

c13-Sports Management Implementation of Indonesian Sports Committee in Optimizing Sports Achievement

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Abstract—this research work aims at examining the strengths, weaknesses, opportunities, and challenges associated with the implementation of sport management functions in the Indonesian Sports Committee of Rejang Lebong. This is a descriptive research study which made use of a qualitative approach. Data was obtained from 5 respondents by conducting interviews, documentation, and by observation. The data obtained were analysed using the interactive analysis technique developed by Miles & Huberman. The results of this study proved that the implementation of the sport management functions in Indonesian Sport Committee of Rejang Lebong will boost the achievement of the sport committee. This is because proper implementation will ensure adequate, clear, and concise planning, and well-organized tasks for every member of the board. It can be concluded that the implementation of sport management function in Indonesian Sport Committee of Rejang Lebong would ensure the proper management of its organizational objectives, properly utilize opportunities, minimize threats of going extinct as well as threats capable of hampering the organization's set goals.

Keywords— sport management, achievement

I. INTRODUCTION

Sports is currently one of the most embraced lifestyle of every human. This activity, has been found to being a career builder of both an individual and a nation as a whole. Apart from the above listed characteristics of sports, it is also a recreational activity that helps one to stay put and remain fit both physically and mentally.

As mention earlier, sports can also be tagged an industrial tool that aids in improving the economy of a country. For instance, the forthcoming 2018 Asian Games which will be held in Indonesia, Jakarta and Palembang, is expected to improve the Indonesian economy, by promoting it to the world, thereby, attracting investors and improving the economy of the Indonesian people.

Hosting this sports activity in Indonesia will be futile to the Indonesia people if the country fails to make use of this huge opportunity to achieve success. Achievement is the main key needed by sports activists in order to maintain their predetermined goals and objectives. Achievement also known as success is the result obtained by an individual or group of people from carrying out a particular task activity [6]. To obtain great achievement, there must good management, and adequate planning. Proper management is one of the sole responsibilities of all organizations including

those in Indonesia. The management of the sports organization must start from the various regions where the sport is going to take place. Sports organization in the regions is the main foundation in reaching an achievement. This is because sports development starts from the grassroots (regions).

Indonesian Sports Committee located in Rejang Lebong Regency, is one of the representatives of sports organization in the forth coming 2018 Asian Games taking place in Indonesia [6]. Therefore, Indonesian Sports Committee of Rejang Lebong must have the right management capable of running the organization effectively and efficiently, in order to achieve the organizations set goals.

Sports management can also be called an investment, as it enables one to invest in time, talent and human resources. [8]. Sports management is a system that involves a strategic planning system, a human resource management system and the preservation and maintenance of athletes [5].

Having the right sports management, will ensure the proper management of the organization. Sports management ensures the proper planning, organizing and control of a sports committee [8]. The basic functions associated with management are setting, controlling and organizing [3]. The very first function of management is applying 'planning' in order to achieve organizational goals. A plan can be defined as an organizational strategy used to develop and achieve its set goals [3]. Planning is the result of discussions between managers and members with the aim of clarifying the goals and objectives of the organization [2]. In order to support 'planning', the second function 'organizing' should be properly applied.

Organizing is an essential feature in carrying out a plan [10]. Organizing can be described as the act of differentiating and integrating an organization set goals [3]. After organizing, the control function is the next essential function that must be applied in order to evaluate the performance of the organization.

Controlling is an instrument used to plan, summate, analyze, and control the operation status used by an organization in decision making and for the collection of data and management of a system [1]. The 'controlling' function is a system used to collect and utilize information. The information obtained is used to evaluate the performance of

organizations resources [9].

Sports management functions are essential functions which would yield tremendous success when applied to the Indonesian Sports Committee in Rejang Lebong. In an effort to achieve set goals for the Rejang Lebong regency sports industry in Indonesia, a scientific research needs to be carried out. Scientific research in this study is applied by analyzing the strength, weakness, opportunities, threats associated with the the implementation of sports management functions in the Indonesian Sports Committee of Rejang Lebong. The results of this study is expected to determine the steps and strategies of sports development in Rejang Lebong Regency and in Indonesia.

II. METHODS

A. Research Design

This research study made use of a qualitative descriptive study. The qualitative descriptive research study technique was used to understand the phenomenon surrounding what was experienced by the researchers in the subject matter. These features include their behavior, perception, motivation, and actions used to describe the results of study into the form of words [7].

