

# CHAPTER I

## INTRODUCTION

### A. Background

Britain's international influence already fluctuated since the past hundred years as it has contributions to the Britain's hard and soft power policy, as an example of how it shifting the approach to influence the other country, when hard power influence by using the Royal Navy and it gives greater impact than any soft power instruments existing at that time, but now, Britain's international influence much greater by balancing combination of hard power and soft power. Britain's relative hard power, predicted in the period ahead, will decline, as United Kingdom under their government start to placing their focus to increase the using of soft power to sustain Britain's international influence, however,

Britain's government recognizing that too soon reducing the using of hard power and its asset also undermine any effort to increase United Kingdom's soft power. Foreign language services, still stand as a major and steadily expanding as the instruments of Britain's soft power. The British Council, along with the BBC, plays a critical role in capitalising on the soft power potential of the English language. (Chiswick, 2013) British Council job itself, it is creating a better image of Britain over the world, to encourage the other countries to direct their political, economic, and cultural orientation towards Britain (John, 1937).

Sport, especially football has been emerged as British people's culture; Sport is a central part of Britain heritage (Major, 1995), especially, football sports

already become the major entertainment for male in Britain. (Holt, 1989) Sport is also a sub-cultural or micro-cultural element of both-national, ethnic, and organizational cultures, as the fans of England football club is key element how it becomes a culture, by how they divide from their own nation based on club they support and creating their own club culture or symbols (L'etang, 2008). Sport itself has become as a more accepted area of historical study, even people see sport as a sport, but the historian seeing sport can be turned into several dimension, and the range of the transformation can be relevance into several field like political, social, economic, cultural, and other concerns (Roy Hattersley, 1995).

As it stands, British Council, the United Kingdom government agencies, see the potential power of combining soft power source, between football and English language to create soft power tool. Then, Premier Skills program is born as the collaboration between The Premier League and The British Council, as it sees coaches from Premier League Clubs, with real expertise in using football to tackle wider social issues, help to develop community football coaches all over the world (Scudamore, 2012). Instilling an understanding of how football can be used to make a positive difference to some of these issues is a core element to Premier Skills, and leads on to how we seek to ensure the projects remains sustainable in each country through (Morgan, 2013), furthermore, Premier Skills program already become a tool for international development, promoting inclusion, rights, role models and people-to-people engagement, also including tackling specific issues like violence against girls. This program already operate in

25 countries across Asia, Africa and the Americas from Afghanistan to Zambia, and Premier Skills also establish to help the United Kingdom to build a future long term economic opportunities as a dynamic country, by using training provision, promotion and the marketing of United Kingdom sports industry services. Premier Skills expand further in China. It will help United Kingdom as partner of choice as China developed, by a massive campaign with promoting football and sport as part of its drive towards consumer-led growth. (britishcouncil.org, 2015)

Recently, Britain's Prince William practiced sports diplomacy in China on Tuesday (march 3, 2015), come onto the football pitch at a Shanghai school. Prince William trip to China, making him as the highest-profile royal visitor since Queen Elizabeth II in 1986, also being symbolism as Britain attempts to improve top-level diplomatic relations with Beijing (Dailymail.com, 2015). The golden age of United Kingdom-China's alliance emerge after long time, since dispute over Hong-Kong territory. The economic interdependence, that's the United Kingdom is China's second largest trade partner in the EU (after Germany), while China is the United Kingdom's second largest non-EU trade partner. The United Kingdom also the most popular destination for Chinese foreign direct investment in the EU, and being China's second largest source of investment in the EU. Entering such a golden age means that the two sides are focusing mainly on constructive cooperation and common interests. China not only focusing to see the pragmatism of Cameron (United Kingdom's Prime Minister), but also China see the

readiness from United Kingdom's side to establish a better bilateral relationship to create a new type of great power relations. (Zhiqin & Suetyi, 2015)

British government itself sees that the political relevance with international sport can't be denied, foremost to improve British relation with another great power and potential in terms of propaganda, leverage, and cover for diplomatic changes (Beck, 1999).

