

**MEDIA NARRATIVE ABOUT FOOTBALL
CASE STUDY OF THE YOUNG GARUDA U 19 NATIONAL TEAM**

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Abstract: The discussion on the first topic, the media narrative about the Garuda Muda team, will be presented in this paper. The news that will be analyzed is sourced from several news sites on the internet. The story of the journey of the Garuda Muda U 19 team is a phenomenon that has attracted the attention of the Indonesian media. Since their dramatic formation, training methods and games that are considered following the world trends to their brilliant achievements have caught the attention of the audience. The media in this case offer a construction of reality about the team. From this simple analysis, it was found that at least 3 narratives were put forward by the media, namely nationalism, ethnicity and globalization. The struggle of this team is associated with the values of nationalism, the ethnic diversity of the players and coaches is considered to represent the multiculturalism of the ethnicity of the archipelago which ultimately encourages nationalism. Meanwhile, the value of globalism is attached to the ambitions of the national team who want to win the world cup and their method of playing which refers to international football teams.

Keywords: media, football

MEDIASPORT: GARUDA MUDA

The success of the Garuda Muda U19 team in the 2013 Asean Football Federation (AFF) trophy shocked the eyes of the Indonesian people about their existence. This is a great achievement after 22 years the Indonesian football world has never won a championship. Before the big surprise happened, the talk of Indonesian football could not be separated from the senior Garuda team, which for years had minimal achievements, PSSI conflicts and feuds between national leagues. The name Garuda Muda is almost never in the media discussion.

The live final match between Garuda Muda versus Vietnam gathered the attention of the television audience because in their previous AFC match they had always won brilliantly. Not just winning, these young children under the direction of Indra Sjafrie presented exciting performances and unyielding spirits which is as inspirative as football performances in various world football leagues.

After this monumental victory, the media kept reporting on Garuda Muda's actions. Their twitter and facebook accounts are flooded with thousands of new followers, not only appearing on sports news. Twitter users' tweets put them into *trending topic* for a few days. The faces of the players and coaches are filling the infotainment, photo magazines, newspapers, and various social media.

The victory not only received positive but also negative responses. PSSI accused the team captain, Evan Dimas, for not joining the official team under the auspices of PSSI so that he doesn't deserve to be a national athlete (www.bola.net). This chaos was finally mediated by the Minister of Youth and Sports so that Evan Dimas remained a national athlete.

Another thing is adv endorsement, it's common for young rising athletes to be flooded with advertising offers, as is in the case with the U-19 players. The coach, strictly forbids his players from being involved in commercial matters, "It's not time for them to get advertisements, it's undeniable that advertisements can increase their income, but if there is a gap (due to advertisements), the team will also not be united," (www.tribunnews.com).

Indra's ambition is to bring the Garuda Muda team in a World Cup match, a dream that is considered controversial given the history of national football achievements that declines. <http://bola.inilah.com>.

The whole series of victories and conflicts became hot news in the mass media. The name Garuda Muda seems to have become an obligatory news for sports news, as a result of the tremendous increase of team's attention. Thousands of people became loyal fans. Garuda Muda appears in various media: television, radio, newspapers, tabloids, magazines, books and of course social media. The live broadcast rating of the Garuda Muda match in the AFF U 19 cup reached 49.1%. Even when this team played against South Korea in the preliminary round of AFC U 19 the rating reached 51.1%. This number is far above the broadcast rating of international football matches though.

The story of Garuda Muda's struggle is written in two books: "Semangat Membantu" written by Fx Rudy Gunawan and Guntur Utomo and "Menolak Menyerah" by Indra Sjafri. In these two books, it is told how PSSI given little to no attention to the Garuda Muda team. It is said that the coaches have not been paid for months, they live in cheap hotels, eat rice wraps, participate in various matches with local teams just to survive and a thousand more sad stories. Garuda Muda's victory in the AFF along with various media spotlights on this team changed the next story.

The case experienced by the Garuda Muda team is really interesting to be seen from a media and sports perspective. For years one of the most loaded media contents was sports. The relationship between media and sport has attracted the attention of many experts who transcend disciplinary boundaries as it relates to the sociology of sport, sports history, gender, culture, journalism, leisure studies and others (Bernstein and Blain: 2002: 1).

The study of media and sport, mediasport, discusses two important areas, namely the production of media messages about sports and the audience mediated by sport (Bernstein and Blain: 2002: 2). The discussion on the first topic, the media narrative about the Garuda Muda team, will be presented in this paper. The news that will be analyzed is sourced from several news sites on the internet.