B. Time and Place of the Study

This research was conducted in Rejang Lebong regency in Bengkulu province from January-February of 2018.

C. Respondents of the Study

Respondents of this study were part of the existing management system of Indonesian Sports Committee in Rejang Lebong 13 persons acted as the respondents in this study, namely Vice Chairman I, Vice Chairman II, Vice Chairman III, Head of Achievement Conselor and Secretary of Indonesian Sports Committee of Rejang Lebong.

D. Data Collection and Instrument of the Study

Observation, Interview, and documentation were used to collect the data used to carry out this research study.

E. Data Analysis and Trustworthiness

Four 12 different tests were used to examine the study namely credibility test, transferability test, objectivity test, and confirmability test. Data analysis was used using interactive analysis developed by Miles & Huberman.

III. RESULTS AND DISCUSSIONS

The results of this study aimed at analyzing the Strengths, Weakness, Opportunity, and Threat analysis associated with the implementation of sport management functions in Indonesian Sports Committee of Rejang Lebong. In an effort to achieve set objectives, good organizational management is needed. This management is expected to manage the overall sports system in Rejang Lebong. This system including budget management, infrastructure facilities, trainers, referees and judges, and the needs of the athletes.

In accordance with the purpose of this study, a strategic table which consists of its Strengths, Weakness, Opportunity, Threats matrix is listed below:

TABLE I. RESULT OF STRENGTHS, WEAKNESS, OPPORTUNITY, THREATS MATRIX

Internal External	STRENGTHS (S) 1. Clear and concise organizational plans 2. Prevents uncertainty 3. Visionsand Missions are clear 4. The availability of budget 5. Tasks are well-organized	WEAKNESSES (W) 1. Low budget 2. Lack of Coordination 3. Lack of Qualified Human Resources
	OPPORTUNITIES (O) 1. Brings the name of Rejang Lebong Regency 2. Get achievement in every sport events	STRATEGIES (SO) (WO) 1. Indonesian Sports Committee must develop continuous coaching programs. 2. It needs to provide qualified and licensed coaches. 3. Provide good facilities and infrastructures. 4. It needs talents identification by testing and measuring the athletes in Rejang Lebong. 1. Using budget wisely. 2. Equal budget allocation. 3. Effective coordination among branches of sports. 4. Set the standards of Indonesian Sports Committee boards 5. Conduct structural coaching.
	THREATS (T) 1. One Budget Source 2. Lack of Interest from athletes 3. Very few licensed coaches.	STRATEGIES (ST) (WT) 1. Improve the MoU with private sector for sponsorship. 2. Add facilities and needs of athletes. 3. Increase training for coaches, judges, and referees. 1. Improve the performance of the boards 2. Conduct a rigorous activity in the proper selection of coaches 3. Organization and coaches set good and well exercise programs.

Lots of components are involved in coaching sports activities in Rejang Lebong regency which involves many components of the Indonesian Sports Committee board, the management of the branches of sports, government, private parties, and the athlete itself. When the components involved fails to cooperate, it would be impossible to achieve success. Hence, the Indonesian Sports Committee of Rejang Lebong took it upon itself, to unite the components through the implementation of sports management.

From the Strengths, Weakness, Opportunity, and Threats table above, the following can be explained:

A. STRENGTHS

The leading factor in the implementation of the sport management function is how the strength factor can be developed or maintained. The strength associated with the

implementation of this sport management is planning. Planning is a guide for an organization to achieve its goals effectively and efficiently. It, therefore, made it possible for the Indonesian Sports Committee in Rejang Lebong to achieve its goals. Secondly, sports management is able to create visions and missions used as a guideline to organize sports by the Indonesian Sports Committee in Rejang Lebong.

Thirdly, the management was able to form an organizational structure aimed at dividing the duties and responsibilities equally amongst members of Indonesian Sports Committee.

Indonesian Sports Committee located in Rejang Lebong was expected to develop the strength or superiority used to implement sport management in order to achieve better sports performance in Rejang Lebong regency.

B. WEAKNESSES

The weaknesses faced by the Indonesian Sports Committee of Rejang Lebong in implementing sport management are as follows: low budget which was obtained by the Indonesian Sports Committee of Rejang Lebong. A sum of 3 billion Rupiah which was obtained by the Indonesian Sports Committee of Rejang Lebong through grants were deemed insufficient for the various coaching needs. Secondly, the members of the Indonesian Sports Committee of Rejang Lebong lacked proper coordination amongst its various sports branches. Thirdly, the organization lacked qualified human resources (HR).

