

**KEPENTINGAN ARAB SAUDI DALAM MENDATANGKAN BINTANG SEPAK
BOLA ASING PADA LIGA ARAB (*SAUDI PRO LEAGUE*) MUSIM 2023-2024**

SKRIPSI

**Diajukan Kepada Universitas Islam Negeri Sunan Ampel Surabaya Untuk Memenuhi
Salah Satu Persyaratan Memperoleh Gelar Sarjana Hubungan Internasional (S. Sos)
Dalam Bidang Hubungan Internasional**



Disusun Oleh:

Raghnal Arradya Pratama

NIM. 10020220060

**PROGRAM STUDI HUBUNGAN INTERNASIONAL
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
DESEMBER 2024**

PERTANGGUNGJAWABAN PENULISAN SKRIPSI

Bismillahirrohmannirrohim yang bertanda tangan dibawah ini saya:

Nama : Raghnal Arradya Pratama

NIM : 10020220060

Program Studi : Hubungan Internasional

Judul Skripsi : Kepentingan Arab Saudi Dalam Mendatangkan Bintang Sepak Bola Asing Pada Liga Arab (*Saudi Pro League*) Musim 2023-2024.

Menyatakan bahwa:

1. Skripsi ini tidak pernah dikumpulkan pada lembaga pendidikan manapun untuk mendapatkan gelar akademik apapun.
2. Skripsi ini adalah benar-benar hasil karya penulsi secara mandiri dan bukan merupakan plagiasi atas karya orang lain.
3. Apabila Skripsi ini di kemudian hari terbukti karya plagiasi, maka saya bersedia menanggung segala konsekuensi hukum yang berlaku

Surabaya, 14 Desember 2024



Raghnal Arradya Pratama

10020220060

PERSETUJUAN DOSEN PEMBIMBING

Setelah melakukan bimbingan terhadap Skripsi yang ditulis oleh:

Nama : Raghna Arradya Pratama

NIM : 10020220060

Program Studi : Hubungan Internasional

Berjudul *Kepentingan Arab Saudi Dalam Mendatangkan Bintang Sepak Bola Asing Untuk Berlaga Di Liga Arab Saudi (Saudi Pro League) Pada Musim 2023-2024*, saya berpendapat bahwa Skripsi tersebut dapat diujikan sebagai salah satu persyaratan bagi yang bersangkutan untuk memperoleh Gelar Sarjana Sosial (S.Sos) dalam bidang Ilmu Politik.

Surabaya, 10 Desember 2024

Dosen Pembimbing,



Dr. Abid Rohman, S.Ag, M.Pd.I

NIP: 197706232007101006

PENGESAHAN

Skripsi oleh Raghnal Arradya Pratama dengan judul *Kepentingan Arab Saudi Dalam Mendatangkan Bintang Sepak Bola Asing Pada Liga Arab (Saudi Pro League) Musim 2023-2024*, telah dipertahankan dan dinyatakan lulus oleh Tim Penguji Skripsi pada tanggal 24 Desember 2024.

Tim Penguji Skripsi

Penguji I



Dr. Abid Rohman, S.Ag. M.Pd.I
NIP 197706232007101006

Penguji III




Dr. Slamet Muliono Redjosari, M.Si.
NIP 196811291996031003

Penguji II



Zaky Ismail, M.S.I.
NIP 198212302011011007

Penguji IV



Nur Luthfi Hidayatullah, S.IP., M.Hub.Int.
NIP 199104092020121012

Surabaya, 24 Desember 2024

Mengesahkan,

Universitas Islam Negeri Sunan Ampel Surabaya

Fakultas Ilmu Sosial dan Ilmu Politik

Dekan



Prof. Dr. Abd. Chalik, M.Ag.
NIP 19730627200031002



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Raghna Arradya Pratama
NIM : 10020220060
Fakultas/Jurusan : FISIP/Hubungan Internasional
E-mail address : raghna.arradya@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Sekripsi Tesis Desertasi Lain-lain (.....)
yang berjudul :

