

CHAPTER 1

INTRODUCTION

1.1.BACKGROUND OF THE STUDY

Pool or billiard is a game played by knocking balls using a cue around the table into holes. Alciatore states that it is a game that can be played by all people regardless of their origin, class, and age. When people play pools, they need to have good physical coordination although physical characteristics are not the priority. It can be played between friends or with strangers. That is why, according to Alciore, a pool table can be placed in many places, such as in family rooms, a bar, and especially billiard centers. Like almost all other sports, pools mainly challenge people's mentality by using the strategy as the biggest key to the game's success (Alciatore 2004).

There are many billiard centers in Semarang, such as *One-Cue*, *Kingdom Billiard*, and *Side Pocket*. However, running billiard centers is not easy. Many billiard centers are already closed because of many factors. One of the factors is the stigma that people have about pool games or billiards. Billiard centers are related to social problems like illegal gambling, underage alcohol consumption, brawl fights, and illegal prostitution with the lady escort.

Out of those many factors, gambling is the main reason people stay away from billiard games. Gambling is a behavior that involves the risk of losing something

valuable and involves social interaction as well as the element of freedom to choose whether or not to risk losing it, While the norm is considered as an ideal culture or as hope for individuals in certain situations from the conversation or from seeing sanctions and reactions that are given. According to the research, gambling inside the billiard centers is done by visitors from various backgrounds such as civil servants, workers from inside the city, out-of-town migrants, project construction workers, and students and college students. In short, people from different backgrounds may be involved in gambling when they are playing billiard .

A study by Marwanto mentions that those actions are usually done by the pool game or billiard players who belong to a billiard community that is relatively young at age, including college students. They perform deviant behaviors and violate the norms in social life. They play the game for profit, instant money without considering the consequences of wasting time and money that they can use to study. They also do not care if they disturb the calm and comfort of other people and violate religious values (Marwanto 2015).

In Semarang, billiard centers like Kingdom Billiard, Side Pocket, One cue already put a sign that forbids the players from using drugs, or doing illegal gambling inside their billiard center. They also forbid students who wear the school uniform to play during school hours. The billiard centers put the warnings because they do not want people to think of billiard centers as a bad place. Despite all the warning signs, the writer observes that there are visitors who go against the rules.

Based on the discussions above, the writer wants to research the billiard business in Semarang and the customers' opinion about it. The writer tries to get information about the factors influencing the customers to come to the pool or billiard games and the stigmas surrounding a pool or billiard games. The writer wants to conduct the research because it is related to the writer's plan to establish a pool billiards sports center based in one location, Semarang. Understanding the stigma that occurs in society about the business can help the writer mitigate the difficulties of opening a Semarang pool business.

1.2. Field of The Study

The field of this study is the creative industry dealing with billiard business.

1.3. Scope of The Study

This research focuses on the billiard business in Semarang.

1.4. Problem Formulation

The problem formulations are:

1. What are the challenges of opening business billiard in Semarang?
2. Are the stigma affect the billiard business in Semarang?

1.5. Objectives of The Study

The objectives of this study are:

1. to find out the challenges in business billiard in Semarang.
2. to find out the stigma about billiards in Semarang.

1.6. Significance of The Study

The research hopefully gives insight on Semarang people's opinions on pool or billiard games. Other than that, it is expected that this study can reference other entrepreneurs in improving their business related to the entertainment business, in this case, pool games.

1.7. Definition of Terms

Writer use qualitative data to refers to a detailed explanation of the technical terms and measurements used during data collection (Baxter and Jack 2008). This is an important part of Research paper or report is that in which the key or important terms in the study are clearly defined. The writer will interview the owner of Kingdom billiard center in Semarang and divide respondents group into 2, the younger customer and older customer.