There's also another example, as there's relevance between politics and sport to fulfill the goal of soft power is like United Kingdom and India. India as an old-friend of Britain, India is a country who also include in the part of Premier Skills program, because India has been one of the countries that United Kingdom focused on in leading development project, Premier Skills (Scudamore, 2012), as both countries share mutual relation, which, British council gives a chance for Indian peoples to develop their potential in sports and also education, including how to improve sport-business, while it will reconnecting with India in creating better relation and also as source to make an income from them, as the program also took some profit and planting it's commercial business in there (India).

## **B. Research Question**

Why did the British Council decide to apply Premier Skills program as United Kingdom's soft power?

## **C. Theoretical Framework**

For answering the research question, the writer will use the Public diplomacy theory from Joseph S Nye Jr in his book *Soft Power the Means to*

Success in World Politics, and also use another expert like Jan Melissen in his book *The New Public Diplomacy*. The second is about decision making concept from William D Coplin, and also Alliance concept from Glenn H. *Snyder*.

### **1. Public Diplomacy Theory**

Public diplomacy is an important tool in the arsenal of smart power, but smart public diplomacy requires an understanding of the roles of credibility, self-criticism, and civil society in generating soft power (Joseph S Nye Jr, 2008). And also its conveying information and selling a positive image is a part of it, but public diplomacy also involves building long-term relationships that create an enabling environment for government policies (Joseph S Nye Jr, 2004). By its very nature, public diplomacy is an essentially contested concept. A general consensus is emerging that it involves activities in the fields of information, education and culture aimed at influencing a foreign government through influencing its citizens (Melissen, 2005). It is already stated that, in the Britain history, apparently, British Council use Sports as positive propaganda to the other countries to repair its Britain image. And sports in Britain, especially in England already become the culture, even coaching clinic which sponsored by Premier League itself is used to boost the educational program.

### **2. Foreign Policy Decision Making Concept**

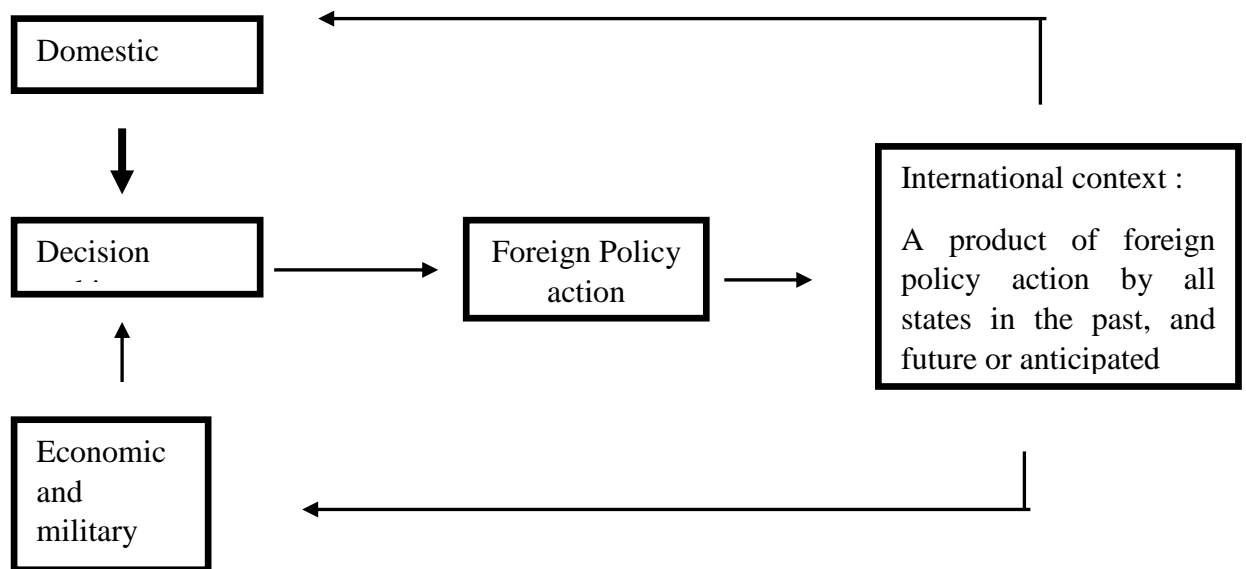
This concept could show the reason of the state in deciding its foreign policy.. In William D Coplin's book it is said that "To be interested in why states behave as they do interest area, we have to be interested" in why their leaders make the decision. However, it would be mistake to think that foreign policy

