CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Jersey number in football is to be a marker for each player when undergoing a match. Initially, there is nothing special about the number on the jersey of each player. However, over time, the number one jersey has a special meaning. These meanings emerge from a variety of reasons, for example because of the success of the owner of the particular number. This makes the number of the player wears is considered special, even sacred to various parties. Jersey numbers are used in association football to identify and distinguish players that are on the field. Numbers were originally used to also indicate position, with starting players being assigned numbers 1–11. Although these numbers often bear little or no significance in the modern game other than the players' favorite numbers and the numbers that available. However, numbers 1–11 are often still worn by players of the previously associated position. As national leagues adopted squad numbers and game tactics evolved over the decades, numbering systems evolved separately in each football scene, and so different countries have different conventions. Still, there are some numbers that are universally agreed upon being used for a particular position, because they are quintessentially associated with that role.

In its long history, Manchester United always publishes the classy players. The legendary names entered the green field of Old Trafford'spride stadium to present a complete game. All of the Manchester United's players who wore number 7 jersey are always in the highlights. Somehow there is such an excessive magical power for the player numbered 7 jerseys for Red Devils' fans. Those who wore this jersey umber become a living legend that is always remembered as the best in his era. Manchester United Football Club is a professional football club based in Old Trafford, Greater Manchester, England, that competes in the Premier League, the top flight of English football. Nicknamed "the Red Devils", the club was founded as Newton Heath LYR

Football Club in 1878, and it changed its name to Manchester United in 1902 and moved to its current stadium, Old Trafford, in 1910.

Manchester United as one of the strengths of traditional English and European football certainly had a jersey number of players with more value. It plays in the Premier League, a high-class professional league in England, and has already achieved 20 league titles. It has also won eleven FA Cups, four League Cups, and twenty FA Community Shields. In international leagues, Manchester United has won three European Cups, one UEFA Cup Winner's Cup, one UEFA Super Cup, one Intercontinental Cup, and one FIFA Club World Club. Manchester United was the first English football club to win the European Cup in 1968. In 1998-1999 seasons, Manchester United became treble winner for winning the Premier League, the FA Cup, and the UEFA Champions League. Manchester United is the third-richest football club in the world for 2011-2012 in terms of revenue, with annual revenue of €395.9 million, and the second most valuable sports team in 2013, valued at $3.165 billion. It is one of the most widely supported football teams in the world.

Semiotics is often engaged in the analysis of texts although it is far more than just a mode of textual analysis. It should probably be noted that a 'text' can exist in any medium and may be verbal, non-verbal, or both, despite the badge centric bias of this distinction. The term *text* usually refers to a message which has been recorded in some ways such as writing, audio- and video-recording. Therefore, it is physically independent of its sender or receiver. A text is an assembly of signs such as words, images, sounds and/or gestures constructed and interpreted with reference to the conventions associated with a genre and in a particular medium of communication. Human experience is inherently multisensory, and every representation of experience is subject to the constraints and affordances of the medium involved. Every medium is constrained by the channels which it utilizes.

According to Barthes (1967,9), semiology aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all of these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at

least systems of signification. In myth, the signifier is already formed by the signs of the language. Myth has in fact a double function: it points out and it notifies; it makes us understand something and it imposes it on us.

Myth is an important element that can turn something culturally or historically natural and easy to understand. The myth stems from connotations that have settled in the community, so that the messages obtained from these myths are no longer questioned by the public. Barthes' explanation on the myth can't be separated from the explanation of the significant and signifié Saussure. That expression can be developed to form a new sign and establish equality of meaning. The existence of E = expression, R = relation, and C = the contents of which are arbitrary in every individual to be able to form a second layer of meaning for their shift in the meaning of denotation to connotation 9E2 (E1-R1-C1) -R2-C2). The myth itself is a connotation that has been cultured.

Roland Barthes' myth emerges due to the perception of his own idea that signs are mysterious meanings that may eventually give birth to a myth. So the point is that myths are referred by Roland Barthes from behind the signs in our daily communication, both written and through the print media. To get an understanding in greater detail below is description of Roland Barthes' semiotic concept, namely that denotative sign consists of signifier and signified. However, at the same time, the sign is also a marker of denotative. Thus, according to the concept of Barthes, connotative sign not only has extra meaning, but it also contains the second part of denotative sign that underlies its existence.

