

Proceeding

INTERNATIONAL CONFERENCE ON SPORT

GOR UNY, Saturday, 12th DECEMBER 2009

Theme

The Development Of Sport Culture
To be Indonesian Civilization

Parallel Presentation

1. Moderation: Prof. Dr. Hary Srijawati, Paes
2. The Effect Of Anger Of the Motor-Sports: Heli Pundhita, GOR
3. Lead Call Technology: Yohanes Purno Nugroho
4. The Contribution Of In Opening The Joy: I Rani Happy Eri
5. Implementation Training City (Study In S. City: Semarang City): Yohanes Purno Nugroho
6. Footballing The Future: Education And Sport: Yohanes Purno Nugroho
7. Education In Action: Yohanes Purno Nugroho
8. The Development Of Teaching And Learning: Yohanes Purno Nugroho
9. The Effect Of Teacher Technique Skill Of Yohanes Purno Nugroho
10. Sport Industry Development: Yohanes Purno Nugroho
11. Sport Industry Development: Yohanes Purno Nugroho
12. Outbound As One Of Yohanes Purno Nugroho
13. Contribution Indonesia



Faculty Of Sport Science
Yogyakarta State University



ISORI DIY



Ministry of Youth and Sport
Republic of Indonesia



Indonesian Sport
Deans Forum

TABLE OF CONTENT

Opening Speech

1. Dr. H. Rochmat Wahab, M.Pd., M.A.
Rektor of Yogyakarta State University i
2. Sumaryanto, M.Kes.
Dean of Sport Science Faculty Yogyakarta State University ii

Tabel of Content	iii
------------------------	-----

Keynote Speakers

- 1 *Pengembangan Budaya Olahraga Menuju Indonesia Madani*
Prof. Dr. James Tangkudung, Sportmed, M.Pd.
Staff Ahli Kementrian Negara Pemuda dan Olahraga RI..... 1
- 2 *Revitalisasi ISORI Sebagai Organisasi Profesional*
Prof. Toho Cholik Mutohir, Ph.D.
Ketua Umum ISORI Pusat..... 7
- 3 *Comparative Study in Sport (Football) in Bulgarian and Indonesia*
Costadin Angelov
Soccer Coach of Pro Duta From Bulgaria..... 17
- 4 *Multilateral Development in Athletic*
Laurent
Athletic Coach form France..... 21
- 5 *How To Become At The Top In The World Of Hockey*
Charlotte Peeters
Hockey Coach from Netherland..... 29

Parallel Presentation

- 1 *Motivation: Fuel Of Achievement*
Heny Setyawati, Semarang State University..... 38
- 2 *The Effect Of Anaerobic Interval Training And Arm Power On The Front Crawl Style Of 100 Meter-Swimming Speed*
Heri Pendiato, UTP of Surakarta..... 41
- 3 *Load Cell Technological Research To Hitting Power Assessment On Badminton Game*
Hermawan Pamot Raharjo, Semarang State University..... 47
- 4 *The Contribution And The Exploitation of The Bedugul Natural Resources In Tabanan In Opening The Outbound Sport Tourism Business*
I Kadek Happy Kardiawan & Suratmin, Ganesha University Of Education..... 53
- 5 *Implementation Training Of Candidate Instructor Gymnastic Aerobic At Semarang City (Study In St Anna Gymnastic, Astuti Aerobic Dance And Dian Gymnastic At Semarang City)*
Ipang Setiawan Semarang State University..... 57
- 6 *Increasing The Potential Motion Cerebral Palsy Childs Through Adapted Physical Education And Sport*
Ismaryati, University Of Sebelas Maret..... 62
- 7 *Endurance In Athlete*
Musyafari Waluyo, Semarang State University..... 68
- 8 *The Development Of Computer Media For Senior High School Sport Education Teaching And Learning Activities*
Titik Nur Haida & Nur Sita Utami, Yogyakarta State University..... 70
- 9 *The Effect Of Teaching Style And Friends Conformity On The Improvement Of Basic Technique Skill Of Volleyball Playing*
Nur Rohmah Muktiani, Yogyakarta State University..... 74
- 10 *Sport Industry Development As A National Industrial Strength Basic*
Nuruddin Priya Budi Santoso, Yogyakarta State University..... 80
- 11 *Sport Industry Development As A National Industrial Strength Basic*
Putut Marhaento, Yogyakarta State University..... 87
- 12 *Outbound As One Of The Outdoor Education In Elementary School*
Yudanto, Yogyakarta State University..... 90
- 13 *Contribution Anredera Cordifolia In Sport Medication*
..... 94