“KEPENTINGAN ARAB SAUDI DALAM MENDATANGKAN BINTANG SEPAK BOLA ASING PADA LIGA ARAB (SAUDI PRO LEAGUE) PADA MUSIM 2023-2024”

berserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 16 Januari 2025

Penulis

(Raghna Arradya)

nama terang dan tanda tangan

ABSTRACT

Pratama, Raghnaal. *Saudi Arabia's interest in bringing in foreign soccer stars in the Arab League (Saudi Pro League) for the 2023-2024 season. This research aims to discuss the reasons behind Saudi Arabia's interest in bringing in foreign soccer stars in the Saudi Pro League for the 2023-2024 season. This research uses an explanatory qualitative approach research method with the concepts of national interest, economic diversification, and soft power as an analytical framework. The data collected is secondary data taken through literature studies from official documents, scientific journals, and reliable news sources. The results and findings of the research show that Saudi Arabia bringing in star players in the SPL is an effort to increase economic growth through the soccer sector. With the many sponsors who come and also the benefits of broadcasting rights. Not only does it aim to increase sports sector revenue but also to strengthen nation branding and promote Saudi Arabia's culture on the international stage. This is also a manifestation of achieving Saudi Vision 2030. This research is expected to contribute to the international relations literature related to economic strategy and soft power, as well as being a reference for further studies on sports diplomacy in the Middle East region.*

Keyword: *Saudi Arabia, Saudi Pro League, Economic Diversification, Soft Power, Saudi Vision 2030.*

ABSTRAK

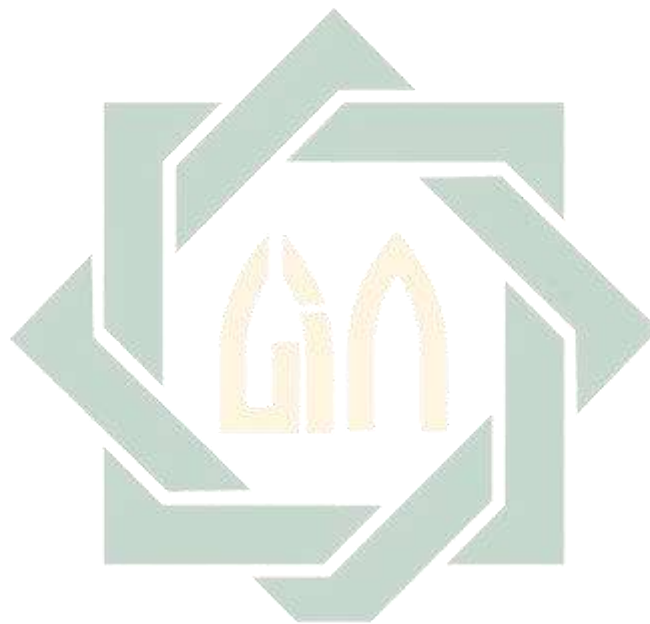
Pratama, Raghnaal “Kepentingan Arab Saudi Dalam Mendatangkan Bintang Sepak Bola Asing Pada Liga Arab (*Saudi Pro League*) Musim 2023-2024.” Penelitian ini bertujuan untuk membahas alasan dibalik kepentingan Arab Saudi dalam mendatangkan bintang sepak bola asing pada liga Arab Saudi (*Saudi Pro League*) musim 2023-2024. Penelitian ini menggunakan metode penelitian pendekatan kualitatif eksplanatif dengan konsep kepentingan nasional, diversifikasi ekonomi, dan *soft power* sebagai kerangka analisis. Data dikumpulkan merupakan data sekunder yang diambil melalui studi literatur dari dokumen resmi, jurnal ilmiah, dan sumber berita terpercaya. Hasil dan temuan dari penelitian, menunjukkan Arab Saudi mendatangkan pemain bintang di SPL merupakan upaya untuk meningkatkan pertumbuhan ekonomi melalui sektor sepak bola. Dengan banyaknya sponsor yang datang dan juga keuntungan hak siar. Tidak hanya bertujuan untuk meningkatkan pendapatan sektor olahraga tetapi juga untuk memperkuat *nation branding* serta mempromosikan budaya Arab Saudi di panggung internasional. Hal ini, juga merupakan perwujudan untuk mencapai *Saudi Vision 2030*. Penelitian ini diharapkan dapat memberikan kontribusi bagi literatur hubungan internasional terkait strategi ekonomi dan *soft power*, serta menjadi referensi untuk studi lanjutan tentang diplomasi olahraga di kawasan Timur Tengah.