According to Charles Sanders Peirce's theory. Peirce originally develops the symbol, index, and icon triad as one component in a massively complex formal system of semiotics and logic. This system ultimately identifies over 50,000 possible elements and relations, but is now considered unwieldy. Of Peirce's many ways of distinguishing signs, the symbol, index, and icon triad focus on the relations of signs to their objects. According to Pierce, symbols have a convention-based relationships with their objects (e.g. alphanumeric symbols); indexes or indices are directly influenced by their objects (e.g. a

weathervane or a thermometer); and icons have specific properties in common with their objects (e.g. portraits, diagrams).

Number seven has a sacred number attached to the jersey of the club's players. It is a legendary fairy tale. When searched, we can see that there is so much success and admiration of the public on the owner of the number 7 at Old Trafford. Seeing how the number 7 has magical for United, it is better to turn back time, precisely the mid 60's. It all started at the same time when the British football world Europe was bewitched by the magical powers nicknamed The Holy Trinity, in which one of its members was George Best. He was synonymous with the number 7 because he often wore the number 7 jersey. Keep in mind, at that time one jersey wore by players were not permanent.

In this research, writer chooses the Jersey Number 7 of Manchester United. As the focus of study it has semiotic meaning that the writer wants to analyze more deeply using theory of semiotic to know the messages that are implied in this myth and what kind of messages that the club tried to convey to the people. Popular history tells us that it is Best who started the tradition of superstars wearing 7 at United, a lineage taking in Bryan Robson, Eric Cantona, David Beckham, Cristiano Ronaldo and, now, they hope, Memphis Depay. Best wore number 7 jersey sometimes, yet generally he wore it when he played on the right wing. This position is traditionally associated with jersey number 7. The '68 win, and his performance in that game, tends to elevate his association with it.

1.2 Identification of the Problem

Based on the background of the problem that is explained above, the writer assume that the myths which are created in Jersey Number 7 in Manchester United could forms the image of the players and conveys the message through the myth for Manchester United itself.

1.3 Limitation of the Problem

As a professional football team founded in 1878, Manchester United had been widely known all over the world. It serves couples of phenomenon since

it was founded up to this time. Alex Fergusson, who had taken care the club for 26 years, declared his retirement that brought some loss to the club itself because the adaptation with new manager was not developed well. Therefore, Manchester United was in crisis by the end of the season. To make the research more specific, focused, and not too large, the writer limits the problem which is the myths that appears and also creates the images in Jersey Number 7 in Manchester United Player's and conveys the message through the myth for Manchester United itself.

1.4 Statement of the Problem

Based on the background of the problem, the writer classifies the problem into the form of questions as follows:

1.4.1 What are the denotative and the connotative meanings from the jersey number 7 in Manchester United's Players?

1.4.2 What kinds of messages that the myth of jersey number 7 in Manchester United's Players want to convey?

1.5 Objectives of the Problem

According to the above-mentioned problems, it can be stated that the general objectives of this analysis are:

1.5.1 To know what the denotative and the connotative meanings from jersey number 7 in Manchester United's Players are.

1.5.2 To know what kinds of messages conveyed through the myth of jersey number 7 in Manchester United's Players are.

1.6 Methods of the Research

The writer uses qualitative methodology of research in this term paper. The source is from written data, such as texts, books, and articles. After collecting those data, the writer examines and analyses the related data and theories. Then, the writer presents the result of data analysis.

1.7 Benefit of the Research

In this study, the writer analyses a professional football club of Manchester United for the study because the club is famous and well known as an English successful team, the fact that not only in neither England nor Europe but also all over the world. The number 7 itself has a meaning which defines the club

and the phenomena of the number that occurs in the club is quite interesting to explore. The writer attempts to find out the relation between the meaning of jersey number 7 and the phenomena that appears to the Manchester United itself.

1.8 Systematic Organization of the Research

This writing of term paper uses paper organization. The writer organizes it to be four sections that consist of four chapters.

Chapter 1: Introduction

In this chapter, the writer explains about background, identification of the problems, limitation of the problems, statement of the problems, aim of the research, methods of the research, and benefits of the research about the Myth of Jersey Number 7 in Manchester United's Players through semiotics theory.

Chapter 2: Framework of the Theories

This chapter consists of the theories of Roland Barthes about myth; and the theories of Charles Peirce about signs: symbol, icon and index.

Chapter 3: Myth of Jersey Number 7 in Manchester United's Players

In this chapter, the writer examines and analyses the data in order to answer the research questions. The writer discovers the myth of Jersey Number 7 in Manchester United' Players and the phenomena that occur in it. Then, the writer relates them to the Manchester United itself.

Chapter 4: Conclusion

In this chapter, the writer concludes the analysis of the discovering of the complete study.