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Promoting Local Market for Tae Kwon Do Sporting Goods

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Abstract

Tae kwon do, as a well-developed sport in Indonesia, is one of some other sports that need facilities and equipment for training and competition. In the Kyoruki and Fighat competition, an athlete wears a complete protector from the head to the foot. There are some kinds of protector equipment but the export one is still well considered, particularly those from Korea. Indeed, the sporting good from those countries are well known for two considerations, comfortable and durable. This image among tae kwon do community is beneficial for the business in this area. That is why "brand imaging" strategy is critical for local market development.

Tae kwon do community in Indonesia is potential market for local products. There are some sporting goods, which are produced by small-local industries. Unfortunately, the quality of those local sporting goods is far from the export ones. However, the market for local products can still be developed by building the network between dojang or training hall with local industry. Trainers or management in their dojang can start the partnership with the local business. Local industry would produce products ordered by dojang management or trainers. At this point, quality should be prioritized. Hence, to assure the quality, there should be a free flow communication from the consumers and the producers so that complaints and critics will be followed up.

A better sporting good is a product that has been examined its quality and this examination is from dojang. If dojang feels satisfied with the local sporting goods, local market development can be improved to upper level such as local tae kwon do federation. When national federation can give such recommendation to local sporting goods, it is quite possible that tae kwon do society in Indonesia would become fanatic with local products and local market would be developed.

Introduction

To date, in the globalized world sport is the lifestyle. There are large numbers of people gather in fitness club, gym, dojang, and dojo, and even in unnamed places. For sure, they are not by accident but to gather for exercises in various kinds of activities. More over, activities

raise business opportunity that is sport-sector business. The businesses and industries are divided in field of goods and services provider. Creativity and idea are needed to answer it.

To see the phenomena, a business comes from the field of martial art by providing equipment can be started. The design of the business is not only on selling but to create "brand image". The sport is tae kwon do..

Tae kwon do is a sport, which needs various numbers of equipments in both exercises and championships. In a tae kwon do championship for example, there is kyorugi or fighting. It is carried out in a 10 m x 10 m mattress and the athlete wears dobok, which is equipped with head guard, body through shin protector. These equipments are the business opportunities.

On the other hand, imported products dominate the availability of the equipments. In Indonesia, though at very high prices, they are much preferred since they are durable and comfort. However, local competitor can win the market. It is not an easy process; it consumes times and need for the new brand image. It needs support from stakeholders.

Tae kwon do as Business Opportunities

The term *industry* refers to economic production activities, which focus on manufacturing processes with a huge capital support before the activity can provide profit. Indeed, this definition is a big industry. (<http://id.wikipedia.org/wiki/Industri>). Sport industry is "every product, goods, services, space, and people which are advertised to sport-related public (Pitts, Fielding, and Miller, 1994).

It is the dream to have sophisticated taekwondo-sport industry in Indonesia. Synergies will nurture excellent athlete both in national and international level. This development will also enhance development of the economy. Continuous, sustainable processes are the way to generate the brand image of the local industry

The community of tae kwon do has the opportunities to reach the economic opportunities sooner than others can. In Yogyakarta, there are 70 dojang and at least 20 personnel in each one. The number will be greater as to include personnel around the town. It makes the local equipment industry promising.

Paradigm to create employment must be entitled to graduations. The paradigm will also help them finding job and as a result the challenge will be creating employment. Furthermore, it lessens the number of unemployment.

Tae kwon do-sport industry is potential to develop since lovers of this kind of sport are huge in numbers. The problem is that we have to import most of the equipments whereas, in fact, local potential is able to serve the demand. The equipment is simple to produce, indeed. But why do people interest much on imported products? The raw materials are available at the local markets. Many small-scale producers of upholstery are available to produce the equipments, local market are capable in handling production. Still, how to win the local market?

Equipments of Tae kwon do

Equipments of Tae kwon do are goods to equip by participant in both exercise and championship. They are made of leather, cloth, rubber, cork, and plastic. They are available at local stores.