Kata Kunci: *Arab Saudi, Saudi Pro League, Diversifikasi Ekonomi, Soft Power, Saudi Vision 2030.*

DAFTAR ISI

PERSETUJUAN DOSEN PEMBIMBING	ii
PERTANGGUNGJAWABAN PENULISAN SKRIPSI	iii
PENGESAHAN	iv
MOTTO	vi
ABSTRACT	vii
KATA PENGANTAR	viii
DAFTAR ISI	x
BAB I PENDAHULUAN	1
A. Latar Belakang	1
B. Fokus Penelitian.....	13
C. Tujuan Penelitian	13
D. Manfaat Penelitian	14
E. Penelitian Terdahulu	14
F. Sistematika Skripsi.....	27
G. Lokasi dan Waktu Penelitian	29
BAB II KERANGKA BERPIKIR	30
A. Kepentingan	30
B. <i>Soft Power</i>	33
C. Diversifikasi Ekonomi	36
D. <i>Saudi Pro League (SPL)</i>	39
E. Argumentasi Utama	41
BAB III METODE PENELITIAN	42
A. Pendekatan Penelitian & Jenis Penelitian	42
B. Tingkat Analisa.....	43
C. Jenis dan Sumber Data.....	44
D. Teknik Pengumpulan Data.....	44
E. Teknik Analisis Data.....	45
F. Teknik Pemeriksaan Keabsahan Data.....	47
BAB IV PEMBAHASAN	49
A. <i>Saudi Vision 2030</i>	49
B. Pemerintah dan Klub Dalam Proses Mendatangkan Pemain Bintang Asing Pada <i>Saudi Pro League (SPL)</i>	57

C. Diversifikasi Ekonomi Arab Saudi Dengan Mendatangkan Pemain Bintang Sepak Bola	62
D. <i>Soft Power</i> dan Citra Internasional Arab Saudi	75
BAB V PENUTUP.....	83
A. Kesimpulan	83
B. Saran	84
DAFTAR PUSTAKA.....	85



UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR PUSTAKA

- Aboagye, Emmanuel, and Ishmael Owen Opoku. "INFLUENCE OF STAR PLAYERS ON ATTENDANCE IN THE GHANAIAN PREMIER LEAGUE." *Journal of Modern Sport Management* 1, no. 2 (August 2022): 1–15.
- Aflaha, Annisa. "Manuver Isu Minyak! Arab Saudi Makin Kaya, Negara Lain Merana." *CNBC Indonesia*. Accessed June 13, 2024. <https://www.cnbcindonesia.com/market/20220825161818-17-366645/manuver-isu-minyak-arab-saudi-makin-kaya-negara-lain-merana>.
- Andriole, Stephen J. "The Levels of Analysis Problems and the Study of Foreign International, and Global Affairs: A Review Critique, and Another Final Solution." *International Interactions* 5, no. 2–3 (February 1979): 113–133.
- Arezki, Rabah, Thorvaldur Gylfason, and Sy, eds. *Beyond the Curse: Policies to Harness the Power of Natural Resources*. Washigton, DC: International Monetary Fund, 2012.
- Arifin, Zaenal. "Kriteria Instrumen dalam suatu Penelitian." *Jurnal THEOREMS* 2, no. 1 (July 1, 2017): 28–36.
- Aulia Ilham Fathoni. "Kepentingan Qatar Mengambi Alih Klub Paris Saint Germain FC Melalui Qatar Investment Authority." *JOM FISIP UNRI* 6, no. Juli (Desember 2019). Accessed June 20, 2024. <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/25268>.

Binjwaied, Mohammed, Ian Richards, and Lisa-Ann O’Keeffe. “The Factors Influencing Fans’ Attendance at Football Matches in the Kingdom of Saudi Arabia.” *Athens Journal of Sports* 2, no. 2 (May 31, 2015): 111–121.

