

INTISARI

Penelitian ini menguraikan representasi budaya Arab Palestina dalam Club Deportivo Palestino di Cile dengan memanfaatkan teori representasi Stuart Hall disertai dengan latar belakang dan respons dari representasi tersebut. Data yang digunakan dalam penelitian ini berupa teks dan gambar yang berasal dari sosial media Club Deportivo Palestino, film, video, dan tulisan yang memuat Club Deportivo Palestino. Penelitian ini menggunakan metode kualitatif dengan tiga tahapan, yaitu pengumpulan data, analisis data, dan penyajian hasil analisis data.

Hasil penelitian menunjukkan bahwa representasi budaya Arab Palestina dalam Club Deportivo Palestino tidak terlepas dari sejarah migrasi Palestina ke Cile sejak akhir abad 19. Representasi tersebut terlihat dalam tiga ranah utama, yaitu simbolik, naratif, dan performatif. Dalam ranah simbolik, budaya Arab Palestina direpresentasikan melalui penggunaan bendera Palestina, *keffiyeh*, peta wilayah, ikon perjuangan, tempat dan kota Palestina, serta elemen budaya Arab secara umum. Ranah naratif tercermin dalam nama tim, slogan, peringatan tokoh dan sejarah Palestina, serta narasi kemanusiaan dalam tim. Adapun dalam ranah performatif, representasi budaya diwujudkan melalui aksi simbolik, edukasi internal tim, kegiatan sosial dan komunitas, serta hubungan langsung dengan Palestina. Representasi ini mendapatkan respons positif dari komunitas diaspora Palestina, masyarakat Cile dan global, serta rakyat Palestina di tanah air. Sementara respons negatif datang dari komunitas Yahudi yang menilai representasi budaya Arab Palestina dalam Club Deportivo Palestino terlalu bersifat politis dan mencederai prinsip netralitas dalam dunia sepak bola. Secara keseluruhan, penelitian ini menunjukkan bahwa insitusi olahraga dapat menjadi ruang artikulasi budaya dan identitas yang aktif, serta wadah solidaritas terhadap perjuangan Palestina.

Kata kunci: Budaya Arab Palestina, Cile, Club Deportivo Palestino, Representasi Stuart Hall, sepak bola

ABSTRACT

This study explores the representation of Arab Palestinian culture in Club Deportivo Palestino in Chile by utilizing Stuart Hall's theory of representation, along with the background and responses to that representation. The data used in this research consist of texts and images sourced from Club Deportivo Palestino's social media, films, videos, and writings related to the club. This research employs a qualitative method comprising three stages: data collection, data analysis, and presentation of the analysis results.

The results show that the representation of Arab Palestinian culture in Club Deportivo Palestino is inseparable from the history of Palestinian migration to Chile since the late 19th century. The representation appears across three main domains: symbolic, narrative, and performative. In the symbolic domain, Palestinian culture is represented through the use of the Palestinian flag, keffiyeh, maps, symbols of resistance, references to places and cities in Palestine, and general Arab cultural elements. The narrative domain is reflected in the team's name, slogans, commemoration of Palestinian figures and historical events, and humanitarian narratives promoted by the club. In the performative domain, cultural representation is expressed through symbolic actions, internal education, community engagement, and direct connections with Palestine. These representations have received positive responses from the Palestinian diaspora, Chilean society, the global community, and Palestinians in their homeland. However, negative responses have emerged from Jewish communities, who view such representations as overly political and in conflict with the principle of neutrality in football. Overall, this study shows that sports institutions can function as cultural mediums that actively sustain identity and foster transnational solidarity for the Palestinian cause.

Keywords: Chile, Club Deportivo Palestino, football, Palestinian Arab culture, Stuart Hall's Representation