

ABSTRACT

This study aims to determine the extent of the influence of sponsorship in the performance of companies in the field of sports using Persija Jepara as a case study. Football is the sport with the most fans in the world and also in Indonesia and studies related to the influence of sponsorship on Football teams are still not many, especially the Indonesia football industry is still developing and dependence on sponsors is still quite large.

This research uses a qualitative method with a descriptive approach. The data obtained and collected by in-depth interviews with sources that have a real field experienced to the topic raised. Aside of gather information gathered directly by the researcher to the source without any intermediary to discover original sources directly through respondents, this research also collected information from research libraries, journals, and articles

The research found that the football industry in Indonesia in this case Persija Jepara is still very dependent on sponsorship as the main source of funding, besides that sponsorship can also provide assistance to the team by providing non-financial assistance. This study concluded that sponsors have a great influence on the football team, especially in the financial sector, but the influence of sponsors is not absolute where the allocation of funds lies with team management. Strategic decisions related to team readiness such as selecting players, coaches and drafting contracts all rest with the management. There are also psychology factors that can impact on team performance such as motivation, chemistry and desire to win. Since players and manager are the main actors of this industry, making sure they are on good motivate to win is something that sponsors cannot influence significantly.

Keywords ; Sponsorship, Team Performance, Football

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