
IMPLEMENTATION OF THE ENGLISH PREMIER LEAGUE'S INVOLVEMENT IN CAMPAIGNING THE ANTI-RACISM MOVEMENT: A CASE STUDY OF THE "BLACK LIVES MATTER" CAMPAIGN IN THE 2019/2020 SEASON

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Abstract: The issue of racism is still common, especially in the black race. Black people are often subjected to discriminatory treatment, such as violence to slurs. The death of George Floyd in 2020 adds to the dark history of racism, and this has further strengthened the campaign against the importance of anti-racism to black citizens through the slogan "Black Lives Matter". The spread of this slogan has made this campaign spread to transnational society, including the administrators and athletes in the English Premier League (EPL). This research focuses on discussing the role of the EPL in the anti-racism movement through the Black Lives Matter campaign, where the research question is: "how is the implementation of the involvement of the English Premier League in campaigning for the anti-racism movement through the "Black Lives Matter" Campaign in the 2019/2020 Season?". The purpose of this study is to explain the role of the EPL in the anti-racism movement through the "Black Lives Matter" campaign, as well as the implementation of its campaign. This study uses a literature study data collection technique, with secondary data sources from books or reports, and analyzed using descriptive qualitative methods. This research is based on the theory of the British School as well as the concept of Transnational Advocacy Networks (TANs), both of which are used as analytical instruments. Based on the analysis, it is found that the role of EPL in supporting the "Black Lives Matter" campaign is very explicit. This can be seen in the support from the league management (CEO), to the coaches and players. The EPL campaigns in three forms, namely: changing the name on the uniform with the words "Black Lives Matter", installing a slogan logo on the uniform, as well as kneeling on one leg while holding hands up before the match starts. Therefore, it can be concluded that the EPL's role in campaigning for the "Black Lives Matter" issue is manifested through real actions that refer directly to the slogan campaign.

Keywords: Anti-Racism Movement, "Black Lives Matter" Campaign, English Premier League, English School theory, Transnational Advocacy Network concept

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INTRODUCTION

The issue of racial discrimination or what is commonly referred to as racism is one of the social phenomena in the world which until now has not been completely prevented, eradicated, or abolished in any country in the world, be it developing or developed countries. Racism is one of the important issues that always gets the attention of many parties around the world, both by local countries and people in every country as well as transnational communities. This is because the impact of racism itself can ignite the anger of someone who is the object of the racism. According to the author, racism is a violation of the commitments that have been set together in the Universal Declaration of Human Rights in 1948. In today's contemporary era, the issue of racism has often become an issue that is fought for by many groups, especially in transnational communities. Therefore, it is very important to see how the transnational community plays an active role in advocacy efforts on the issue of racism.

As we know that along with the development of globalization and today's technology, information about certain issues is increasingly spreading from one region to another in the world. This creates a transnational community movement that is mutually sustainable to fight for an issue that is considered important by the entire community itself. Another reason why the author took the English Premier League's "Black Lives Matter" campaign as a case study is because the campaign opened the author's mind and attention that the campaign against anti-racism could be carried out to the realm of sportsmen, where the campaign was carried out by football athletes and football league administrators themselves. Long before this campaign entered the realm of sport, the "Black Lives Matter" campaign had already been echoed by a non-governmental organization or Non-Governmental Organization (NGO) called "BLACK LIVES MATTER GLOBAL NETWORK FOUNDATION. INC." in 2013.

The existence of this NGO also triggered the development and expansion of the anti-racism campaign with the slogan Black Lives Matter, thus driving the English Premier League in its campaign. This NGO originally emerged because of the spirit of solidarity among black people in the United States due to the death of a black citizen in the United States, Trayvon Martin, where the killer of Trayvon Martin was released just like that and in the end caused a reaction from black people who felt that this was the case. This is a form of discrimination and racism. The implementation of the campaign by the English Premier League shows that the athletes, coaches, and administrators in it feel that this issue should be raised as a

humanitarian action, so the campaign is carried out by the English Premier League as a transnational community.

Therefore, what will be the focus of this research is how Black Lives Matter is a campaign in the form of a slogan. In another sense, the Black Lives Matter campaign is the main thing that will be investigated by the author, where the main subject of the campaign is the English Premier League. Therefore, this research itself will also focus on how the Black Lives Matter campaign itself, especially on its own implementation. Athletes and league administrators can be included in the transnational community because referring to what was written by Umar Suryadi Bakry, when an individual's human rights are violated, then the international community should have a duty to take part in fighting for the guarantee of adequate protection for someone human rights (Umar Suryadi Bakry, 2017: 288). In this case, football athletes and administrators of the English Premier League, have the right and obligation to defend victims of racism, which in this case is the case regarding George Floyd.

