

ANALISIS KEGAGALAN EUROPEAN SUPER LEAGUE (ESL) SEBAGAI ALTERNATIF KOMPETISI KLUB DI EROPA

ABSTRAK

European Super League (ESL) merupakan proyek kompetisi alternatif yang diumumkan oleh dua belas klub elite Eropa pada April 2021 sebagai respons terhadap ketidakpuasan terhadap tata kelola dan distribusi pendapatan kompetisi UEFA, serta dampak pandemi COVID-19 terhadap kondisi finansial klub. Namun, proyek tersebut gagal terlaksana dalam waktu kurang dari 48 jam setelah diumumkan. Penelitian ini bertujuan untuk menjelaskan faktor-faktor yang menyebabkan kegagalan ESL sebagai kompetisi alternatif klub di Eropa. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui studi literatur dan wawancara, kemudian dianalisis menggunakan teori konstruktivisme serta konsep *communicative action* dan *sports governance*. Hasil penelitian menunjukkan bahwa kegagalan ESL dapat dijelaskan melalui dua faktor utama. Menurut teori konstruktivisme, kegagalan ESL disebabkan oleh ketidakmampuan membangun legitimasi sosial terhadap norma, nilai, dan identitas baru yang ditawarkan, kegagalan framing dan *communicative action*, serta pertentangan format semi-tertutup dengan norma meritokrasi, kompetisi terbuka, dan solidaritas yang telah mengakar dalam sepak bola Eropa. Sementara itu, menurut konsep *sports governance*, kegagalan ESL disebabkan oleh ketidakmampuan membangun tata kelola alternatif serta kuatnya legitimasi dan stabilitas tata kelola UEFA, yang didukung oleh jaringan pemangku kepentingan sepak bola Eropa. Penelitian ini menyimpulkan bahwa ESL gagal memperoleh legitimasi sosial dan tidak mampu menandingi tata kelola sepak bola Eropa yang telah mapan.

Kata Kunci: European Super League, Suporter, Klub Elite Eropa, Kompetisi Klub, UEFA.

ANALYZING THE FAILURE OF THE EUROPEAN SUPER LEAGUE (ESL) AS AN ALTERNATIVE CLUB COMPETITION IN EUROPE

ABSTRACT

The European Super League (ESL) was an alternative football competition project announced by twelve elite European clubs in April 2021 in response to dissatisfaction with UEFA's governance and revenue distribution system, as well as the financial impact of the COVID-19 pandemic on clubs. However, the project collapsed less than 48 hours after its announcement. This study aims to explain the factors behind the failure of the ESL as an alternative club competition in Europe. The research employs a qualitative method with a descriptive approach. Data were collected through literature reviews and interviews and analyzed using Constructivist Theory, as well as the concepts of Communicative Action and Sports Governance. The findings indicate that the failure of the ESL can be explained through two main factors. From a Constructivist Theory perspective, the failure of the ESL was caused by its inability to build social legitimacy for the new norms, values, and identity it proposed, ineffective framing and communicative action, and the semi-closed competition format's conflict with the norms of meritocracy, open competition, and solidarity that are deeply rooted in European football. Meanwhile, from a sports governance perspective, the failure of the ESL was caused by its inability to establish an alternative governance structure and the strong legitimacy and stability of UEFA's governance, supported by the network of stakeholders within European football. This study concludes that the ESL failed to gain social legitimacy and was unable to challenge the established governance structure of European football.

Keywords: *European Super League, Supporters, Elite European Clubs, Club Competition, UEFA.*