SPORT INDUSTRY DEVELOPMENT AS A NATIONAL INDUSTRIAL STRENGTH BASIC

By
Putut Marhaento
Yogyakarta State University

ABSTRACT

Government through the National Development Planning Board will made the effective sports industry which is considered fallen far behind other countries. The reason is due to the potential for a very large sports industry market in Indonesia to be developed. Development of sport industry include sportswear and sports equipment for education, recreational sports and sports achievements with national and international standard. Clothing and sports equipment is to meet the needs of education, sports clubs, community needs, the needs of local markets, domestic and international. Given the size of the domestic market, the sport industry can become the basic of national industrial strength. Development of sports industry in the form of spectacle championships include a multi sports event such as PON, SEA GAMES, ASIAN GAMES, championship / competition sports and extrem sports. Number of local potential that can be used as surfing location, diving and sailing is an advantage for the growth of recreational sports industry in Indonesia. Development of sports consultancy, development associations of sports, improving information and sports communication media, race promotion and sports marketing industry inside and outside the country. To make industrial development works well, it is necessary to make harmonization in policy coordination and synergy between relevant institutions of the stakeholders in sports coaching. Thus, the sports industry will contribute to realize the economic growth, increased competitiveness of national industrial products, and the last one, job creation and poverty reduction.

Keywords: Sport Industry, Industry Development, National Industrial

INTRODUCTION

Government through the National Development Planning Board (Bappenas) will immediately streamline the sports industry who have been deemed far behind compared to other countries. Sports functions previously only as a tourist as from 2009 was developed into the function of education and tourism. Expected by optimizing the function of sports as a means of education, sport in Indonesia will grow more rapidly. Exercise its achievements will be handled directly by the Ministry of National Education while sport for all be handled by the Ministry of Tourism. Thus in future sports development will be done in cross-cutting, other than his own Menegpora which will coordinate, Education Ministry and the Ministry of Industry will also be involved.

The involvement of industry department, will be housed on the availability of sports equipment which has been importing more foreign products than using their own goods. Compared with other countries, sports industry in Indonesia has not developed to its maximum. Various sports equipment there are still many imported from the outside rather than the results from within their own country. According to Hadi Santoso Chairil from the Ministry of Industry, Indonesia imports more than exports sports equipment, and the potential for very large sports industry. Chairil further revealed that Indonesia's export value for sports equipment is only 15-20 percent, while imports reached 40 percent. But the exciting, sports industry growth increases.

Ministry of Youth and Sports through the Deputy III for Youth Entrepreneurship and Industry Kemenegpora Sports states that since 2005 has started to set up measures - concrete measures to develop sports industry. Kemenegpora has committed to develop the sports industry to encourage the growth of sports education, sports achievement, and sport recreation, as well as the driving force behind the growth of industry and national economic welfare of the community.

In many industrialized countries and in modern America, England, Germany, France, Italy, Korea and China, the sports industry has been designed as a global-scale modern industry and the seed industry as a supplier of foreign exchange. Given the sport in Indonesia itself has a very potential market for that industry needs to find forms of exercise that are suitable for development. Judging from the economic perspective, directed the development of sports industry to accelerate the reduction of unemployment, employment opportunities and business opportunities for young entrepreneurs in rural and urban areas.

However, as an institution Kadin gathering of businessmen still do not enter into the sports industry roadmap industry from 2010 to 2015. On the roadmap inventory kadin ten industry clusters that will be leading the industry in Indonesia. To the ten cluster, by chamber divided into three cluster groups, namely the first four clusters are collections of superior industry driving economic growth, which includes food and beverage industry, textile industry and textile products and footwear, electronics and industrial electronics components and industrial equipment transportation and automotive components. The second is leading the industry still requires deepening the industrial

structure, which includes telecommunications equipment industry and informatics (ICT industry), basic metal industry and machinery and petrochemical industries. While the industry is the third leading recipient of foreign exchange resources, which consist of agricultural product processing industries, animal husbandry and forestry, seafood processing industries and industries based on maritime and traditions and culture. For that industrial development in order to function properly it is necessary to consistency in policy coordination and synergy between relevant institutions of the stakeholders in sports coaching.

