

CHAPTER I
INTRODUCTION
BACKGROUND

We are all live in the beautiful world that full of diversity. There are many ethnics, religions, races, etc. However, discrimination take place as the resistance to those diversity. Especially racism that we are familiar with. Discrimination in race makes everything more complicated. There are reasons why people are doing racism, for instance prejudice, misconceptions, and racial discrimination. Someone that has negative feeling about racialized people or group are called as the prejudice and overt bias. Stereotyping is considering that all member of a group has the same character, regardless individual differences. The last is having personal implication to racialized people called as racial profiling.¹

Why racism is considered as global issue? United Nations stated that race is included inside the human rights. All rights, regardless of colour, gender, nationality, race, language, religion or any status. Human rights include the right to life, freedom from slavery and injustice, freedom of expression and freedom of speech, right to work and education, etc. All is entitled to these freedoms without discrimination.² Human right is included inside the global issues overview among

¹“Examples of Racial Discrimination (Fact Sheet).” Ontario Human Rights Commission. Accessed April 7, 2020. <http://www.ohrc.on.ca/en/examples-racial-discrimination-fact-sheet>.

² “Human Rights.” United Nations. United Nations. Accessed April 7, 2020. <https://www.un.org/en/sections/issues-depth/human-rights/index.html>.

the other issues such as climate change, decolonization, gender equality, health, etc.³

Racism brings many negative effects to the society, the victim, and everything that is used to. Unfortunately, racism is considered trivial by communities and not considered something serious. For instance, in charity sectors, they are lacking of urgency when it comes to dismantling racism because they acknowledge that racism is accidental and perpetuating a lack of diversity by recruiting from closed networks and experience is being more prioritized rather than skills and values.⁴ The outcome of racism could be anything, from victim's future health (mental health) until attack and killing other groups⁵.

Nowadays, when the global population also growing, adolescents are being far more diverse. Because prejudices are a social determinant of health, they have a big effect on children, young people, adult white people and their relatives' wellbeing.⁶ Birth inequality and mental issues of children and adolescent has been related to the effect of racism.⁷ The biochemical pathway that results from extreme trauma contributes to elevated and sustained susceptibility to trauma factors and

³ "Global Issues Overview." United Nations. United Nations. Accessed April 7, 2020. <https://www.un.org/en/sections/issues-depth/global-issues-overview/>.

⁴ Whitehead, Harriet. "Charities Lack Urgency When It Comes to Dismantling Racism." Civil Society, February 18, 2020. <https://www.civilsociety.co.uk/news/charities-lacks-urgency-on-dismantling-racism.html>.

⁵ "International Day for the Elimination of Racial Discrimination 21 March 2019." OHCHR. Accessed April 12, 2020. <https://www.ohchr.org/EN/NewsEvents/Pages/DisplayNews.aspx?NewsID=24385&LangID=E>.

⁶ Elias, A., Paradise, Y. Estimating the mental health costs of racial discrimination. *BMC Public Health* **16**, 1205 (2016). <https://doi.org/10.1186/s12889-016-3868-1>

⁷ Pachter LM, Coll CG. Racism and child health: a review of the literature and future directions. *J Dev Behave Podiatry*. 2009;30(3):255–263. doi:10.1097/DBP.0b013e3181a7ed5a

oxidative stress at the cellular stage.⁸ Stress factor like cortisol could lead to inflammatory responses which keep people from being chronically ill.⁹ Ethnic inequalities in child mortality exist, for example, low birth weight risks and perceived social disparity and maternal stress have been related.¹⁰

Racism also can manifest inside terrorism. In March 2020, there was a white supremacist conducted an islamophobia terrorist assault on two mosques in Christchurch, New Zealand, murdering 50 people and injuring several others. This horrific incident teaches us that colonialism, xenophobia and religious intolerance are lethal and that ethnic abuse, alienation and bigotry are the product of ethno-nationalist extremism and racist ideologies.¹¹ Therefore, based on the cases that happened, racism is in urgency to be solved and eradicated in our world.