The subject or unit of analysis of this research is the transnational community, where the more specific transnational actors are football managers and players in the English Premier League. The actions they (the players) take on the field, such as kneeling on one leg before the match, then changing the name on their costumes with the words "BLACK LIVES MATTER" and so on) which are their advocacy actions that at least affect the awareness of the transnational community as a whole. The general public about the importance of the struggle against the issue of racism. Moreover, coupled with the audience or audience of English football which is quite high so that the campaign according to the author was seen by millions of pairs of eyes.

From the root of the problem itself, the issue of racism against black citizens in the United States is one big example of this issue, especially the issue of the death of George Floyd which has increased the "Black Lives Matter" campaign around the world. The rise of this slogan was started again by the existence of a "viral" video, in which in the video a black man is seen being pinned on the neck by a police officer in Minneapolis, Minnesota, United States. The black man was named George Floyd, and the police officer who was pinned on George's head was named Derek Chauvin. Reporting from kompas.com, in the viral video, there was a sound "I can't breathe" spoken by George Floyd because his head was being crushed by a police officer named Chauvin. George Floyd also died at the scene, on May 25, 2020. Long story short, through this case the "Black Lives Matter" campaign has expanded throughout the world, which in turn mobilized non-state actors (namely transnational communities) in fighting for the anti-racism movement.

Because of this incident, the issue of "Black Lives Matter" has become increasingly resonant throughout the world, and this has caused reactions from various elements of global society, including the English football league called the English Premier League (EPL). Football athletes and administrators in the English Premier League, who incidentally come from various countries, then feel a sense of solidarity together as a transnational community in responding to the racism incident, where this is shown by carrying out a campaign action to raise the issue of anti-racism against black people. In short, after the George Floyd case shocked the world, the English Premier League carried out the "Black Lives Matter" campaign in various forms, one of which was by changing the name on the back of the team's uniform with the words "Black Lives Matter". This is an action carried out by football leagues (athletes and administrators) as non-state actors in international issues, which according to the author is interesting to be discussed further and in depth, where in the English Premier League itself there are many black players who playing, for example like Pierre-Emerick Aubameyang, Raheem Sterling, and many more.

Through the evidence of the issue that the author attaches above, it is very clear that the issue of racism still occurs today, where the phenomenon of racism in recent years has caused injuries to death. Therefore, this issue requires special and serious attention from various parties, both from the government in a country and civil society itself. Therefore, the research question in the author's research is: "how is the implementation of the involvement of the English Premier League in campaigning for the anti-racism movement through the "Black Lives Matter" Campaign in the 2019/2020 Season?".

LITERATURE REVIEW

Theory and Concept

In this section, it will be explained what theory will be used in order to produce later analysis based on the problem formulation and research questions that have been mentioned previously. In addition to the theoretical basis, this section will also discuss what research methods are used in order to produce a complete article, in accordance with established procedures and rules. Therefore, the explanation will start with the theory, then later on the research method. The theory that will be used in this research is the theory of **English School**. According to a book entitled "International Relations Theory" written by Stephen McGlinkey, the English School theory itself is based on three main concepts, namely the international society, international system, and the world society (Stephen McGlinkey dkk: 28-29). The book also explains further that the international system in English School theory will be formed if there are two or more countries that already have significant contacts

between them. Then related to the international community, English School theory emphasizes a group of countries that consider themselves to be included in a set of rules that exist in their relationship. Then regarding the world community, it is explained that the English School theory assumes that the world community consists of a collection of humans or individuals as a whole who are incorporated into one association. So in another sense, humans or individuals become the most important unit in world society. According to the author, the world society in the English School theory in the book is relevant to the author's research, where the individual actors in the author's research are athletes and administrators in the English Premier League.

