the institution.

### RESEARCH METHOD

This study is based on the qualitative research design; i.e. a study that describes the findings and interpretations of symptoms. The approach used in this study is the case study approach. The case analyzed in this study includes the associative and non-associative behaviors in football related to the reinforcement of social capital. In public eyes, PSM (Makassar's Football Association) develops a strong and dynamic football, adapting the characters and culture of Bugis people. These characters may provide positive and negative impact on the process and forms of social interaction in a football match.

The informants, as the sources of data, in this study include 8 key informants (board of management, referees, and professional football critics), 10 main informants (players, coach, and officials), and 6 supporting informants (supporters, spectators, and public figures).

The data collection techniques implemented in this study includes observations and in-depth interview. The observations are conducted on the players, the referee, and the coach. The observed aspects from **players** are the social interaction among them and their pattern of behaviors, such as associative (cooperation, team work in a network, accommodation, assimilation, and healthy and professional competition) and dissociative (tension, emotion, violence, and unhealthy competition) behaviors. From the **referee**, the observed behaviors are the way the referee and his assistants control the game, provide sanctions for players who violate the rules, and their fair play attitudes. The observed symptoms from the **coach** and assistant coach include the way the coach instructs the players, the types of communication used, and their emotional condition during the match.

The data is analyzed in three stages; i.e. data reduction, data display, and conclusion drawing (Miles and Huberman, 1984: 21).

### FINDINGS

#### Social Interaction Process

Social interaction process in football, as observed in this study, consists of two things: 1) the existing social contact is the internal interaction in the team and the

external interaction with other team, and 2) communication between the various components of football, particularly communication with fellow players.

The social contacts initiated before the match are relationship process among the team members and between them and other team; for instance, greeting each other before getting on the field, having conversation or discussion in the locker room. The social contact during the match includes inter-group social contact and the social contact between individual and his group. In this aspect, there are three kinds of social contact: 1) players with their team members, 2) players with members of opposing team, 3) players with the referee and his assistants.

The forms of social contact in sport, particularly football, include shaking hands in the beginning of the match and when there is a violation, helping injured players, and the use of sign language. Verbal communication is performed by the players in the form of utterances. They perform non verbal communication, on the other hand, using signs and symbols such as moving or waving hands to ask for the ball, showing thumb-ups, clapping to appreciate well-placed pass, et cetera. Outside the field, the coaches provide instructions in the forms of reprimand or instructions to hold opponent players, keep the defense, et cetera. The referee holds up his palm-opened right had to sign the players and referee assistants that the kick off is about to begin.

### **Forms of social interaction in football**

#### **Cooperation**

Cooperation leads to unity and harmony in facing the opposing team. To do that, every member of a team is bounded by emotional and professional bonds, as well as internal team norms; which is reflected in their spirit to defend the team and win the match. Cooperation of players as team members is important, considering the fact that each of them plays different positions and has different skill sets. The role of each player will be successfully performed only with support from the other team members, without which they cannot compete with opposing teams.

#### **Accommodation**

Accommodation is defined as a process of developing mutual understanding and openness to give and receive; which will serve to minimize competition that may lead to discordance and conflict. In accommodation, a player needs to adapt himself to 1) competencies of other team members'; this means that a player must be aware and understand his and other team members' skills, 2) the position and role of referee and his assistants, as well as their rulings, 3) rules of the game or match, and 4) the situation of a match created by players, such as the dynamic and the pace of the match.

**Conflict**

There are various factors that may cause a conflict in football, including: 1) the players' psychology, such as unstable emotion, characters, temperament, tiredness, and disappointment; 2) referee, who may be unfair, not objective, taking sides, or weak in leading the match; 3) spectators, whose actions, such as throwing things to the field or cursing, may test the players' emotion.

Conflict is another symptom that indicates the process of social interaction in football. Conflict often occurs because players ignore the potential of fair play in the match; for example when they deliberately elbow or trip the opponent. In such situation, the tension between the players will be more severe if the referee rules irresponsibly. Conflict generally has negative impact on the players, physically and psychologically. Physically, the players may suffer injuries. Psychologically, the injuries they suffer will affect the players' psyche; for instance, they will be emotional or hold grudges and hatred.

**Social situation in football**

The symptoms or characteristics that enable football to be put in the category of social situation are, among others, 1) social interaction in football has reciprocal effects for the players, and 2) social interaction in football becomes the instrument to develop identity of the players.

Psychologically, football is essentially a sport that can provide reciprocal impact for the players' mental. Every player in a team, when facing an opposing team, is required to adapt themselves to the situation of the match. A hard, competitive match requires endurance, patience, honesty, and other psychological values from the players.

Socially, football also serves as a medium for socialization. The players transfer social values in their interaction, including the values of pluralism and tolerance for different backgrounds of people.

**DISCUSSION****Social process in football**

Social interaction is the involvement of several people to work together and influence one another. G. Simmel (K. J. Veeger, 1986) notes that social behavior in a social interaction shows a complex, real, and objective pattern. Relationships in the field reflect symptoms and patterned behaviors in accordance with the norms of football. However, although the behaviors are patterned, they are often associative; involving emotion, clash, subjective acts, even conflict.

Players' actions in the field are filled with symbolic loads which are part of the strategy to win the match. Every action of the players, such as signals to

effectively and accurately place the ball, is easily understood by their fellow team member of by the opponent.

The social interaction of the players causes reciprocal impact. The influence felt by an individual originates from individual interaction, group interaction, and inter-group interaction.

### **The social capital aspect of football**

#### **Trust**

The capital of trust in football comes from the pattern of players regulated by the coach, the norms or rules of football match, the leadership of referee as a 'judge' of deviate behaviors on the field, and the collective objectivity and responsibility. The capital of trust will realize the behaviors that shape trust in society.

#### **Reciprocity**

The value of reciprocity in football includes 1) awareness of skill differences, 2) believing the contribution of fellow players, 3) awareness of shared goals of the team, 4) supporting each other, and 5) understanding non-verbal language.

#### **Participation**

The element of participation in football consists of 1) team members' effort to keep the harmony of the team, 2) team members' obedience toward their coach's instructions, 3) team members' willingness to play according to the pattern set by the coach, 4) team members' trust in the referee, indicated by their willingness to accept and obey the referee's rulings, and 5) team members' relation with opposing teams by respecting every other team.

### **SOCIAL NETWORK**

#### **Norms and values**

In the scope of shared consensus, the norms of football consist of external relation norms, internal relation norms, and rules of the game. The external relation norms include the norms in relationship with sponsors (in the form of contract), the norms in recruiting foreign players, and the norms in relationship with bureaucratic institution. The internal relation norms comprise the foundation of organizational structure and mechanism of the team. Meanwhile, the norms related with rules of the game bind the referee and their assistants, coach, and players.

### **CONCLUSION**

'The process and form of social interaction in football show the values of intimate social relation, togetherness, public consensus, and obedience towards norms; all of which are necessary for utilizing social capital. The potentials of social capital



in football, in the forms of its normative aspect, network system, and social function, are needed to develop the personal character of players and to transfer those values to social life.

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