

CHAPTER I

Introduction

1.1 Background

Football is now seen not only as sport, but also one of promising business sectors. Allan Tapp (2003, p. 203) describes football clubs as business brands and supporters as brands' costumers. The flowering clubs in some countries indicates football as mainstream business sector with immense numbers of costumers. English Premier League as one of big league in England produced £1,638,805,918 only from TV revenue which distributed to 20 clubs in previous season (2015/2016). This revenue distribution mechanism based on Premier League Founder Members' Agreement with 50% of UK broadcast revenue split equally to 20 clubs, 25% UK broadcast revenue paid based on club's position in table (£1,2 million++ for lowest, £24 million++ for highest), 25% UK broadcast revenue paid to each club for every UK live broadcast (10 matches for lowest, 27 matches for highest), and all international broadcast revenue and commercial split equally among 20 clubs ("Premier League's Payments to club in 2015/2016 (Premier League)," 2016, May 23.). From the agreement we can see the biggest revenue is earned by champion of Premier League and/or club with biggest number of broadcasted match.

As a business brand, football clubs must have good image in order to have immense amount of supporter and deep loyalty from them. Isamani (cited in

Bastian, 2014, p. 1) asserts the statement that without a positive and strong image, a brand will be difficult in increasing number of new costumers and maintaining recent costumers. Football clubs serve an entertainment as their main product and always make improvement in various spots in order to attract new supporters and increase their loyalty to clubs. Team's performance becomes the main focus of improvement for every football clubs in Premier League. This sector plays significant role not only for getting new supporters and maintaining their loyalty, but also for getting popularity from the trophy and revenues especially TV revenue.

Liverpool as one of Premier League club makes improvements in their team's performance. Since Premier League era, Liverpool never bring Premier League trophy to Anfield. As a team with glorious history –18 League Champions, 5 European Cup winners, 7 FA Cup winners, 8 League Cup winners, 3 UEFA Cup winners, 3 European Super Cup Winners, 15 Charity Shield winners– (“LFC Honours (Liverpool FC),” n.d.), this condition gives pressure to the club in regaining their identity as ‘King of England’. Some changes have been made especially the changing of some managers. Graeme Souness, Roy Evans, Gerrard Houllier, Rafael Benitez, Roy Hodgson, and Kenny Dalglish are former Liverpool managers in Premier League era and none of them succeed in bringing Premier League trophy for The Kopites (Liverpool's supporters). Winning their recent trophy in season 2012 (League Cup), Liverpool put Brendan Rogers as the manager of club in 2012 after sacking Kenny Dalglish who brought the trophy to

Anfield but he could only finished Liverpool at second place in season 2013/2014 as his biggest achievement. After a 1-1 draw in Merseyside Derby against Everton in October 2015, Liverpool sacked Brendan Rogers and put German manager days after the sack (“LFC Past Manager (Liverpool FC),” n.d.).

Jürgen Klopp, the German manager has huge task in shaping Liverpool’s performance. Starting his managerial career in FSV Mainz 05 (2001-2008), Jürgen Klopp succeeded in building Mainz from second-division team to be Bundesliga (German’s Premier League) club with applying ‘heavy metal football’ strategy which focusing all-out attack and quick pressing. Not only in Mainz 05, but Jürgen Klopp with his football style also succeeded in building Borussia Dortmund (2008-2015), the middle table club of Bundesliga, to be Bundesliga champion for two seasons in a row (2010-2011 & 2011-2012), DFB Pokal champion (2011-2012), and finalist of European Champions League in 2013 after defeated by Bayern München in final. His knowledge in football brought The Goethe University Frankfurt’s graduate to become expert commentator in German television network ZDF for analyzing German national team during World Cup 2006, Euro 2008 and World Cup 2010 with another German television network, RTL. Because of his performance, he received The *Deutscher Fernsehpreis* (German Television Award) for the best sport show in October 2006. The 2011 & 2012 German Manager of the years also appeared as brand ambassador in mass media for Puma, Opel, Phillips, and Volksbanken-Raiffeisenbanken (German banking group) and he succeed in increasing sales for

one of his endorsed brand, Opel. Acknowledged by a German media, Wa.de (2013, May 23) as '*medienkompatibler entertainer*' or 'media-compatible entertainer', his football skill and popularity helps him attract media in some interviews and conferences.

