

ABSTRACT

This research focuses on how the branding strategy implemented by Bali United so that it can become a professional football club through the Beyond Football's motto. Beyond Football's motto underlies the building of their business units and the series of programs they carry out. As a result of this concept, they got the AFC professional club license even though the club itself was only five years old. The research used a descriptive case study method with a constructivist paradigm. The data validity technique used the triangulation method.

At the strategic planning, Bali United carries out a series of activities or programs and is assisted by the presence of its own business unit. In the implementation stage, the concept of positioning and unique selling proposition is used by Bali United to convey to the public that they are not only engaged in football. In the evaluation stage, Bali United uses reports and supporters' responses to the programs they have implemented and immediately takes further action if there are deficiencies in the strategy that has been implemented. Researchers conclude that Bali United has succeeded in establishing branding as a professional football club through the Beyond Football's motto.

Keywords: Bali United, strategy, branding, Beyond Football.