



CHAPTER V

CONCLUSION

At the end of this thesis, author has managed to gather facts and findings to explain how FC Barcelona and the effort for independence of Catalonia goes hand to hand. But before jumping to the conclusion, the author would like to remind the reader about the background of this thesis was made. This thesis was made to answer the following question that also serve as the research question for this thesis; **How did FC Barcelona help Catalonia in promoting their independence effort from Spain?** This question comes after the how the issue of self-determination of a state become prominence with the rise of internet and its usage in to get international coverage to a certain issue. With it, Catalonia, whom in its own identity, different from Spain, feels the urge to separate from Spain, with the beliefs that they will thrive an independent state rather than staying as part of Spain, where their resources and production goes into the capital without getting much back. The sense of belonging to Catalonia, which Culturally differs them from Spain, drives it even further to pushing for a referendum from Spain, which later rejected.

From one theoretical perspective used which is liberalism, in theory, Spain should respect Catalonia's call for independency, as in theory every nation should respect the right for independence as it is part of the human rights. It is very clear why

Spain refuse to grant Catalonia any referendum, as Spain was in a situation of crisis and still rebuilding after the Eurozone crisis. With national unity become an important issue, Spain cannot afford to let Catalonia separate from them as they don't want the same thing happen from their other part of regions. One catalyst to the sense of unity and fight is through a cultural aspect which is football. Football has been an integral part of many countries around the world, with Spain and Catalonia being one of them. With the recent success of the Spain national football team, football in Spain has got more attention from everyone around the world. One particular success that has captured the attention of many people is the success of Catalan club, FC Barcelona. In the past decade, the club has been very successful, winning major competitions not only in Spain but also in the continental level. With their every growing popularity, FC Barcelona, whom themselves are very proud of their Catalan origin, use that platform of coverage to help promote not just Catalonia, but also their independence effort.

In general, author had found several findings that can identified as the real action of FC Barcelona in helping Catalonia in promoting the nation and their effort to the global audience and also triggering factor of the effort and supporting factor that strengthen the opinion of how the presence of FC Barcelona in Catalonia's effort to gain independency contributed to their cause. The first finding that the author found is how FC Barcelona actively promote the nation on their old and traditional media platform. With the rise of social media, the club actively promote their Catalan culture on both their online and offline media. The more traditional media has been used to

target local residence and people in Spain in general, as their traditional media can only cover a smaller range of audience. While their new media provide the club with wider range of audience, therefore the club makes more effort to introduce Catalan as a nation through the use of Catalan language and implementation of the Catalan symbol such as flag on their website and social media platform.

The second finding the author found is the opportunity for Catalonia had with FC Barcelona is enormous. With the club's massive following on the social media, and with the club actively promoting Catalan symbol on their online platform, the opportunity to get more followers towards their effort is big. The club's participation in their effort can lead to global attention that eventually leads to pressure upon Spain. But the author also recognized the threat that can be posed for FC Barcelona upon their participation. The political sanctions that can be transformed to sporting fine or sanctions can be a hindering and a stumbling block for FC Barcelona to further expand their participation on the effort. The nation's football governing body and as well as the continent's, has warned the club several time after some cases of independence campaign inside the stadium.

Thirf finding of this research is on how FC Barcelona, with their success had become a global brand that can be very easily recognized by people all around the world. With the club rise of popularity, the exposure they got also reach a new level. The club, whose very proud of their Catalan roots, make the most of this new level of popularity to promote Catalan as a nation and global awareness towards their effort to

gain independency. First finding of that support this can be found in the implementation of Catalan symbol on FC Barcelona logo and jersey. On their logo, from the very beginning of their existence, the club included the Catalonia flag, *la Senyera*, on their logo. The flag also found on many part of the club everyday activity. Moreover, the club and the kit supplier, also implement the flag on their jersey, like found on their 2013-2014 and 2015-2016 away jersey.

The fourth finding this research found is how the presence of FC Barcelona has been a big boost for the nation's bid for independency. With the club popularity around the world, the nation is profiting from club's allegiance to the nation, as with it, the nation gains more international exposure that can be an advantage to put pressure on Spain to give them a chance to determine their own fate. But despite that, the club also cannot compromise their position as a sport institution and civic group that naturally politically neutral. The interest of the stakeholders of the club can be the hindering factor for FC Barcelona to promote Catalonia even further.

Fifth finding of the research found how FC Barcelona and Catalan are very closely related, not just because FC Barcelona comes from the capital of Catalonia, but because FC Barcelona in a certain way feel that they represent Catalonia as a nation. Through the history, FC Barcelona embodies Catalonia struggle during the dictatorship with the facing many oppressions the same way the Spanish government oppress the Catalan from their culture and forcefully trying impose Spanish culture and identity on Catalan.

Another finding that this thesis found can be considered as a fundamental factor. From the research made, author found that the very foundation of Catalan demand to secede from Spain is their history and cultural difference. From the very beginning, Catalonia has always been a separate entity differs from Spain. Catalonia has their own language, culture and history that make them almost a totally different entity from Spain. From this foundation, the sense of nationalism arises among Catalan, combined with the rising issue of human rights and self-determination issue, this become a major contributing factor. In this factor, author also found that the resources, both natural and human, that Catalonia possess is more than sufficient to see them thrive as a nation-state.

Another finding of this research found that Catalonia's effort had reach the level where they had held a non-binding referendum on independency. Despite the rejection from Spain as their parent state, Catalonia kept on pushing the referendum through constituent path. The effort made by Catalonia has also found major support from Catalan with more than three quarter of the people support Catalan's during the non-binding resolution.

From the overall findings of the thesis the author had found that FC Barcelona had been actively and purposefully promote Catalonia and in a subtler way the independence effort made through their available media platform. Therefore, to answer the research question of this thesis, author can conclude that FC Barcelona had been playing the role of ambassador for the nations, representing them in the global stage,

actively introducing the symbol and culture of Catalonia, and as well as using all the platform of media that they had to actively promote the nation and effort for a wider range of audience. Moreover, after analyzing the findings and the results of the effort, to answer the secondary purpose of evaluating the effectiveness of the participation of FC Barcelona in promoting effort, this thesis can conclude that the involvement FC Barcelona has been effective to introducing Catalan as a nation to the world. But, the involvement can still be maximized to a larger degree. With the popularity of the club, FC Barcelona can still do more to promote not just the nation, but also the ongoing effort. FC Barcelona has been a formidable partner for Catalonia, and a whole lot more can be achieved through this relationship.



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