

ABSTRAK

PENERAPAN PRINSIP *GOOD CORPORATE GOVERNANCE* TERKAIT KEPERCAYAAN SPONSOR PADA KLUB SEPAK BOLA PSS SLEMAN

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Tata kelola klub sepak bola menjadi suatu bagian penting karena penerapan tata kelola yang baik akan mendukung tercapainya pengelolaan klub yang profesional. Penelitian ini bertujuan untuk mengetahui penerapan prinsip-prinsip *Good Corporate Governance* (GCG) pada manajemen PSS Sleman serta perannya dalam membangun kepercayaan sponsor.

Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pihak manajemen PSS Sleman serta perwakilan sponsor PT Akasha Wira International (Nestle Pure Life).

Hasil penelitian menunjukkan bahwa PSS Sleman telah menerapkan prinsip transparansi, akuntabilitas, responsibilitas, independensi, dan kewajaran dalam pengelolaan klub. Penerapan prinsip tersebut diwujudkan melalui keterbukaan informasi, pelaporan kerja sama secara berkala, pemenuhan hak dan kewajiban sesuai perjanjian, pengelolaan hubungan yang profesional, serta komunikasi yang terbuka dengan sponsor. Penerapan *Good Corporate Governance* yang baik mampu membangun dan mempertahankan kepercayaan sponsor.

Kata kunci: *Good Corporate Governance*, kepercayaan sponsor, PSS Sleman, *sponsorship*.

ABSTRACT

**IMPLEMENTATION OF GOOD CORPORATE
GOVERNANCE PRINCIPLES ON SPONSOR TRUST IN
THE PSS SLEMAN FOOTBALL CLUB**

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Football club governance is crucial because its implementation supports professional club management. This study aims to determine the application of Good Corporate Governance (GCG) principles in PSS Sleman's management and its role in building sponsor trust.

The study used a descriptive qualitative method with a case study approach. Data were obtained through interviews, observations, and documentation with PSS Sleman management and representatives of the sponsor, PT Akasha Wira International (Nestle Pure Life).

The results indicate that PSS Sleman has implemented the principles of transparency, accountability, responsibility, independence, and fairness in club management. These principles are demonstrated through information disclosure, regular reporting of partnerships, fulfillment of rights and obligations as agreed, professional relationship management, and open communication with sponsors. The implementation of Good Corporate Governance can build and maintain sponsor trust.

Keywords: Good Corporate Governance, sponsor trust, PSS Sleman, sponsorship