Browning, Lewis. “Cristiano Ronaldo Insists Saudi World Cup Could ‘Be the Best EVER.’” *Mail Online*. Last modified December 12, 2024. Accessed January 6, 2025. <https://www.dailymail.co.uk/sport/football/article-14184113/Cristiano-Ronaldo-insists-Saudi-Arabia-World-Cup-probably-best-Portugal-forward-hails-decision-award-country-tournament-2034.html>.

Burchill, Scott. *The National Interest in International Relations Theory*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan, 2005.

Business Standart Editor. “Saudi Arabia Attracts \$13 Bn Private Sector Investment in Tourism Industry.” News. *Business Standart*. Accessed May 25, 2024. https://www.business-standard.com/world-news/saudi-arabia-attracts-13-bn-private-sector-investment-in-tourism-industry-124031301023_1.html.

Calhoun, George. “The Saudi/Russia Oil Price War: Historic Blunder #1.” *Forbes*. Accessed November 13, 2024. <https://www.forbes.com/sites/georgecalhoun/2020/06/03/the-other-epidemic-a-cluster-of-historic-blunders---exhibit-1-the-saudirussia-oil-price-war/>.

Delechat, Corinne. “Economic Diversification in Developing Countries.” *Departmental Papers* 2024, no. 006 (July 2024): 1.

Dewi Kurniasih, Yudi Rusfiana, Agus Subagyo, and Rira Nuradhawati. *Teknik Analisa*. 1st ed. Bandung: ALFABETA, 2021.

Djamba, Yanyi K., and W. Lawrence Neuman. "Social Research Methods: Qualitative and Quantitative Approaches." *Teaching Sociology* 30, no. 3 (July 2002): 380.

Duerden, John. "What Will the 'Ronaldo Effect' Be on Saudi Football and Beyond?" *Al Jazeera*. Accessed May 27, 2024. <https://www.aljazeera.com/sports/2023/1/19/what-does-ronaldos-signing-for-al-nassr-mean-for-saudi-arabia>.

FriDoliN, Kenfack. "SPORT AND NATION BRANDING: THE SOFT POWER AND PUBLIC DIPLOMACY OF FOOTBALL IN CAMEROON." *Akdeniz Havzası ve Afrika Medeniyetleri Dergisi* 4, no. 2 (December 31, 2022): 84–100.

Government Of Saudi Arabia. *Vision 2030 Kingdom of Saudi Arabia*, 2020.

Grand, Stephen, and Katherine Wolff. "ASSESSING SAUDI VISION 2030: A 2020 REVIEW" (n.d.).

Hampel, Roger. "Red Bull MOBILE Partners with Al Hilal Club Company to Elevate Fan Engagement in Saudi Arabia." *Football Business*. Last modified August 22, 2024. Accessed December 7, 2024. <https://www.footballbusinessjournal.com/post/red-bull-mobile-partners-with-al-hilal-club-company-to-elevate-fan-engagement-in-saudi-arabia>.

International Monetary Fund. *World Economic Outlook, October 2014: Legacies, Clouds, Uncertainties*. World Economic Outlook World Economic and Financial Surveys. Washington, D.C: International Monetary Fund, 2014.

James, Thomas Bonnie. "Soft Power and the 2022 World Cup in Qatar." □□□□□
3, no. 2 (December 2021): 194–208.

Kamco Invest. "Saudi Arabia's Football Gameplan: Focus on Tourism Drives Investments." Kamco Invest Saudi, October 2023.
<https://www.kamcoinvest.com/research/saudi-arabia%E2%80%99s-football-game-plan-oct-2023>.

King Abdulaziz University, Jeddah, Saudi Arabia, and Ali Hussain Alawi. "Sporting Diplomacy: The Role of International Players in Enhancing Saudi Arabia's Nation Branding and International Public Relations (PR) Strategies." *Journal of Media & Management* (October 31, 2024): 1–5.

MADA, KRIS. "Harga Minyak Mentah Turun, Arab Saudi Pangkas Produksi Minyak." *kompas.id*. Last modified September 25, 2022. Accessed May 25, 2024. <https://www.kompas.id/baca/internasional/2022/09/25/harga-minyak-mentah-turun-arab-saudi-pangkas-produksi-minyak>.

