

## RINGKASAN

Penelitian yang berjudul “KEPENTINGAN LUAR NEGERI RUSIA TERHADAP JERMAN MELALUI *GAZPROM SPONSORSHIP* DI KLUB SCHALKE 04 FC PADA TAHUN 2017-2018” ini memiliki fokus atau tujuan penelitian untuk menganalisis kejadian kontemporer dalam isu hubungan internasional. Pada hal ini ialah menganalisis dan mengetahui Kepentingan Luar Negeri Rusia terhadap Jerman melalui *Gazprom Sponsorship* di Klub Schalke 04 FC pada tahun 2017-2018. Penelitian ini dianalisis berdasarkan konsep *Softpower* dan diplomasi olahraga Berdasarkan data-data yang diperoleh, Gazprom merupakan perusahaan eksportir minyak dan gas juga perusahaan negara milik Rusia. Pada tahun 2006 Gazprom menjadi *sponsorship* di Schalke 04 FC dan menolong tim tersebut dari kebangkrutan. Lalu tahun 2007 Schalke 04 FC mengeluarkan *jersey* baru mereka dengan logo Gazprom sebagai logo utama berdampak tim sepak bola asal Jerman menjadi disegani dan kuat di liga utama Jerman setelah diterpa krisis keuangan. Lalu pada tahun 2017-2018 pada saat pembangunan proyek *Nord Stream* tahap dua yang dibelakangnya Gazprom dan pemerintah Rusia memiliki peran sentral dibalik proyek *Nord Stream* tahap dua Schalke 04 FC ikut serta mengkampanye proyek tersebut di berbagai pertandingan di musim 2017-2018.

Kata Kunci : Gazprom, Schalke 04, Nord Stream, Jerman, Rusia, *sponsorship*.

## **SUMMARY**

*The study, entitled "Foreign INTERESTS OF RUSSIA TO GERMANY THROUGH GAZPROM SPONSORSHIP AT CLUB SCHALKE 04 FC IN 2017-2018" has a focus or research objective to analyze contemporary events in international relations issues. In this case, it is to analyze and find out Russia's Foreign Interests in Germany through the Gazprom Sponsorship at the Schalke 04 FC Club in 2017-2018. This research is analyzed based on the concept of Soft power and sports diplomacy. Based on the data obtained, Gazprom is an oil and gas exporter company as well as a Russian state-owned company. In 2006 Gazprom became a sponsor at Schalke 04 FC and helped the team from bankruptcy. Then in 2007 Schalke 04 FC issued their new jersey with the Gazprom logo as the main logo which resulted in the German football team becoming respected and strong in the German premier league after being hit by the financial crisis. Then in 2017-2018 during the construction of the second phase of the Nord Stream project, behind which Gazprom and the Russian government had a central role behind the second phase of the Nord Stream project, Schalke 04 FC participated in campaigning for the project in various matches in the 2017-2018 season.*

*Keywords: Gazprom, Schalke 04, Nord Stream, Germany, Russia, sponsorship.*