With the existence of these weaknesses, it is expected that the Indonesian Sports Committee board would be careful in allocating its budget to the Indonesian Sports Committee board. These weaknesses must be eliminated or minimized because the achievement will be affected with its existence.

C. OPPORTUNITIES

The opportunity that can be taken by the Indonesian Sports Committee of Rejang Lebong in achieving success through the implementation of sports management were able to get the sports achievement in every sports events and also have brought Rejang Lebong regency to limelight in national and international level. The process of achieving success is closely related to the cooperation between organization and sports branches in creating sustainable coaching programs. The provision of qualified trainers is also another important factor, because the trainers are expected to develop good training programs.

By implementing the sport management technique, the Indonesian Sports Committee of Rejang Lebong board would be able to cooperate with the various branches of the board of sports in scouting for talents by testing children who are athletes in Rejang Lebong regency. The existence of these good opportunities from the implementation of sports management, Indonesian Sports Committee of Rejang Lebong is expected to utilize and develop existing opportunities.

D. THREATS

The threats faced by the Indonesian Sports Committee of Rejang Lebong were that of low budget which only came from the government from a grant of the Rejang Lebong regency. Initially, there were few licensed trainers and lack of interest from athletes in Rejang Lebong. These threats made it difficult for the Indonesian Sports Committee of Rejang Lebong board to work optimally and achieve success.

In order to minimize these threats, the board of Indonesian Sports Committee of Rejang Lebong should cooperate with other parties to get sponsorship or additional budget. Furthermore, the provision of good facilities and infrastructures will improve and motivate the athletes to practice. Similarly, the provision of licensed trainers is expected to provide training programs capable of improving the ability of local athletes.

From the findings above, it can be concluded that the strengths, weaknesses, opportunities and threats are essential features to the progress and achievement of tremendous sports objectives in Rejang Lebong regency. In order to achieve success, the Indonesian Sports Committee of Rejang Lebong should maximize the strengths and opportunities simultaneously, while minimizing the weaknesses and threats.

14 IV. CONCLUSIONS

Based on the Strengths, Weakness, Opportunity, and Threats analysis, it can be concluded that the implementation of sport management in Indonesian Sports Committee of Rejang Lebong in an attempt to achieve success are as follows:

A. Strengths

The strengths in the implementation of sport management in achieving success:

- 1) *Organizational planning is clear*
- 2) *Preventing uncertainty*
- 3) *Visions and missions are clear*
- 4) *The existence of budget funds*
- 5) *Tasks are well-organized*

B. Weaknesses

The weaknesses in the implementation of sport management in achieving sport goals:

- 1) *Low budget*
- 2) *Lack of coordination*
- 3) *Lack of qualified human resources (HR)*

C. Opportunities

The opportunities in the implementation of sport management in achieving sport objectives:

- 1) *Bring the name Rejang Lebong regency*
- 2) *Get achievement in every sports event*

D. Threats

The threats in the implementation of sport management in achieving sport goals:

- 1) *Only one source of budget*

- 2) Lack of interest from athletes
- 3) Very few licensed coaches

E. Strategies recommended for Indonesian Sports Committee of Rejang Lebong Rejang Lebong.

- 1) SO Strategy (strengths, opportunities)
 - a) Indonesian Sports Committee of Rejang Lebong must develop continuous coaching programs.
 - b) It needs to provide qualified and licensed coaches.
 - c) Provide good facilities and infrastructures.
 - d) It needs talents identification by testing and measuring athletes abilities in Rejang Lebong.
- 2) WO Strategy (weaknesses, opportunities)
 - a) Using budget wisely.
 - b) Equal budget allocation.
 - c) Effective coordination among the various branches of sports.
 - d) Set the standards of Indonesian Sports Committee of Rejang Lebong boards
 - e) Conduct structural coaching.
- 3) ST Strategy (strengths, threats)
 - a) Improve the MoU with private sector for sponsorship.
 - b) Add facilities and athletes needs.
 - c) Increase training for coaches, judges, and referees.
- 4) WT Strategy (weaknesses, threats)
 - a) Improve the performance of the board of committee
 - b) Conduct a rigorous test for the selection of coaches
 - c) Organization and coaches set good and properly strategized exercise program.

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