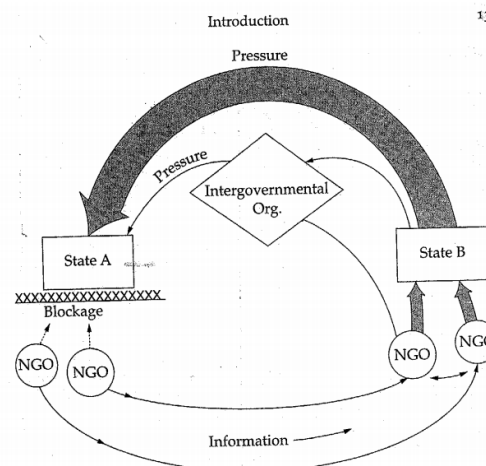
The above argument is also supported by what is written in the book "Study and Theory of International Relations: Mainstream, Alternatives, and Reflectivists" by Bob Sugeng Hadiwinata, the English School theory itself is a theory in IR science that does not only focus on state actors, but also non-state. This is evidenced in how this book explains that there are three pillars of society in English School theory, the first is the Inter-State Society which consists of international organizations and regionalism, then the Transnational Society which includes coalitions of civil society and non-governmental organizations (NGOs), and the last is Interhuman Society such as identity groups (Bob Sugeng, 2017:143). According to the author, the pillars of transnational society and the pillars of human-to-human society are the pillars of the English School that are relevant to the author's research, where in the pillar of transnational society the author's research also explains about an NGO called the Black Lives Matter Global Network Foundation. INC., and the pillars of human-to-human society are explained through the English Premier League, which is a transnational actor who also campaigns for the issue of anti-racism.

Moreover, as explained by Umar Suryadi Bakry, that in English School theory the term "Solidarist International Society" is known. In this Solidarist International Society it is explained that every individual has the right to fundamental rights, including human rights, peace, and individual security, where if the individual's fundamental rights are violated in a country, members of the international community/ transnationals have a kind of obligation to take part in condemning these violations (Umar Suryadi Bakry, 2017: 133). Thus, the author feels that the English School theory is a relevant theory to be used in this research. In the analysis process, this theory is used by the author to dissect how the initiative of the English Premier League as a non-state actor in helping the struggle against the anti-racism campaign against black citizens was triggered by the death of George Floyd. This theory is specifically used in analyzing how the transnational community represented by the English Premier League is evidence of the solidarity shown by the transnational community in responding to a case of injustice against human

rights. Therefore, this theory serves to be a tool in analyzing. Besides that, according to the author, this theory also has a correlation with the concept of Transnational Advocacy Networks (TANs).

The concept of Transnational Advocacy Networks (TANs) or the transnational advocacy network that the author use in my research is one of the concepts in IR, where the main subject and object of this concept are non-state (non-state) actors, especially transnational communities or what can also be referred to as the "Global Civil Society". The reason why the author chooses this concept to support the previously mentioned theory is because in the concept of Transnational Advocacy Networks (TANs) it is discussed in detail how an advocacy network formed by non-state actors in many countries can then be used as a means of struggle to advocate for an issues that are basically domestic in nature, but in the end can be echoed in the international sphere in order to gather the strength of the movement. This is sharpened by the Boomerang Pattern, which is one of the focuses of the TANs concept in discussing cross-country advocacy networks, where the main actors are non-state actors.

According to a book entitled "Activists beyond Borders: Advocacy Networks in International Politics" written by Margaret E. Keck and Kathryn Sikkink, this boomerang pattern explains how the mechanism of the formation of a transnational advocacy network, where in this boomerang pattern there is a series of processes in the form of reciprocal cycles that occur in it. For more details on how this pattern forms, see the image below.



Picture 1: Boomerang Pattern of TANs concept

According to the description described in this book based on the Boomerang Pattern, civil society in a country will react to an incident or event that significantly violates the rights of individuals and domestic groups in that country, where when the violation when that happens, the government as an actor who is supposed to protect, sometimes even closes itself off and blocks the path of advocacy between

itself and the community network. Because of this, this advocacy network then tries to build an advocacy network out across national borders, which is what is called a transnational advocacy network. This Boomerang pattern, according to the author, will be suitable and relevant for further reviewing the author's research, where it all begins with violations of human rights in the US against black citizens.

METHOD

In this study, the author uses a qualitative research approach. The qualitative research approach itself is a research methodology that is very well known or popular among social science studies, especially international relations studies. According to what is described in the book "Qualitative Research Methodology" written by Prof. Dr. Lexy J. Moleong, MA. citing the explanation of Bogdan and Taylor (1975:5) regarding qualitative research methods, the author can conclude that the research method using a qualitative approach is research that uses data in the form of descriptions or writings, where the data is obtained from the object of research that is the focus of the research regarding the research process (J. Moleong, 2019:4). In the book, it is also explained by quoting the opinion of Kirk and Miller (1986:9), that according to them qualitative research methods are research methods that emphasize the observations of the researcher himself, so that the quality of qualitative research carried out by the researcher depends on fundamental to the foresight of researchers in observing the object of research. So indirectly, Kirk and Miller try to explain that qualitative research methods are very dependent on the quality of the researcher himself.