YOUNG GARUDA NARRATIVE

The media plays a role in constructing reality, in this case the Garuda Muda football team. As a construction, media messages about sports appear through match broadcasts along with comments from commentators, news, advertisements, conversations on social media. The reality of the media regarding football events may not be 'always the same' because the media gives its own narrative to the world of football. The game of football, the victory and defeat of the national team could be various narrative by the media.

The victory of the Garuda Muda team at the 2013 AFF, followed by their success in defeating the strong South Korean team in the 2014 AFC elimination is a reality, the media then narrates the victory as part of Indonesia's national identity which has been absent for years in the green field of the ASEAN region. As recorded in the following news.

Bangkitnya Nasionalisme Melalui Olahraga in <http://id.voi.co.id> "Usai menjuarai piala AFF dan mengalahkan Korea Selatan, Presiden Susilo Bambang Yudhoyono dalam akun jejaring sosialnya, menulis ucapan selamat kepada para Garuda Muda U-19. Selain itu, Presiden Yudhoyono juga mengatakan prestasi timnas U-19 telah mengharumkan kembali nama Indonesia di kancah internasional."

Inspirasi Timnas U 19 in www.national.sindonews.com. "Timnas U-19 dan Indra Sjafri telah membuktikan, karakter positif, kekuatan Tuhan, nasionalisme, dan kepemimpinan kuat mampu menghasilkan kekuatan luar biasa. Nilai-nilai tersebut sejatinya ada dalam diri bangsa ini, yang entah karena pragmatisme, individualisme, hedonisme, sektarianisme, atau lainnya menjadi terlupakan dan terabaikan. Pada akhirnya, marilah menjadikan timnas U-19 sebagai inspirasi bersama."

U Timnas U-19, K-Pop, dan Pemimpin Ideal di Mata Din Syamsuddin in (<http://national.kompas.com>). "Din Syamsudin, salah satu tokoh nasional pun bertutur tentang kemenangan tim nasional (timnas) Indonesia U-19 atas timnas Korea Selatan sebagai salah satu bentuk nasionalisme yang positif. Dibandingkan dengan orang-orang muda yang kerap tersulut emosinya apabila bendera Indonesia diinjak-injak, menurut Din, perjuangan para anggota timnas

Indonesia U-19 lebih substantif."

The link between nationalism and sport has always been the main narrative in international sporting events. Nationalism is defined as a shared feeling of a group of people being part of the nation/society.

Athletes and members of sports teams are considered symbolic warriors to defend the honor of our school, city or nation. The sports arena is a means of showing the identity of the nation such as the flag and the state symbol. Norbert Elias notes that 'sport continues to be an area of social activity where a clear emotional involvement remains publicly accepted (Elias, 1993 in Lozada, 2006).

Another narrative put forward by the media in the Garuda Muda battle is about Indonesian ethnicity. Indonesia consists of various islands with ethnic diversity that can hardly be matched by any other country in the world. This diversity as well as the representation of ethnicity is often a political debate in the media, and it is also narrated on the green field. As published in the following news.

Separuh Skuat Timnas U-19 Dihuni Anak Daerah in <http://www.tribunnews.com>. "Memantau pemain hingga ke desa dan pegunungan. Ini karena banyak orang yang bermain bola di daerah ketimbang di kota. Di kota, lapangan sepak bola terbatas," ujar Indra ditemui di Jakarta, Minggu (26/1/2014).

Salah satu pemain berbakat yang ditemukan Indra di daerah terpencil adalah Yabes Roni Malaifani. Pria berusia 18 tahun bertemu dengan coach Indra saat mengikuti pelatihan sepak bola di daerah Kupang, Nusa Tenggara Timur, Juni 2013.

"Hampir separuh anak-anak di Timnas U-19 berasal dari daerah. Mereka terlahir dari bakat-bakat alami di daerah," he said.

Gubernur Bangga Cucunya Penentu Kemenangan Timnas U-19 in <http://www.republika.co.id>. "Gubernur mengatakan keberhasilan Ilham ini sebagai salah satu bukti bahwa Maluku punya aset-aset atlet, terutama sepak bola. Selama ini Maluku sudah menyumbang banyak pemain ke Timnas Indonesia."