makers act in vacuum. The first is the domestic politics within the foreign policy decision maker's state; the second is the economic and military capability of the state; the third is the international context the particular position in which his state finds itself especially in relation to other state in system".

The statement explained that the act of foreign policy of a country is affected by four determinants, namely nature of domestic politics, military and economic conditions, the international context and decision makers by examining the four determinants, will be able to explain the reason for a foreign policy of a country set. Each of determinants affects only partially, so that each factor is not the sole factor to the formation of foreign policy, other factors also affect foreign policy. William.D. Coplin explains through the following picture, to clarify the understanding of this theory.

**Figure 1.1**

**Diagram of Determinants Which Influence The Foreign Policy Action:**



*Source : Coplin, Pengantar Politik Internasional : Suatu Telaah Teoretis , 2003.*

From the image above can be seen that the domestic political, economic, and military condition, as well as the international context to press decision-makers (decision maker) is the government to set foreign policy. Thus, the policy taken by the government is not merely the willingness of decision-makers, but is the result of consideration of the three determinants. However, decision makers in the most important role because the function is to approve foreign policy. Determinant of domestic political, economic, military, and international context has the ability to influence its decision: Domestic politics is one of the determinants of the formation of foreign policy of a country; the political situation in the country can be seen through the stability of political situation in the country

as well as the type of political system adopted by the government. The second consideration to the following aspects is one of the considerations that influence significantly to the creation of a foreign policy of a country. Efforts to improve, enhance or protect the stability of the economic and military conditions make decision makers need to consider this aspect to shape foreign policy. International context influence the foreign policy-making due to the location it occupies in relation to other countries in the system. As well as political, military, and economic in a country that would impose or incur foreign policy towards other countries. The international context is a judgment from abroad to other countries.

The international context is the consideration of foreign countries that would establish an international policy. These determinants are factors that appear from the governance of a country. Foreign policy is able to apply if the decision makers agreed that consideration appears to the formation of foreign policy. These factors, especially domestic politics and economics are the main factor that decides to spread the Premier Skills program.

### **3. Alliances Concept**

Alliances are formal associations of states for the use (or non-use) of military force, intended for either the security or the aggrandizement of their members, against specific other states (Snyders (1990:104)). Probably, it might expand the domain of certain agreements to developing economic cooperation by including it (Niou & Ordeshook, 1991). United Kingdom use British Council's Premier Skills program to strengthen its alliance with China, by a massive



campaign with promoting football and sport as part of its drive towards consumer-led growth.

#### **D. Hypothesis**

The British Council decide to apply Premier Skills program as United Kingdom's soft power because United Kingdom want to strengthen the alliance with China and India, as United Kingdom see that China and India economic are in steadily growth.

#### **E. Research Methodology**

The thesis is using descriptive-qualitative, which is describe and explain the problem from some data. The main method how to collect the data sources for this research could be based on form of book, journal, article, and encyclopedia.

Internet is also one of the sources that used to collect the data, since the internet technology rapidly updated new info or there's a lot of available data source also online library.

## **F. Organization of Writing**

This research will have five chapters that will explain and elaborate:

Chapter I: This chapter explains about Background, Research Question, Theoretical Framework, Hypothesis, Research Methodology, and Organization of Writing.

Chapter II: This chapter will analyze and explain the development of sport and its influence to the politic

Chapter III: This chapter will explain Premier Skills as United Kingdom soft power.

Chapter IV: This chapter will analyze Premier Skills positive impact.

Chapter V: This chapter will conclude all the material from this thesis.