

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi Indonesia dalam upaya meningkatkan peringkat FIFA Tim Nasional melalui kebijakan naturalisasi pemain berdasarkan Statuta FIFA Pasal 7–9 pada periode 2022–2024. Penelitian ini menggunakan metode kualitatif deskriptif, dengan wawancara sebagai data primer dan studi dokumen resmi sebagai data sekunder. Analisis dilakukan menggunakan teori strategi Arthur F. Lykke Jr. melalui pendekatan *Ends–Ways–Means*, yang dilengkapi dengan konsep National Interest untuk menjelaskan signifikansi strategis di balik tujuan yang dirumuskan. Hasil penelitian menunjukkan bahwa *ends* (tujuan) strategi Indonesia dirumuskan secara eksplisit melalui target masuk 100 besar peringkat FIFA dunia, sebagai respons atas stagnasi peringkat yang berlangsung selama satu dekade. *Ways* (cara) yang ditempuh dijalankan melalui tiga langkah operasional yang berurutan dan saling bergantung, yaitu identifikasi dan seleksi pemain diaspora sesuai kebutuhan Tim Nasional, penguatan kelayakan pemain melalui kepatuhan terhadap Statuta FIFA Pasal 7–9, serta percepatan proses naturalisasi sesuai momentum kompetisi internasional. Ketiga langkah tersebut ditopang oleh *means* (sarana) berupa koordinasi antarlembaga, instrumen hukum dan regulasi, serta potensi diaspora Indonesia sebagai sumber daya strategis. Penelitian ini juga menemukan bahwa peningkatan peringkat FIFA merepresentasikan kepentingan nasional Indonesia yang berlapis, mencakup pengakuan internasional, dan prestis di kancah sepak bola global. Dengan demikian, naturalisasi pemain merupakan strategi negara yang terencana dan terkoordinasi dalam upaya memperjuangkan kepentingan nasional Indonesia, yang turut mendukung upaya peningkatan peringkat FIFA Indonesia selama periode penelitian.

Kata Kunci: Strategi, Naturalisasi Pemain, Peringkat FIFA, Kepentingan Nasional, Statuta FIFA.

ABSTRACT

This study aims to analyze Indonesia's strategy in its efforts to improve the FIFA ranking of its national football team through the player naturalization policy based on FIFA Statutes Articles 7–9 during the 2022–2024 period. This research employs a descriptive qualitative method, using interviews as the primary data source and official documents as secondary data. The analysis is conducted using Arthur F. Lykke Jr.'s strategy theory through the Ends–Ways–Means approach, complemented by the concept of National Interest to explain the strategic significance behind the stated objective. The findings show that Indonesia's ends were explicitly formulated through the target of entering the world's top 100 FIFA ranking, in response to a decade-long ranking stagnation. The ways pursued were implemented through three sequential and interdependent operational steps: identifying and selecting diaspora players according to the national team's needs, strengthening player eligibility through compliance with FIFA Statutes Articles 7–9, and accelerating the naturalization process in line with the schedule of international competitions. These steps were supported by means in the form of inter-agency coordination, legal and regulatory instruments, and the potential of the Indonesian diaspora as a strategic resource. This study also finds that improving the FIFA ranking represents a layered national interest for Indonesia, encompassing international recognition, and prestige within the global football arena. The player naturalization policy therefore represents a deliberate and coordinated state strategy to advance Indonesia's national interest, contributing to Indonesia's efforts to improve its FIFA ranking during the period under study.

Keywords: *Strategy, Player Naturalization, FIFA Ranking, Indonesian National Team, FIFA Statutes.*