In this research, the writer uses literature study as a data collection technique. Literature study itself is a method that is often used by researchers when they use a research approach in the form of a qualitative method. Literature study is a way of collecting data which is done by looking for sources such as books, journals, scientific articles, scientific magazines, and so on in the form of writing, where the data sources are used to examine the research conducted. So in another sense, literature study is a data collection technique that requires the researcher to read directly the library sources used to examine the research being studied. The author believes that the literature study technique is very appropriate for the author to use later, considering the data to be searched is in the form of text in books, journals, etc. Because the literature study technique uses secondary data sources, it is necessary to discuss what secondary data sources are.

Secondary data sources are also referred to as additional data sources that act as support for primary data sources. According to what was written by Prof. Dr. Lexy J. Moleong, MA. In his book, secondary data sources can be in the form of writings consisting of for example books, tabloids or scientific magazines, journals, archives,

to official documents and personal documents. In addition, documents such as theses, journals, and dissertations are also included in this resource. As written by John W. Creswell in his book writing about this written secondary data source, which in his book he calls it "qualitative documents" or qualitative documents. Creswell explained that qualitative documents are like public documents in the form of newspapers, papers, office reports, or also private documents such as diaries, letters, or electronic mail or e-mail (John Cresswell, 2016:255). Therefore, the authors can conclude that qualitative data sources are sources that are dominated by data in the form of writing which has a description in it in the form of writing or text.

RESULT AND DISCUSSION

In this section, the author will explain the various data that the author has obtained based on the direction of the study of this paper. So in other words, this results section will explain the various findings that the author got in order to analyze the case study that the author adopted, and the theory that the author used as the style of analysis in this study. Here's the discussion.

Historical Discrimination against Black People

Black people are one of the world's citizens who often experience discrimination in their daily lives. From a historical perspective, discrimination against black people has been around for a long time. The discussion on this matter can be started since colonialism era in South Africa, which later developed into what is known as "apartheid". In addition, this can also be seen in a law that is quite well known, namely a law called the law of Jim Crow. This explanation of the historical side of colonialism and Jim Crow laws is considered important by the author because the racism that is still happening today is rooted in these histories. South Africa became one of the countries that at that time became the main destination of these countries. Colonialism that emerged in South Africa led to separation and segregation which in the end created a systematic discrimination, namely racial discrimination between white people who incidentally were immigrants, and black people who were indigenous people of South Africa. If we look back, it can be said that colonialism in South Africa began with the arrival of the Dutch colonial government to the Cape region in 1652, where the initial construction was a fort in Table Bay (Mavis, 2015:204).

Apartheid is a slogan which was later used as a system of racial separation between whites and blacks. This system itself was initiated by the National Party or National Party which has been in power in South Africa since 1948, where one of the figures in it named Hendrik Frensch Verwoerd from the Netherlands became the initiator

of this apartheid system. Verwoerd was the Prime Minister (PM) of South Africa from 1958 to 1966. The Apartheid system was implemented by the National Party in various laws and regulations. Some of the main points of the principle or thought of the Apartheid system such as South Africa's population is divided into four groups, namely whites, coloreds, Indians or Indians, and African natives or Africans (Thompson, 2001:190). The existence of slavery in South Africa has a correlation with what happened in the US, long before the Jim Crow laws. The existence of the slave trade to be employed in fact reached the United States, where slavery of black people also occurred in the United States.

Jim Crow Laws is a law that separates white and black people in the United States, especially in the southern United States, where this law has lasted quite a long time, starting from the civil war until around 1968. This law explicitly makes a blockade of freedom for black citizens who are African-Americans, where this blockade is explicitly seen through various signs on various public facilities that read "white only" which means that these facilities are only for white citizens (Ulfauziyyah: 10-11). According to sources that the author reads, these "white only" signs are often installed in vehicle parking lots, public transportation, hotels, and restaurants. Although there are several places that are made not only for white residents but also for black residents, white residents will still be prioritized, so black residents are required to wait until white residents have finished using the facilities.

Therefore, it is clear that during the Jim Crow law era, black people were placed in a second class position, where all supremacy was held by white citizens. The enactment of the Jim Crow law indicates that there is a history of skin color discrimination that is deeply imprinted in the history of the United States, where black citizens have long been subjected to racist discrimination. Because of this historical factor, according to the author, it is not surprising that a solidarity of the same values was formed for all black citizens in the United States today, where they want their people not to be discriminated against again in the current contemporary era, so that they get the same rights. the same as people in general. This is evidence that racism that occurs based on differences in skin color is an issue that then forms black solidarity, where in this contemporary era it is also not uncommon for significant differences to arise from skin color.