Manan, Munafrizal. "Foreign Policy and National Interest: Realism and Its Critiques." *Jurnal Global & Strategis* 9, no. 2 (December 14, 2017): 175.

McCaskill, Steve. "Report: Saudi Pro League Secures 'US\$500k' UK TV Deal with DAZN." *SportsPro*, August 8, 2023. Accessed December 9, 2024. <https://www.sportspro.com/news/dazn-saudi-pro-league-uk-tv-deal-spotv-germany/>.

Media, Kompas Cyber. "Siapa dan Berapa Kekayaan PIF, Pembeli dan Pemilik Baru Newcastle United." *KOMPAS.com*. Last modified October 8, 2021.

Accessed May 25, 2024.

<https://www.kompas.com/global/read/2021/10/08/114334070/siapa-dan-berapa-kekayaan-pif-pembeli-dan-pemilik-baru-newcastle-united>.

Mekarisce, Arnild Augina. "Teknik Pemeriksaan Keabsahan Data Pada Penelitian Kualitatif." *Jurnal Ilmiah Kesehatan Masyarakat* 12, no. 13 (2020): 145–151.

Ministry of Finance Saudi Arabia. "Saudi Arabia Budget Statement 2025." Ministry of Finance, October 2024. Accessed December 9, 2024. <https://www.mof.gov.sa/en/budget/2025/Documents/Bud-E%202025-251124-V8-Fin.pdf>.

Misliharira Shaumi Putri, Reni Windiani, Satwika Paramasatya. "Liberalisasi Ekonomi Arab Saudi Dalam Saudi Vision 2030." *Journal of International Relations* 7, no. 3 (2021). Accessed June 5, 2024. <http://ejournal-s1.undip.ac.id/index.php/jihi>.

Mohammad, M. D. "THE ROLE OF 'SOFT POWER' TOOLS IN FOREIGN POLICY OF THE KINGDOM OF SAUDI ARABIA." *Islam in the modern world* 14, no. 1 (March 29, 2018): 183–198.

Nye, Joseph S. "Soft Power." *Foreign Policy*, no. 80 (1990): 153.

Ohnesorge, Hendrik W. *Soft Power: The Forces of Attraction in International Relations*. Global Power Shift. Cham: Springer International Publishing, 2020. Accessed September 3, 2024. <https://link.springer.com/10.1007/978-3-030-29922-4>.

———. *Soft Power: The Forces of Attraction in International Relations*. Global Power Shift. Cham: Springer International Publishing, 2020. Accessed September 11, 2024. <https://link.springer.com/10.1007/978-3-030-29922-4>.

Prest, Brian C. “Explanations for the 2014 Oil Price Decline: Supply or Demand?” *Energy Economics* 74 (August 2018): 63–75.

Prof.Dr. Sugiyono. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: ALFABETA, 2013.

Purwono. “Studi Kepustakaan.” *Universitas Gajah Mada* (2016): 66–72.

R Alkatheeri, Abdulilah, and Muhammad Khan. “A Perspective on Saudi Soft Power and Cultural Diplomacy.” *Global Social Sciences Review* IV, no. II (June 30, 2019): 20–26.

Raef Jackson. “Assessing Sports Diplomacy as a Soft Power Tool: The Case of Abu Dhabi’s City Football Group.” *LSE Journal of Geography and Environment* (2022): 208–234.

Rizqullah, Kefa Yazid. “Agenda Arab Saudi Dibalik Pembelian Newcastle United Football Club Melalui Public Investment Funds (PIF).” Skripsi, Universitas Islam Negeri Sunan Ampel, 2022. Accessed June 30, 2024. http://digilib.uinsa.ac.id/61214/2/Kefa%20Yazid%20Rizqullah_I02218014.pdf

SAFF. *Regulations on the Status and Transfer of Players*. Saudi Football Federation, 2023.

SAFF Legal and Governance Affairs. *Professionalism and Players' Status Committee Activity Report Season 2020-2021*. Saudi Football Federation, 2022.

