

International Conference on Sport Industry

The Development on Sport Industry:
Promoting Marketing Strategy



The Deputy of Youth Entrepreneurship and Sports Industry
The Ministry of Youth and Sports
The Republic of Indonesia



Sebelas Maret University



Yogyakarta State University

International Conference on Sport Industry
The Development on Sport Industry: Promoting Marketing Strategy
Surakarta, September 11 - 12, 2007

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1st edition November 2007

ISBN 978-979-1278-05-1

Editorial coordinator: Caly Setiawan

Design: Kampungkreasi

Published by The Deputy of Youth Entrepreneurship and Sports Industry,
The Ministry of Youth and Sports, The Republic of Indonesia, Jakarta, Indonesia.

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The Implementation of Sport Management In Organizing Volleyball Club

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Abstract

As one of the efforts to improve the physical quality of society, the role of sport club is important. Volleyball club as sport organization where the numbers assemble can be a place to get professional guidance and practice. Volleyball club has important role as the basic in volleyball training. The club will directly train the juniors to seniors continuously to move the organization, volleyball club needs good management so that it can maintain the club existence and produce good athlete

Key Words: Sport Management, Volleyball Club

Preamble

Volleyball is sport that has played in multi event such as Pekan Olahraga Pelajar Nasional, Pekan Olahraga Mahasiswa Nasional, Pekan Olahraga Nasional, SEA GAMES, ASIAN GAMES, and OLYMPIAD. From eighteen sport which need priority and development in Indonesia according to the achievement in Asia level is volleyball (Astama, 1997:1 in Cholik Mutohir, 2002:55).

As the second for the most favourite sport in Indonesia, volleyball is populer so that by this popularity, we can develop the play for achievement. To get this goal programs for training target as an effort for producing national athlete through (1) mass participation (2) searching for young talented athlete, (3) do directed and improved training continuously (4) raise the frequency of competition in all scale club, Pengcab, Pengda, National and International. To run out the programs special quality of human resources is needed. The management of directed training must be developed in PBVSI (Indonesian Volleyball Assocation) which is also done in regional branch and club level (PBVSI, 1995).

In the indonesian doctrine of training pattren one sub system which has important role in national sport training is sport club. Club has strategic position, because factually sport club isin front position for direct training to the athletes. So that it can be said that sport club is the basic for achievement sport training (KONI, 200:3). Volleyball club is an organization where athletes are trained by the coach through the training programs, and in the club social interaction also happen among the officials, coaches and athlete. The development of volleyball club depends on good management so that the club is capable to produce optimal achievement

Sport Management

Sport management has existed since ancient greek approximately in twelve century before christ (Husien in Harzuki, 2003:118). Sport management is combination of skill that relate to planning, organizing, leading, controlling, budgeting and evaluating and an organization which has the main product that relate to sport. The duties of sport management cover organizational management, information management, exercise and sport since (Janet.B.Park, 1998:3-4). Du Brain, Ireland and williams (Bucer and Krotee,1993:4) said that the definition of management as coordination and joining proces use organization resources (human, budget, energy, information, tehnic) so that it can reach specific object in the function of planning, organizing, staffing, leading and controlling. E bruke in Husien in Harsuki (2003:166), noted that the value of organization depends on the people who arrange and manage it. So, the human resources or the people who involve in the management of the club are very important, they are joining in the system and working together for the goal.

Meaning of sport management is the capability of human resources in planing, organizing, leading controlling, budgeting, and evaluating in an organization which have the main product that relate of sport

