

# **Social Perception and Effort of Sport People to Build Fairplay Character in Football (Situation Analysis Study in Football Match in Special Region of Yogyakarta Province Area)**

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## **ABSTRACT**

In Special Region of Yogyakarta (DIY), football is very popular for many people, so that there are many perceptions and efforts made by sport people to create good and conducive environmental conditions, one of which is to build fairplay character in football. The research intends to figure out social perceptions and efforts of sport people to build fairplay character in football. This research is descriptive quantitative research using survey method. Research instrument used to collect data is questionnaire. Research subjects are sport people/ society including players, coaches, football referees, supporters/ football spectators, and parents of athletes. Subjects are taken by random sampling and incidental random sampling in 4 districts (Sleman, Bantul, Kulonprogo, Gunung Kidul) and 1 Yogyakarta City. Data analysis technique uses descriptive quantitative statistical analysis. Research results show that social perceptions and efforts of sport people to build fairplay character in football in DIY province in detail are: 8 respondents (1.07%) have very low perception, 46 respondents (6.13%) have low perception, 109 respondents (14.53%) have medium perception, 492 respondents (65.60%) have high perception, and 95 respondents (12.67%) have very high perception.

*Kata Kunci: Social Perception of Sport People, Fairplay Character, Football.*