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Asal Usul Timnas U-19, Hasil Blusukan Indra Sjafri in <http://www.republika.co.id>. "Ada banyak pemain yang berhasil diboyong dari hasil blusukan Indra. Pemain bek contohnya adalah Fatchurohman, Sahrul Kurniawan, I Putu Gede. Pemain tengah seperti Hargianto, Zulfiandi, Evan Dimas"

The issue of Javanese and non-Javanese ethnicity became a rising ethnicity narrative covering the Garuda Muda team. The team consists of 23 players and 4 coaches. The players come from various corners of Indonesia from Aceh to East Nusa Tenggara. This perfect diversity almost does not occur in other national football teams such as U21 or U23, and seniors because coach Indra deliberately 'blusukan' to various parts of Indonesia looking for young players. In contrast to other coaches' methods, which only harvest players from top football clubs in provincial capitals. The representation of these various ethnicities also invites huge support for the team, from various regions. Team tour to various regions is always greeted with enthusiasm, even athletes who are returning home, taking a break from training, are always greeted like heroes.

In the west about ethnicity/racial often discussed in terms of white and black athletes. Because sports are more associated with physical agility, black athletes are considered more skilled than whites (Davis and Harris, 1998 in Sabo et al, 1999). It is such a racist idea due to the 'praise' implies that black people are more 'stupid' than whites. Such stereotypes emerges in Indonesia, athletes from eastern Indonesia such as Papua are considered to have great physical abilities even though they are not supported by decent intellectual abilities so they are always put as midfielders but never appear as a captain.

The narrative that emerged later was about the role of Garuda Muda in the global level. Coach Indra firmly stated that his team's target is to participate in the World Cup, a target which of course cannot be separated from the wave of globalization in the realm of football. With the largest number of viewers of international football shows in the world, the Indonesian market is very potential. If the national team can participate in the world's biggest event, you can imagine how much economic value it can generate.

The connection between the Garuda Muda team and the global football discourse can be understood from the news.

Timnas U-19 Optimistis Tampil di Piala Dunia in <http://www.republika.co.id>." Hasil ini sontak membuka peluang Indonesia untuk lolos dari putaran grup sekaligus memelihara asa lolos ke di Piala Dunia U-20. Bila lolos dari putaran grup, skuat besutan Indra Sjafri hanya butuh sekali kemenangan untuk menggaransi tempat di Piala Dunia U-20."

Timnas U-19 Optimistis Tampil di Piala Dunia in <http://bola.inilah.com>. "“Setelah dinobatkan sebagai pelatih terbaik, Indra Sjafri kian termotivasi meloloskan Timnas Indonesia U-19 ke putaran Piala Dunia U-20 tahun 2015."

Not only a matter of ambition to be part of globalization, this team's playing style is also inseparable from the trend of world-renowned clubs' play styles. The current football team is well aware that they are a performance commodity so that the game is directed in the form of a ball passing performance, a beautiful way of kicking and teamworking. Football matches are no longer judged as just winning or losing, but fun to watch or boring. A review of their playing style is shown by the following article.

Pepepa, Tiki-taka Ala Indonesia U-19 in <http://www.bola.net>. "Bukan hanya soal kemenangan semata, namun publik menaruh perhatian lebih kepada Evan Dimas cs karena permainan cantik yang mereka tunjukkan. Bahkan publik kerap membandingkan strategi Indonesia U-19 dengan *tiki-tika* ala Barcelona FC."

Pelatih Timnas U-19: Barca? Ini Gaya Main Anak Indonesia in <http://bola.viva.co.id>. "Pelatih Tim Nasional Indonesia U-19, Indra Sjafri, membantah timnya mengembangkan pola tiki-taka yang sangat akrab dengan Barcelona. Menurutnya, ini gaya yang cocok dengan pemain Indonesia."

Although the coach denied many people's comments about the similarity of the national team's playing style with Barcelona FC, but the more important part is the narrative of the globalism of international football clubs associated with the up-to-date style of national clubs play styles.

Football as a world sport is probably the most popular sport around the world. Not only that, this sports union body such as FIFA has the power to bridge negotiations between members and represent all members of the organization before the owners of capital (Sugden and Tomlinson 1998).

The existence of FIFA and similar organizations in various regions of the continent inspires the spirit of globalization among football clubs and of course the national team. The popularity of football on the world stage makes the national media narrate that the Garuda Muda team as a part of globalization for placing the team as a vital part of the economic, social and political constellation of Indonesia on the world stage. The media places football as an important tool to bridge various interest groups towards globalization.

CONCLUSION

The story of the journey of the Garuda Muda U 19 team is a phenomenon that has attracted the attention of the Indonesian media. Since their dramatic formation, training methods and games that are considered following the world trends to their brilliant achievements have caught the attention of the audience. The media in this case offer a construction of reality about the team. From this simple analysis, it was found that at least 3 narratives were put forward by the media, namely nationalism, ethnicity and globalization. The struggle of this team is associated with the

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