Cases of Racism in Football

The case of racism in football also became the basis for the football league and its athletes and administrators to become agents of change in advocating this issue. This is supported by the number of black players who become soccer athletes. Therefore, it is not surprising that then the English Premier League also has empathy for what happened to George Floyd in the US. However, specific cases of

racism in football also occur in other countries, one of which is Italy. Italy is a very developed country with its football, where the main football league in Italy is called Serie A. With regard to the case of racism itself, the Serie A league has recorded a case of racism against black citizens which is very concerning.

Mario Balotelli, an Italian black football athlete who in 2019 played in Serie A with a club called Brescia, received racist treatment from the audience in the stadium. As the writer reported from theguardian.com, in short, during the Serie A match between Hellas Verona and Brescia on November 3, 2019, Balotelli, who was playing at the time, suddenly received an insulting call from the audience who were supporters of Hellas Verona, where the call it leads to "monkey chants" or monkey insults (theguardian.com). This angered Balotelli, who in the end kicked the ball into the crowd and wanted to leave the pitch because of the racist incident. This caught the attention of Serie A itself and the world community.

Another case that has also been recorded by the world of football is a case that occurred in England, more precisely in the English Premier League in the 2011-2012 season. This racist case happened to a black French athlete named Patrice Evra, where at that time Evra himself played for the club Manchester United F.C. This racist act was carried out by Luis Suárez, a Uruguayan football athlete, who at that time played for Liverpool F.C. As the author reports from goal.com, a brief chronology of this incident is that at that time (in 2011) when Liverpool played against Manchester United, Suarez said a racist word in Spanish which reads "Porque tu eres negro", which in English means "because you are a Negro", which in this case, Negro means "black" (Goal.com). This of course made Evra feel that he had been harassed with racist words like that, where Evra himself understood what Suarez was saying when the incident happened. This case became big, and in the end Suarez got punished for his actions. Still reported from the same website, it was found by the author that Suarez was banned from playing for eight matches, and a fine to be paid was £40,000. According to the author, this is a very commensurate sanction or punishment for the actions taken by Suarez, considering the words he said to Evra were very discriminatory.

Because of this, it is not surprising that English football insists on being able to campaign on the issue of anti-racism because of the record of such dark cases that have occurred in domestic football. Not only that, the many cases in the world of football show that all parties have not actively and massively supported what has been initiated by FIFA so far in fighting racism, both from the audience and from the athletes themselves. Therefore, what the English Premier League has done through its campaign (which will be explained in the next section), is a step to contribute to the vision and mission of the FIFA program in the fight against racism.

English Premier League and Its Development

The English Premier League is the highest level of football league in England. The English Premier League itself is directly under the supervision of the official body that regulates football in the European region, namely UEFA (Union of European Football Associations). So in another sense, namely that the English Premier League is a football league in England which is officially implemented and recognized by UEFA itself as the body of European football, as well as FIFA. Therefore, the English Premier League is one of the most competitive leagues in European football. Reporting from the English Premier League's official website, that this league has its head office domiciled in the city of London, where within this body there are as many as 191 staff working in it (premierleague.com). These staff work in accordance with the divisions of work that have been assigned, such as coach development, youth development, security, broadcasting, commercial, marketing, and several other sections that also work within the English Premier League. Added to this is the fact that black people (who are a minority), dominate the percentage of the workforce, which is 16.2%. Nevertheless, the English Premier League remains committed to being able to provide equality and equality between clubs in all aspects and aspects. Due to the advancement of the English Premier League as a football league, it is not surprising that the number of spectators or the masses watching this league is increasing over time. The amount of mass that the writer means here is the mass/audience who come directly to the stadium, as well as those who watch on television and several other media. If we look at the data regarding the development of the number of viewers watching the English Premier League in the 2018-2019 season, which is also connected to the 2019-2020 season, this number tends to decrease slightly although it remains consistent in the range of tens of millions of viewers. According to a source, in the 2018-2019 season, the English Premier League reached 14.62 million viewers (statista.com). Still from this data, this figure then decreased slightly in the 2019-2020 season, where the figure achieved was 11.33 million viewers. This is due to the Covid-19 pandemic which then hit all countries in the world, where activities such as football competitions were also forced to stop.