One of conferences in every match is post-match conference. This conference is usually held in minutes after final whistle in every match. In this conference, manager as the representative of club shares his idea about the match. It becomes very crucial for building image of club because in this time manager can drive public's opinion with some of his data and opinions. Jürgen Klopp as the manager of Liverpool represents club in giving his verdicts. The matches against Arsenal (away), Hull City (home), Bournemouth (away), and West Ham (home) are the highlighted post-match conferences in order to see the construction of Liverpool identity. These matches are chosen because it is the opening match of the season (Arsenal) and they have different results (Hull City, Bournemouth, and West Ham). To analyze the identity construction, Systemic Functional Linguistic is used for explore the textual function of post-match conferences and it collaborates with theory of identity.

Systemic Functional Linguistic has strength and weakness in exploring identity construction in post-match conferences. Introduced by Michael Halliday in 1985, this system relates semantic and set of language for exploring meaning with clause as unit of analysis. It makes this system appropriate for analyzing post-match conferences because it explores meaning from clause as set of

meaning (Sadighi & Bavali, 2008, p. 14). But, this system also has weakness for exploring post-match conferences. Halliday (1989, cited in Sadighi & Bavali, 2008, p. 17) states Systemic Functional Linguistic only attempt to relate language to human experiences in social aspect textually. It indicates this system cannot explore other aspects in language such as psychological aspect which relating language with process of human thinking or aesthetic aspect which relating language and its style.

To overcome the weakness from SFL, theory of identity is used in this research to explore construction of Liverpool identity in Jürgen Klopp post-match conferences. Identity, a concept of individual quality, shows position of an individual in society and presents link between individual to surrounding society. Identity is important because it explains social and cultural changes and it is showed by similarities and differences to others. Recovering history becomes one way for establishing identity by showing similarities and differences between present and past (Woodward, 1997, p. 1-12). In collaboration with SFL, words/phrases/and clauses analyzed by SFL are considered as symbols of representation which are used to mark identity of Liverpool. From the collaboration between them, it is found that there is an attempt of recovering glorious history of Liverpool as one part of constructing Liverpool identity which marked through symbolic system of representation showed in words/phrases/clauses from post-match conferences.

1.2 Research Question

Based on these backgrounds, the writer proposes the research question as follows: how does Jürgen Klopp construct Liverpool identity in post-match conferences?

1.3 Purpose

Relating with the research question, this research aims to analyze the identity construction of Liverpool in Jürgen Klopp's post-match conferences.

1.4 Scope of Study

The research focuses on Jürgen Klopp's post-match press conferences as followed:

1. Against Arsenal (Away, 14th August 2016) (won by 3-4)
2. Against Hull City (Home, 24th September 2016) (won by 5-1)
3. Against Bournemouth (Away, 4th December 2016) (lost by 4-3)
4. Against West Ham (Home, 11th December 2016) (draw by 2-2)

These post-match conferences' transcripts are taken from liverpoolfc.com with specific link attached.

1.5 Significances

This research hopefully can be used for enjoying football from linguistic aspects. Also, this research hopefully will give contribution to other researchers as reference for further research about identity construction, Systemic Functional Linguistic, and football.

1.6 Related Previous Study

André Richelieu, Tim Pawlowski, and Cristoph Breuer in “How to build a sports team brand: Minor league vs. Champions League teams, what are the similarities and differences?” (2009) explain how football manager built team brand with different level of competition. Using qualitative method and semi-structured interview with managers of seven teams, it is found that there are six strategies for constructing team brand such as focus on youth development, focus on first senior team, focus on emotional connection with fans, focus on media, focus on sponsor, and focus on merchandising (Richelieu, Pawlowski & Breuer, 2009, p. 25). Meanwhile, writer uses Systemic Functional Linguistic for textual analysis with theory of identity for analyzing the construction of Liverpool identity in Jürgen Klopp post-match conferences.