

TABLE OF CONTENTS

INSIDE COVER PAGE.....	i
INSIDE TITLE PAGE	ii
DEGREE REQUIREMENT	iii
DECLARATION	iv
APPROVAL SHEET	v
DEDICATION PAGE.....	vi
ACKNOWLEDGEMENT	vii
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ.....	ix
TABLE OF CONTENTS	x
LIST OF TABLE	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
ABSTRACT	xvi
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem	6
1.3 Objective of the Study.....	6
1.4 Significance of the Study	6
1.5 Scope and Limitations	6
1.6 Definition of Key Terms	7
CHAPTER II.....	8
LITERATURE REVIEW.....	8
2.1 Sports and Nation Branding	8
2.2 The National Assets applied for Branding a Nation.....	12
2.3 Codes of Television.....	14
2.4 Review of Related Studies.....	15

CHAPTER III	17
METHODS OF THE STUDY	17
3.1 Research Approach.....	17
3.2 Data Source	17
3.2.1 Primary Data Source	18
3.2.2 Secondary Data Source	20
3.3 Technique of Data Collection.....	20
3.4 Technique of Data Analysis	22
CHAPTER IV	24
RESULTS AND DISCUSSION	24
4.1 Social Codes	24
4.1.1 Pencak Silat.....	24
4.1.2 Flag of Indonesia.....	32
4.1.3 Shanghai, China	39
4.1.4 Jakarta, Indonesia.....	41
4.1.5 Indonesian Traditional Lifestyle	43
4.1.6 Indonesian Traditional Javanese Dance	44
4.1.7 Ondel-Ondel.....	45
4.1.8 Batik	46
4.2 Representational Codes	46
4.2.1 Pencak Silat.....	46
4.2.2 Flag of Indonesia.....	48
4.2.3 Shanghai, China	50
4.2.4 Jakarta, Indonesia.....	50
4.2.5 Indonesian Traditional Lifestyle	52
4.2.6 Indonesian Traditional Javanese Dance	52
4.2.7 Ondel-ondel.....	53
4.3 Ideological Codes	53
4.3.1 Modernization and Traditional.....	53
4.3.2 Gender Equality	54
4.3.3 Jakarta Centric.....	55

CHAPTER V.....	57
CONCLUSION.....	57
REFERENCES.....	58
APPENDIX.....	70

LIST OF TABLE

Table 3. 1 : The elements of internal assets and external assets on *Energy of Asia*
..... 22

LIST OF FIGURES

Figure 3. 1 : The advertisement of Asian Games 2018 entitled <i>Energy of Asia</i> ...	18
Figure 3. 2: Energy of Asia on The 18th Asian Games 2018 official YouTube channel	18
Figure 3. 3: Energy of Asia on Olympic Council of Asia official YouTube account	19
Figure 3. 4 : An Asian Games 2018 advertisement posted on Twitter	20
Figure 3. 5: Colors of Asia.....	21
Figure 3. 6: Our Energy of Asia.....	21
Figure 4. 1 : Pesilat costumes for team and double category (source: www.pencaksilatharyana.com)	28
Figure 4. 2 : Female Pencak Silat athletes who wear a hijab during 2018 Asian Games (Source: Liputan6.com)	29
Figure 4. 3: The difference between Indonesia's flag and Monaco's flag (Source: hipwee.com)	34
Figure 4. 4: Javanese Java woman traditional dance performance (Source: www.vectorstock.com)	45
Figure 4. 5: An official logo of Asian Games 2018 (source: an official advertisement of Asian Games 2018)	51

LIST OF APPENDICES

- Appendix 1 The Images of Pencak Silat on Energy of Asia
- Appendix 2 The Images of Flag of Indonesia on Energy of Asia
- Appendix 3 The Image of Shanghai, China on Energy of Asia
- Appendix 4 The Images of Jakarta, Indonesia on Energy of Asia
- Appendix 5 The Image of Indonesian Traditional Lifestyle on Energy of Asia
- Appendix 6 The Image of Traditional Javanese Dance on Energy of Asia
- Appendix 7 The Image of Ondel-Ondel on Energy of Asia