The increasing number of fans and audiences of the English Premier League can also be seen in the amount of revenue based on broadcasting received by clubs in this league, especially in the 2019/2020 season. According to what the author reports from statista.com, the amount of revenue earned by the English Premier League in the 2019/2020 season based on its broadcast is quite large. For its own equal share payments, each club in that season received a payment of 31.8 million Pounds, of which the highest merit payment was paid to Liverpool F.C. with 35.5 million Pounds as the champions of the season who played very well, and the lowest merit

payment was paid to Norwich City at 1.8 million Pounds (statista.com). In addition, for the payment of the facility fees itself, it still touches the number above 30 million Pounds, which is obtained by Liverpool F.C. of 31 million Pounds, followed by the highest overseas TV income of 71.3 million Pounds obtained by Liverpool F.C. For the commercial revenue itself, each club gets an equal share, which is 5 million pounds per club.

Looking at the data that the author described above, a statement can be drawn that with the large amount of revenue that the English Premier League gets from broadcasting (both domestic and international), it shows that the interest and enthusiasm of the audience to watch matches in this league is very large and high, where this is evident in the amount of revenue from the broadcasting. This will certainly have a very good impact on the effectiveness of the delivery of campaign messages to be conveyed by the English Premier League, which in this case is the “Black Lives Matter” campaign. With the growing and increasing audience watching this league, the message of the humanitarian campaign launched by the league will be very easy to be absorbed, captured, and spread by the audience. This is what, according to the TANS concept, will produce an advocacy network that crosses national borders, which in the end this campaign will expand globally. However, according to the author himself, the consistent number of fans who watched all matches in the English Premier League, both those who watched live at the stadium and those who watched remotely such as television or online, showed that the English Premier League had a very large mass even though it was not gathered in the same place (country) which in this case is about racism against black people.

Implementation of “Black Lives Matter” Campaign

The English Premier League is one of the leagues in Europe that is very vocal in campaigning for humanitarian issues, which in this case is in the context of the Black Lives Matter campaign. The English Premier League is a league that is very explicit in campaigning for the issue of anti-racism against black people. This campaign was carried out after the death of George Floyd in the US. Therefore, it is not surprising that then the English Premier League also campaigned on this Black Lives Matter issue. In terms of periodicity of time, this campaign begins when the 2019-2020 competition season which was delayed or stopped due to the previous pandemic resumes. It all started with the death case that befell George Floyd, where the way he died was not appropriate for a human being as well as an ordinary person. This has received very deep attention and empathy from the English Premier League itself, where on its own official website it is stated that all players from the 20 competing clubs, expressed their support for fighting the issue of racism against black people through this Black Lives Matter campaign. It was stated by the twenty

players that they as players, are together in one goal to eliminate all forms of hate crime, which this is to be realized through a global society that is inclusive, respectful, and always opens up equal opportunities for all regardless of people from race and other aspects.

The first support made by the English Premier League was to replace the name on the back of their uniform with the words "Black Lives Matter". This can be seen in Figure 2 below, where one of Manchester United's black players, Marcus Rashford, wears a shirt that reads "Black Lives Matter". The act of changing the name on the back of the jersey has a very significant purpose in order to support the implementation of the campaign. By changing the name on the back of the jersey, it is intended that when players who are playing in the English Premier League are highlighted by broadcast cameras through their backs, the words "Black Lives Matter" will be clearly seen by millions of pairs of eyes watching the match.



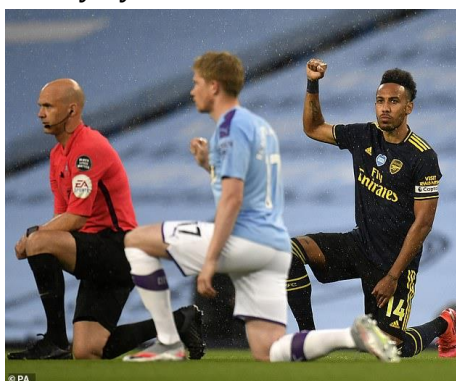
Picture 2: Black Lives Matter kit (source: Eurosport)

After going through the name change on the uniform, the Black Lives Matter campaign on the club uniform continued with the installation of a slogan logo on the right side of the uniform that reads "Black Lives Matter". This can be seen in Figure 3 below, where a logo that reads "Black Lives Matter" is clearly affixed on the uniform of a black player at Watford club, Troy Deeney. The installation of the slogan "Black Lives Matter" according to the author himself shows that the commitment, which is not only in the short term but also long term, is implemented by the English Premier League through this role. This also shows that the action of installing the logo is intended so that although the words "Black Lives Matter" are no longer displayed on the back of the jersey, it is hoped that placing the logo on the right of the jersey is also expected to maintain the message of the anti-racism campaign being carried out, as long as they will. During the match, the logo will be highlighted by the broadcaster's camera, so that millions of pairs of eyes watching the match can catch the message of the campaign action embedded through the logo.