Santosa, Ganjar Ariel. "CHINA'S SOFT POWER: THE MAKING OF FOOTBALL SUPERPOWER." *Jurnal Pertahanan & Bela Negara* 7, no. 1 (September 5, 2019). Accessed June 3, 2024. <http://jurnal.idu.ac.id/index.php/JPBH/article/view/173>.

Shangquan, Gao. "Economic Globalization: Trends, Risks and Risk Prevention." *UN CDP Background Paper*, no. 1 (2000).

Sheldon, Dan. "The Transfer Window: What Is It? When Is It? How Do Transfers Actually Work?" *The New York Times*, n.d. Accessed December 3, 2024. <https://www.nytimes.com/athletic/3338294/2022/06/04/transfer-window-faq/>.

Sim, Josh. "Saudi Pro League Expands Digital Reach with OneFootball." *SportsPro*, November 28, 2024. Accessed January 6, 2025. <https://www.sportspro.com/news/saudi-pro-league-onefootball-content-editorial-video-partnership-november-2024/>.

———. "Saudi Pro League to Target Growth through Private Equity Investment, Says Report." *SportsPro*. Last modified July 5, 2023. Accessed December 9, 2024. <https://www.sportspro.com/news/saudi-pro-league-investment-revenue-growth-private-equity-media-rights-img-plans/>.

SportsAdda. "Saudi Pro League Winners List: Al-Hilal, Al-Nassr Dominate." Sports News. *SportsAdda*. Last modified May 11, 2024. Accessed September

20, 2024. <https://www.sportsadda.com/football/features/saudi-pro-league-winners-list-champions-spl>.

Staff, T. S. J. “Premier League Football Clubs Sponsorship Revenue Data 2022/23.” *The Sports Journal*. Last modified February 9, 2024. Accessed December 3, 2024. <https://sportsjournal.io/premier-league-football-clubs-sponsorship-revenue-data-2022-23/>.

Strutner, Matthew, Charles Parrish, and John Nauright. “Making Soccer ‘Major League’ in the USA and Beyond: Major League Soccer’s First Decade.” *Sport History Review* 45, no. 1 (May 2019): 23–36.

Temby, Owen. “What Are Levels of Analysis and What Do They Contribute to International Relations Theory?” *Cambridge Review of International Affairs* 28, no. 4 (October 2, 2015): 721–742.

Theys, Sarina. “Introducing Constructivism in International Relations Theory.” *International Relations* (February 23, 2018).

UEFA.com. “Financial Sustainability.” *UEFA.Com*. Last modified June 13, 2022. Accessed December 5, 2024. <https://www.uefa.com/running-competitions/integrity/financial-sustainability/>.

Warsito, Adi, and Serli Wulandari. “Konsep Pemerintahan Arab Saudi dan Kebijakan Visi 2030.” *Tanjak: Sejarah dan Peradaban Islam* 2, no. 3 (January 1, 1970): 231–241.

Zhang, Le-Yin. "Economic Diversification in the Context of Climate Change."

UNFCCC Workshop on Economic Diversification (October 18, 2003).

"2024/25 Saudi Pro League to Generate Estimated \$54.53 Million in Sponsorship

Revenue, Reveals GlobalData - GlobalData." Accessed December 9, 2024.

<https://www.globaldata.com/media/sport/2024-25-saudi-pro-league-generate-estimated-54-53-million-sponsorship-revenue-reveals-globaldata/>.

"2034 World Cup Stadiums Set to Transform RSL." *Saudi Professional League*

Association. Last modified October 12, 2024. Accessed December 5, 2024.

<https://www.spl.com.sa/en/news/510310/www.spl.com.sa/en/news/510310/2034-world-cup-stadiums>.

"Country Analysis Brief: Saudi Arabia." *Saudi Arabia* (2024).

"Fan Favorite: The Global Popularity of Football Is Rising." Accessed January 6,

2025. <https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/>.

"Gianni Infantino Expects 'Spectacular' FIFA World Cup 2034™ in Saudi Arabia."

Accessed January 5, 2025. <https://inside.fifa.com/about-fifa/president/news/origin1904-p.cxm.fifa.com/saudi-arabia-world-cup-2034-hosts-gianni-infantino-congratulations>.