Racial discrimination could happen in every level of human life such as in Institutional, workspace, school, and our own environment, ranging from individual to structural.¹² An iceberg is an easy metaphor to illustrate how racism operate.¹³ The top of the iceberg is the kind of racial discrimination that can be identified and

⁹ Cohen S, Janicki-Deverts D, Doyle WJ, et al. Chronic stress, glucocorticoid receptor resistance, inflammation, and disease risk. *Proc Natl Acad Sci USA*. 2012;**109**(16):5995-5999pmid:22474371

⁹Riddell CA, Harper S, Kaufman JS. Trends in Differences in US Mortality Rates Between Black and White Infants. *JAMA Pediatr*. 2017;171(9):911–913. doi:10.1001/jamapediatrics.2017.1365

¹⁰Lu MC, Kotelchuck M, Hogan V, Jones L, Wright K, Halfon N. Closing the Black-White gap in birth outcomes: a life-course approach. *Ethn Dis*. 2010;20(1 Suppl 2):S2–76.

¹¹ “International Day for the Elimination of Racial Discrimination 21 March 2019.” OHCHR. Accessed April 7, 2020. <https://www.ohchr.org/EN/NewsEvents/Pages/DisplayNews.aspx?NewsID=24385&LangID=E>.

¹² Carmichael, S.; Hamilton, CV. *Black Power: The Politics of Liberation in America*. New York: Vintage Books; 1967.

¹³ Gee GC, Ro A, Shariff-Marco S, Chae DH. Racial Discrimination and Health among Asian Americans: Evidence, Assessment, and Directions for Future Research. *Epidemiologic Reviews*. 2009; 31(1):130–151. [PubMed: 19805401]

generally handled individually. The iceberg component under the surface reflects systemic racism; its eradication is more negative and nuanced. Rules and regulations that change the tip of the iceberg do little to alter its structure and contribute to similar, but less noticeable, social gaps.¹⁴

Nowadays, racism in football is still happening and based on the director of Kick It Out (KIO), a major British group working to eradicate racism in mainstream and youth sports, claims that athletic bias is "worse than it was five years before."¹⁵ Since 2001, in regard to fight the racism, (UEFA) has created a campaign to eradicate bias, racism and bigotry in football. It has been a big focus for UEFA in recent years – and the European organization is making good use of its high-profile channels to send out a key and distinctive message: No to Racism.¹⁶ UEFA is worked for Europe as a whole, and to be more specific, England also have their own campaign which is “No Room for Racism”, and that applies for the whole football competition in England.¹⁷

1.1 RESEARCH QUESTIONS

1. What is the campaign to eradicate racism inside England’s football?
2. How is the implementaion of the campaign?

¹⁴ Gee GC, Ford CL. STRUCTURAL RACISM AND HEALTH INEQUITIES: Old Issues, New Directions. *Du Bois Rev.* 2011;8(1):115–132. doi:10.1017/S1742058X11000130

¹⁵ Grez, Matias, Zayn Nabbi, and Darren Lewis. “Racism in Football Is 'Bubbling up Again,' Says UK Anti-Racism Head.” CNN. Cable News Network, February 5, 2020. <https://edition.cnn.com/2020/02/05/football/racism-in-football-kick-it-out-premier-league-spt-intl/index.html>.

¹⁶ Uefa.com. “Respect- No to Racism - Social Responsibility - Inside UEFA.” UEFA.com, February 22, 2017. <https://www.uefa.com/insideuefa/social-responsibility/respect/no-to-racism/>.

¹⁷ “No Room for Racism Football Campaign: Premier League.” No Room for Racism Football Campaign | Premier League. Accessed April 9, 2020. <https://www.premierleague.com/NoRoomForRacism>.

3. How is the impact of the football campaign to racism?

1.2 RESEARCH OBJECTIVES

Racial discrimination has rooted in football since long time ago. I do believe the responsible party is working hard to eradicate racism inside our outside football. Going outside football is too wide so I narrow it to be inside football. The objective is to know what campaign that responsible parties have to eradicate racism inside football so the victim of racial discrimination may feel save and how it reacts to the incidents.

1.3 SIGNIFICANCE OF RESEARCH

The campaign is there to be run and implemented therefore, the rate of racism can be pushed down. The result of knowing campaign is to study it whether it brings enough impact to the society or not. If the rate is still increasing, so the the strategies do not work effectively. However, by studying the campaign deeper, we can create new ideas to reduce or even eradicate racism in football and society.