Picture 3: Black Lives Matter logo on uniform (source: [thetimes.co.uk](https://www.thetimes.co.uk))

In addition to the use of the Black Lives Matter slogan in writing through the name on the uniform and also the slogan logo, campaign actions against anti-racism are also campaigned by the English Premier League in the tangible form of action. This is proven and expressed through the third act, namely through the action of kneeling on one leg, as we can see on the picture 4 below where in the picture you can see an Arsenal player (Pierre-Emerick Aubameyang), a Manchester City player (Kevin de Bruyne), and a field referee. This action was carried out by all parties in the stadium, be it the players, the field judge (referee), to the coach, shortly before the match was about to start. As previously mentioned, this kneeling on one leg is carried out at the start of the match, where the cue for this action is to blow the whistle once by the match referee at the beginning and end of the action. This action is one of the roles played by the English Premier League in campaigning for anti-racism issues through "Black Lives Matter". Through this action, the English Premier League hopes that when millions of spectators or audiences are waiting for the match at the beginning of the match, they can first see this kneeling action which aims to convey the message of anti-racism directly by the action.



Picture 4: Kneeling Action Before the Game (source: [dailymail.co.uk](https://www.dailymail.co.uk))

Then in the next competitive season in 2020-2021, the English Premier League remains committed to continuing its campaign by changing its slogan to "No Room for Racism". As reported by [espn.com](https://www.espn.com), at the time of the 2020-2021 competition season, a meeting was held by all the team captains from the 20 competing teams,

where the discussion being discussed was the continuation of the Black Lives Matter campaign. After being negotiated at the meeting, it was agreed by all team captains that in the 2020-2021 competition season, all players and field judges will wear uniforms with the words "No Room for Racism" on their right-hand uniforms (espn.com). The agreement to continue this campaign cannot be separated from the direct support given by the CEO of the English Premier League. Richard Masters stated that all parties in the league have a long-term commitment to overcome discrimination, which is based on the concern of all players in cases of racism that still often occur, so the slogan "No Room for Racism" is proof that there is no there is absolute tolerance for acts of racism, both in everyday life and especially within this league itself.



Picture 5: "No Room for Racism" campaign (source: premierleague.com)

DISCUSSION

According to the author's own point of view, the case that befell George Floyd is a form of discrimination against black citizens in the US. This is due to the inhumane handling of the police officer named Derek Chauvin. If you use reason, then the police should not bend their knees to George Floyd's neck, considering that more humane procedures should be prioritized by a security enforcer like the police. It is not surprising that the George Floyd case has raised the awareness of the US domestic community (especially among black citizens) to fight against such acts of racism that have been spreading for a long time. Not only domestic society, but transnational society also experienced an increase in their awareness of how important it is to uphold justice for black people in the US. This awareness of the same value which, when viewed from the theory of the English School, the English Premier League wants to achieve later in the implementation of their anti-racism campaign. It also aims to create a wider global network of advocacy communities, as described by the TANs concept, especially in the boomerang pattern.

When viewed from the perspective of the British School of thought itself about the action of changing name, according to the author, the act of changing the name on

the back of the jersey proves that when a group feels that it is part of a solidier transnational society (in this case also a solidarist international society), they will feel that an obligation to carry a collectively recognized significant value will arise. The English Premier League as part of the transnational society has shown its role in solidarity on an important human rights issue by means of one way of campaigning the slogan "Black Lives Matter" directly on the back of their jersey. That way, the willingness of the players not to include their names but replace them with slogans also shows the commitment that is firmly held by all players and other parties who in fact are members of blacks and whites.

Next if we talk about the action of installing the slogan logo on the right of the jersey, if viewed from the point of view of the British School of thought theory, it can be taken an analysis that the continuation of the "Black Lives Matter" campaign from which initially included a slogan written on the back of the jersey which later became a separate logo on the right side of the jersey shows that as a solidier party in transnational society itself, the English Premier League is further sharpening its commitment to its role in this anti-racism campaign, where the continuation of the campaign with the installation of the logo shows that the sense of solidarity will continue to be carried by the English Premier League in this campaign, and in the end the message and campaign will continue to be conveyed. to the audience of the league itself.