Equipment in a championship

- 1) Uniform (Dobok)
Participants are obliged to wear in exercises and championship.
- 2) Belt
It is an equipment to show participant's level.
- 3) Head Guard
A participant has to wear the head guard in a championship. There is two color criteria of it: red and blue. Participant on the right side of the middle referee wears the blue one and the red one is on the left side. White head guard is also available when we do not have red and blue head guard. Participant both left and right can wear it.
- 4) Body Protector (Hugo)
It is to protect front, side and back part of the body. It also functions as the target point, it also occurs with head guard. There are two color of body protector: red and blue, the position of the participants is the same with rules used when we use head guard.
- 5) Hand Protector
Hand Protector is used in both exercise and championship to protect the hand when there is a crash.
- 6) Shin Protector
It is to protect shinbone and the instruction to use it is the same with Hand Protector.
- 7) Privy Parts Protector/Groin Protector
It is to protect genital of the participants in both exercise and championship. Privy Parts Protector is private equipment.
Men Women
- 8) Forearm Guard
The function is the same as Shin Protector.
- 9) Tooth Protector
In Indonesia, Tooth Protector is obliged to wear by a participant.
- 10) Glove
Glove is the same with gloves in function, but the fingers are open. It is relatively new in Tae kwon do.
- 11) Mattress of Tae kwon do
Mattress is the base when a participant in exercise or championship.
- 12) Sand sag/Heavy Bags
It is hanged and functions as target in an exercise.
- 13) Target
It is held and functions as target in an exercise.

14) Punching Bag

It is also held and functions as target in an exercise.

Strategy

Strategy is ways to achieve target or goal. In this case, it is the way where an industry locally develops equipments of Tae kwon do. Strategies are significant in entrepreneurship. Strategies to disseminate the product begin with simple and small areas.

To disseminate the local product, the start takes place at a dojang (club). A trainer will cooperate with local producer/crafter to provide the equipments. Imported quality goods functions as models of designs. The distribution of the good is among personnel/participants. In a dojang, a championship will be obliged to make use of the product.

Furthermore, marketing trainers and boards will seek to know and eager to accept criticisms regarding the product for them to lessen and improve quality of the product. Criticisms take an important role.

As the products are accepted by dojang, marketing reaches a pattern of marketing. However, enhancement is still important to reach "brand image." It is aimed at winning national market where participants are comfort with local products. Local products are remarkable since the prices are lower.

Brand Image

Brand image is challenging to achieve. Korea and Japan manage to attract their people with their local product, and it makes them developed countries. In several interviews to the people they said, "Whatever people say, I always and always uses local products since buying them meaning prospering my country."

It also will happen with our local Tae kwon do equipments; they will be people's choice. Brand image will occurs when the organization develop policy to recommend them, such as the upper level of an organization's recommendation. It needs cooperation between trainer, producer, and upper level policy of Tae kwon do organization.

When various dojang accepts the products, stimulation will go to branch/regency levels. Later, it will go to the upper level of a regional administration, and finally go to the national level. The applied strategies are about the same, to cooperate and benefit each other, and to admit criticisms on the product.

Key of the strategy is recommendation of the umbrella administration of the organization at the national level. Meaning that as the national Tae kwon do organization (PBTI/Pengurus Besar Tae kwon do Indonesia) accepts and suggests recommendation to make use of the products in national-level championship; "Brand Image" is possible!

Conclusion

In Indonesia, progress of Tae kwon do is rapid. Number of dojang is huge. In Indonesia they reach 70 active dojang. Moreover, the number reflects the wide opportunity for people in general or community of Tae kwon do. Business of Tae kwon do equipments is promising. A participant needs head guard, body protector, hand protector and forearm

guard, forearm guard, shinbone guard, glove, privy part protector/groin protector, tooth protector and uniform.

Local producers produce the equipments and raw materials are easily found. The key is cooperation between trainer/boards, local producer and boards and upper level of board organization at dojang, regency, regional/province and the most important is the national level or PBTI,. The cooperation shall be well managed and bring benefit to each party to create the brand image toward local Tae kwon do products. .

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Question:

Brain marking Indonesian people with other product with local product, what way us can do?

Answer:

How are to us here.can use to branding of Indonesian people to not crazy to other product from out of country. The strategy is make a branding to Indonesian people has insured a perception about a local product.