

Pertukaran kapital antara Garuda Indonesia dan Liverpool FC dalam kerangka pemikiran Pierre Bourdieu = Capitals exchange between Garuda Indonesia and Liverpool FC in the context of Pierre Bourdieu's Notion

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Abstrak

[ABSTRAK
 Artikel ini membahas pertukaran kapital antara Garuda Indonesia dan Liverpool FC dengan menggunakan kerangka pemikiran Pierre Bourdieu. Hasil dari penelitian ini memperlihatkan bahwa pertukaran kapital yang dilakukan oleh Garuda Indonesia dan Liverpool FC, mencakup kapital ekonomi, kapital budaya, dan kapital simbolik, memberikan keuntungan pada masing-masing pihak sesuai dengan kebutuhan dan kepemilikan kapitalnya, serta posisi yang ingin mereka capai di arena sosial masing-masing.<hr>

ABSTRACT This article analyzes the capitals exchange between Garuda Indonesia and Liverpool FC using the context of Pierre Bourdieu's notion. The result of this study shows the capitals exchange conducted by Garuda Indonesia and Liverpool FC, include economic capital, social capital and symbolic capital, which provide benefits to each party according to the needs and ownership of the capitals, as well as the dreamed position in their own social arenas.;This article analyzes the capitals exchange between Garuda Indonesia and Liverpool FC using the context of Pierre Bourdieu's notion. The result of this study shows the capitals exchange conducted by Garuda Indonesia and Liverpool FC, include economic capital, social capital and symbolic capital, which provide benefits to each party according to the needs and ownership of the capitals, as well as the dreamed position in their own social arenas., This article analyzes the capitals exchange between Garuda Indonesia and Liverpool FC using the context of Pierre Bourdieu's notion. The result of this study shows the capitals exchange conducted by Garuda Indonesia and Liverpool FC, include economic capital, social capital and symbolic capital, which provide benefits to each party according to the needs and ownership of the capitals, as well as the dreamed position in their own social arenas.]