

# Sekolah sepak bola plus versi korporasi studi kasus tentang penanaman nilai karakter bangsa di Pertamina Soccer School = plus soccer school version of corporate a case study on implementation of nationalism character value in Pertamina Soccer School

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## Abstrak

Sosialisasi dan potensi mobilitas sosial di Pertamina Soccer School (PSS). Adanya peran korporasi PT Pertamina Persero dalam ranah pembinaan pesepak bola muda dengan program CSR adalah fenomena baru. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan berupa wawancara dan observasi lapangan. Hasil penelitian menunjukkan bahwa ada ciri khas dari sekolah sepak bola yang dikelola oleh korporasi yakni tujuh nilai karakter bangsa yang disosialisasikan di PSS, meliputi nilai tanggung jawab, kedisiplinan, kejujuran, religi, persahabatan, menghargai prestasi, dan kepedulian lingkungan. Selective exposure merupakan tahapan proses sosialisasi yang dominan di PSS, di mana anak hanya diberikan penjelasan untuk bersikap dan berperilaku seperti yang diharapkan oleh agen sosialisasi. Dalam proses internalisasi nilai, anak cenderung bersikap menerima apa adanya (taken for granted) nilai dan norma yang disosialisasikan. Selain itu, hasil penelitian juga menunjukkan bahwa dengan mekanisme rekrutmen yang objektif PSS berpotensi sebagai sarana mobilitas sosial vertikal. Pada level makro, hasil penelitian menunjukkan bahwa PSS merupakan wujud konkret dari model pembangunan society centered yang dijalankan oleh program CSR PT Pertamina Persero.

.....This study discusses about the socialization process, the role of socialization agents, and the potential for social mobility in Pertamina Soccer School. This study used qualitative method, interview technique, and observation. The role of PT Pertamina Persero corporate in the field of youth soccer development by corporate social responsibility is the new phenomenon. The result of research showed that there are characteristic from soccer school that managed by corporate, namely responsibility, discipline, honest, religious, friendly, respect for achievement, and caring environment. Selective exposure is the dominant stage of the socialization process in Pertamina Soccer School which children are given only explanation for the act and behave as expected by the agents of socialization. In the process of internalization, children tend to be accept with taken for granted about values and norms are socialized. In addition, the result of research that the objective of mechanism recruitment can be as means of vertical social mobility. At the macro level, the result of research showed that Pertamina Soccer School is the real form of the model development based on society centered that from the social responsibility program of PT Pertamina Persero.