

The Degradation of Sport Value in Post Industrial Era

A Philosophical Perspective

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Abstract

This paper critically reviews the philosophical concept of sport industry. The details of this review will be specified into axiological review as it is an easier tool to deliver the concept. In particular, this axiological review focuses on value system related to sport.

This paper has heavily been influenced by a masterpiece "Homo Ludens" by Johan Huizinga. Homo ludens concept has been believed as fundamental to institutionalized human playing contemporary known as sport. In Huzinga's perspective, the concept of ludens does not only represent playing activities pursuing merely pleasure but it also more than that. Ludens is a concept of activities which includes value and norm system. Furthermore, this paper will analyze the basic value of sport as it is conceptualized by Huizinga in comparison to the hypothesis that sport values have been declined in post industrial era.

The growth of modernism, marked by industrialization in all aspects of life, has included the change of ludic value. The problem is that weather the process of change is on the track of evolution or is throwing away to the distortion area. This is not a suspect or a prejudice. But awareness has to be maintained considering every movement of the civilization always brings series of ideological dialectics possibly replacing basic values of sports

Keywords: Homoludens, sport value, industrialism, distorsi.

Introduction

"Where do you learn about moral base? "From Sport", replied Albert Camus a man of letters from France, a nobel prizewinner - an automobile accident cut short of his life. During his childhood and teenage, he grew up in circumstances of poverty in Algeria and Camus fond to play soccer. He looked on the game and had been a kipper. He not only involved in the game under the gate but also lonely perceived and contemplated it (Gunawan Muhammad).

Sport in Malaysia is translated as "sukan" which has a broader meaning compared to