DISCUSSION

Sports industry is an industry that creates added value by producing and providing sports-related equipment and services. In accordance with the laws of the National Sports System, there are three types of sport that was developed in Indonesia, sports recreation, sports education and sports achievements. For the development of sports industry should be able to provide the optimal results of the development of the three types of sports are viewed from the perspective of socio-economic and political. In determining sports industry development goals for both short and long term is intended to address national issues affecting both sports, socio-economic and political. National problems faced at present are: (1). High unemployment and poverty; (2). Low economic growth; (3). Development of Indonesia's exports slow; (4). Ability in the field of sports technology, low; and (5). The low infrastructure facilities. Sports industry sector can help overcome the national problem by doing some of the strategies the following activities: (1). Reduce import dependence sports equipment and facilities; (2). Improving the relationship between industrial sectors; (3). Improving the ability of small and medium industries; (4). The activities of the industrial sector should be extended to the entire territory of Indonesia.

Taking account of these issues both economic and industrial sectors, the sports industry development objectives in the medium and long term are; Employment; Contribute to economic growth; Support the development of infrastructure sector; Increasing exports of Indonesia; and Technology upgrade. Some categories are the focus of the development of sports industry, among others; (1). Creative product development and other sports apparel sports equipment education, recreation and sport sporting achievement of national and international standards. Product sports clothing and equipment is to meet the educational needs, athletic training concentration, the club - sports clubs, community needs, the needs of local markets, domestic, and international. Given the size of the domestic market, the sports industry can become the basis of national industrial strengths. ; (2). Organization of various events in the category of sports championships olympic games, championship / competition sports, recreation and sports festivals including community sports and traditional sports, extreme sports, including adventure sports, which integrate with the title of art, traditional culture, contemporary art, the potential of natural resources , and the promotion of tourism. International Festival of Youth and Sports Bahari, Indonesia Open Championship Extreme Sport, and Sport Affairs Event Festival as an example of national and international scale that have been held since 2006 and became an annual event. The number of potential locations that could be used as the location of surfing, diving, and sailing is an advantage for the growth of recreational sports industry in Indonesia.; (3). Development of sports consultancy, development of sports associations, improving communications media and sports information, spurring promotional, marketing and sports industries at home and abroad.; (4). Increasing the capacity and ability of players sport sports industry.

Lack of social awareness about the sports industry that can actually increase the strength of national industry led to several weaknesses, among others; Small business firms in the sports industry.; Lack of sports marketing professionals; and Lack of information about the sports industry and public ownership. Sports industry in order to develop well take some effort, among others: (1). Promote sports marketing. In an effort to improve the efficiency of sports industry, and organizational effectiveness, systematic marketing efforts need to be developed in order to develop products that meet the sporting needs and wants of consumers. This can be achieved through the development of appropriate techniques to pemasaran olahraga domestic environment by setting standards marketing technique that is more advanced. Marketing activities, including among others, sports stations, licensing, and sponsorship.; (2). Diversification sports industry. The scope and limits sports industry should be expanded, reaching far beyond the sports participants. Dimensional sports spectacle is a new segment of sports industry.; (3). Diversification of sports resources. This is done in order to drive a sports fan to the sports industry in the region. In the case of professional sports, efforts to increase the diversity of resources associated with sports spectacle, should be increased. Gymnasium, the stadium should be used as public facilities, and as leisure activities.

CONCLUSION

Based on the above description can be concluded that the development of sports industry in Indonesia can be used as the basis of national industrial powers given so much coverage of the sport industry can

be developed and the extent of the domestic market before it could reach world markets. Efforts are made to encourage the growth of sports industry is to promote sports marketing, sports industry diversification, diversification of sports resources, the political will of governments and cultures of Indonesia love the product.

REFERENCE

- Anonim. 2007. Undang-Undang Republik Indonesia nomor 3 tahun 2005 tentang Sistem Keolahragaan Nasional. Jakarta: Kementerian Negara Pemuda dan Olahraga
- Hamid, Edy Suandi dan Anto, Hendri. 2000. Ekonomi Indonesia Memasuki Milenium III. Yogyakarta: UII Press.
- Sport Development Indeks. 2007. Arah Strategi Pembangunan Keolahragaan Nasional Jangka Panjang. 2006-2016. Menpora