If it is also seen from the concept of Transnational Advocacy Networks (TANs), then the act of installing a slogan logo (including changing the name on the jersey) shows that this league wants to create a wider advocacy network, which is not only in England and among athletes, but also all over the world. elements of society in the world. The action taken by this league is one proof of the committed role of the English Premier League in supporting the anti-racism campaign with the slogan "Black Lives Matter".

Then if we talk about the action of kneeling the leg, it can be concluded that the implementation or actual implementation of support for anti-racism by the English Premier League shows their efforts to spread anti-racism values through the slogan of Black Lives Matter. This is due to the massive audience or masses who watch the English Premier League every match, so the momentum to campaign on crucial issues like this is utilized by the management and clubs in the league. The value of anti-racism through Black Lives Matter was very vocally echoed by the players and administrators, where in terms of support alone has flowed from the CEO, coach, to players. The solidarity of all parties in the English Premier League shows that anti-racism values for black people are considered important collectively to be fought for.

Then, when viewed from the perspective of the concept of Transnational Advocacy Networks (TANs), the writer can draw an analysis that the actions carried out by the English Premier League are the roles that the league itself is trying to realize. In other words, these actions show that the English Premier League wants to convey the message of the “Black Lives Matter” campaign not only individually through social media or other media, but wants to convey it collectively on the field where they compete. According to the author, this is an attempt by the league to be able to send campaign messages not only in England, but also to all transnational communities around the world.

Last, if talk about the continuation of the campaign, viewed from the point of view of the British School of thought theory, the author can conclude that the struggle against the anti-racism values embedded in the Black Lives Matter slogan is a commitment that is implemented in the long term. In other words, the English Premier League's belief in the value of anti-racism through Black Lives Matter is believed by the league to be able to influence a better social order, which in this context is about racism that often afflicts black people. With a prolonged solidarity like this in the English Premier League, these values will continue to live on through campaigns that are explicitly shown, which in the end with the rapid progress in the number of audiences, the value of anti-racism through the campaign slogan will be accepted. by various audiences from various countries, and in the end these values affect the existing system.

Meanwhile, if you look from the perspective of the concept of Transnational Advocacy Networks (TANs), it can be drawn an analysis that the purpose of continuing the anti-racism campaign with a new slogan shows that the English Premier League wants this campaign to continue and be highlighted continuously by the public. camera broadcasting the match. With the number of audiences expected to continue to grow, the campaign message to be conveyed will certainly easily spread from various audiences in various countries. This will form an advocacy network that penetrates across national borders, which is what the English Premier League itself hopes for through its campaign. In addition, the continuation of the campaign with a new slogan also shows that the English Premier League is one part of the transnational community that supports the resistance to the campaign blockade that is often carried out by the US government against the Black Lives Matter NGO itself.

CONCLUSION

Through various explanations, descriptions, and analyzes that have been done by the author, the author would like to conclude several things so that all the gist contained in this journal can be easily understood. The author hopes that through

this conclusion, the essence of everything in this journal can be easily extracted. Some of these conclusions are:

- a. The issue of racism has become an issue that has never been fully resolved, where the racism that often happens to black people, like what happened to George Floyd in 2020. Black people are the race that gets racism the most, not only in life. daily life, but also in certain fields such as sports.
- b. Awareness of the importance of anti-racism values is a value that black people (especially in the United States) strive for, especially as championed by the NGO Black Lives Matter, both from their side as an NGO and from the side of the value of the slogan they are fighting for. This is in line with the concept of Transnational Advocacy Networks (TANs) which explains that blocking the voice of an issue by a state will make non-state actors such as NGOs echo the values and collective awareness that they are fighting for, so as to create values that are considered important across countries. Collective awareness of the importance of the Black Lives Matter slogan campaign is disseminated to transnational (transnational) communities, to many people in the world, including to all sports players in the English Premier League.
- c. The Black Lives Matter campaign carried out by the English Premier League is implemented through explicit manifestations such as changing names on players' uniforms with the words "Black Lives Matter", installing logos bearing slogans on players' uniforms, to kneeling on one leg and holding hands up before the match.
- d. This is in line with what is in the essence of British School theory, namely that anti-racism values were initially propagated from NGOs in the US, then spread to sports players (CEOs, coaches, administrators, and players) in the English Premier League, which in the end the recognition was shown through the actual realization of the campaign, starting from the initial Black Lives Matter campaign which was carried out with three main actions, namely changing the last name of the uniform, installing the slogan logo, to the action of kneeling on one leg and raising one's hand, as well as the "No Room for Racism" as a continuation until now.

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