"Mandate." Accessed January 5, 2025.

<https://www.ncp.gov.sa/en/pages/Mandate.aspx>.

“Ministry of Sport Announces Tendering Phase for Privatization of Six Sports Clubs.” Accessed January 5, 2025. https://www.ncp.gov.sa/en/MediaCenter/News/Pages/Privatization_6SportsClubs_RFQ.aspx.

“Newcastle United’s Value Soars to £1 Billion After Staveley Sale - Bloomberg.” Accessed December 29, 2024. <https://www.bloomberg.com/news/articles/2024-07-29/newcastle-united-s-value-soars-to-1-billion-after-staveley-sale>.

“OPEC : Saudi Arabia.” Accessed November 17, 2024. https://www.opec.org/opec_web/en/about_us/169.htm.

“Our Governance and Investment Decisions.” Accessed January 6, 2025. <https://www.pif.gov.sa/en/our-investments/governance-and-investment-decisions/>.

“Our Leadership.” Accessed January 5, 2025. <https://www.pif.gov.sa/en/who-we-are/our-leadership/>.

“PIF, PCP Capital Partners and RB Sports & Media Acquire Newcastle United Football Club.” Accessed December 12, 2024. <https://www.pif.gov.sa/en/news-and-insights/press-releases/2021/nufc/>.

“Private Sector Participation Law.” Accessed January 5, 2025. https://www.ncp.gov.sa/en/Pages/Private_Sector_Participation_Law.aspx.

“Privatization Program.” Accessed January 4, 2025. <https://www.vision2030.gov.sa/en/explore/programs/privatization-program>.

“Revenue of Saudi Professional League Clubs Hits SR455 Million.” *Saudigazette*.

Last modified September 20, 2022. Accessed December 7, 2024.

<http://www.saudigazette.com.sa/article/625212>.

“Roshn Saudi League and Adidas Unveil New Partnership.” *Saudi Professional*

League Association. Last modified December 15, 2023. Accessed December 7, 2024.

<https://www.spl.com.sa/en/news/487177/www.spl.com.sa/en/news/487177/adidas-and-roshn-saudi-league-unveil-new-partnership>.

“Roshn Saudi League Welcomes PepsiCo as Gold Partner.” *Saudi Professional*

League Association. Last modified February 12, 2024. Accessed December 6, 2024.

<https://www.spl.com.sa/en/news/489539/www.spl.com.sa/en/news/489539/rsl-welcomes-pepsico-as-gold-partner>.

“Saudi Arabia FIFA World Cup 2034™.” Accessed January 8, 2025.

<https://saudi2034bid.com/>.

“Saudi Ministry of Sport Unveils the Clubs Privatization Project in Press

Conference.” Accessed October 28, 2024. <https://spa.gov.sa/>.

“Saudi Ministry of Sport Unveils the Clubs Privatization Project in Press

Conference.” Accessed December 5, 2024. <https://spa.gov.sa/>.

“Second Track of Sports Clubs Investment and Privatization Project Starts.”

Accessed December 6, 2024.

<https://www.mos.gov.sa/en/media/news/2024/10/02/31122023>.

“SPL Focused on Sustainable Growth, Says Al Lazeez at FT Business of Football Summit.” *Saudi Professional League Association*. Last modified February 29, 2024. Accessed December 9, 2024. <https://www.spl.com.sa/en/news/490729/www.spl.com.sa/en/news/490729/spl-focused-on-sustainable-growth-says-al-lazeez-at-ft-business-of-football-summit>.

“Surat Al-Qashash Ayat 77: Arab, Latin, Terjemah Dan Tafsir Lengkap | Quran NU Online.” Accessed January 6, 2025. <https://quran.nu.or.id/al-qashash/77>.

“The Enigma of Saudi Sports Fans.” *Roland Berger*. Accessed January 6, 2025. <https://www.rolandberger.com/en/Insights/Publications/The-enigma-of-Saudi-sports-fans.html>.

Public Investment Funds (PIF). Accessed May 25, 2024. <https://www.pif.gov.sa/en/who-we-are/>.

UIN SUNAN AMPEL
S U R A B A Y A