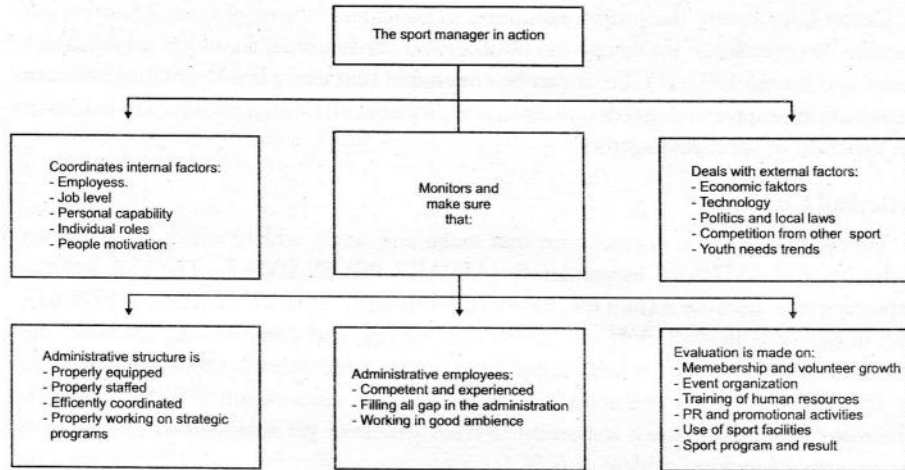
The Management of Sport Club

The management of an organization or sport club is affected by its external and economic, politic, culture or social condition around the club in clude in external surrounding factor, and the internal factors are the situation, condition, and administration inside the club (Ruben Acosta, 2002:158) The success of the organization or the club depends on the ability of the manager too hold the internal factors such as skill, work, personel capability, rule, and motivation that relate to organization. Husien in Harzuki said that the success of the club depends on the capability of the manager to the work, the human resources and the motivation to get. Its aim. Personnels are also important for gaining the aim of the club. Lewis (1985:1) said that the aim of personel management is searcing the competen and capable personnel who has function in providing the facilities. All level of management present in various organization and each level needs individual technique, and conceptual skill. At the same time the manager must show his/her basic function such as organizing, interpersonnel, making decision and in formation. "To be an effective sport manager, you sholuld know the general fundamentals about management, understand how they can fit into the sport arena, and then apply them to your own type of organization" (Ruben Acosta, 2002:156). The qualities of sport manager re know how to motivate, and coordinate, improve productivity make the strategy.

Figure. 1 the sport manager in action : A diagam showing your responsibilities as a sport manager (Ruben Acosta, 2002:156)

The manager should know and understand the function in the process of management the function of management in sport club according to are planing, organizing, staffing, leading, controlling (Bucer and krotee 1993: 9-11)

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Planning

Planning is the process of outlining, the was to be performed, thogether with the methods to be used and the time allotted for theperformance of this work. To accomplish this planning, the manajer must have vision to look into the future and prepare strategy. Her/she must forecast the influences that will affect the organization in order to arrive at prudent decisions concerning future organizational challenges (Bucer and krotee,1993:9). Organization refere to the development of formal structure of the organization where by the variouism management Coordibator centers and sub divisions of work are arranged in an integrated manner with cclearly defined lines of authority (Bucer and krotee, 1993:10)

Staffing

The management function of staffing refer to the entire personnel duty of selection, assignment, training and staff development, and providing and maintaining favorable working conditions for all members of the organization (Bucer and krotee,1993:10) The manager must have duties of each position must be clearly out lined. All the members of the organization must be encouraged to use their own initiative

Leading

Leading is a responsibility that falls to the manager a shead of the organization. The manager must lead, motivate, and influence the individuals who make uo the organization and therefore will affect the operations and conduct of the program (Bucer and krotee,1993:11). A good lendermsintsinus interpersonal relationships while developing systems and structures that motivate employees and satisfy their needs

Controlling

Controlling ensure the proper execution of plans and consist of several factors, job standars or procedures for measuring whether standards aremet should be established (Bucer and krotee,1993:11). So, it can be concluded that every level of management in organization or sport club needs conceptual ability from all human resources to maintain the function of sport management

Volleyball Club

Volleyball club is an organization that make and train athlete which have it town authority to do AD/ART idependently (AD/ART PBVSI, 2004:7). The club has the important role, because it train the athletes directly and continuously (PBVSI, 1995:45). The duties of volleyball club are (1) do the training and competition, (2) build the corporation with KONI, (3) build team based on requirments and criteria that are made by PB.PBVSI, (4) train and coordinate athletes in the clubs region (PBVSI, 1995:77). The role of volleyball club is important to train athlete to get achievement, the ratio in the process of making athlete is 60% for athletes contribution and 40% for training process. By good management wins out the champion takes times about 18-10 years (Harsuki, KONI, 2000:4). The factors that support the training are the talent of the athlete, professional coach, facilities, proper system, method, program of training, the professional/official and from the supporting surrounding (KONI, 2000:16)

Sport Management Organizing the Volleyball Club

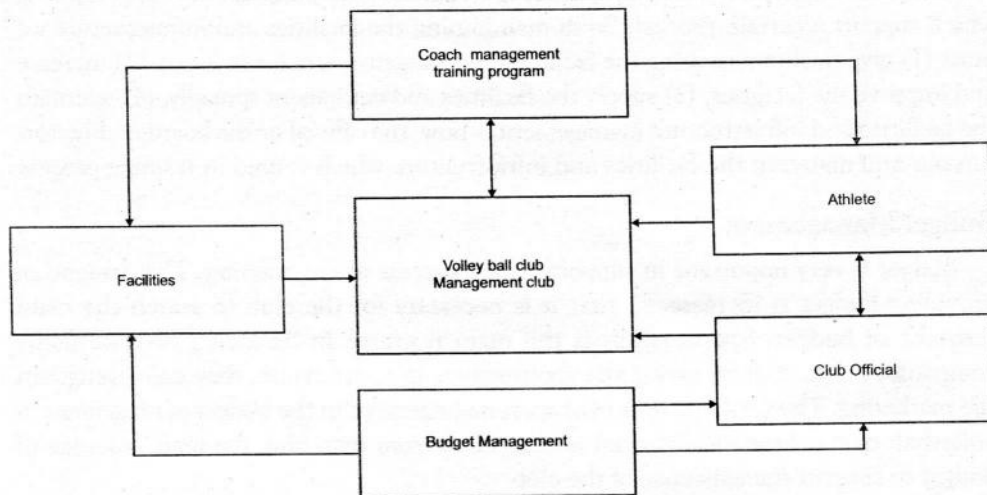
The implementation of sport management will be affected by management of organization which consist of official management. Athlete management, coach management, facilities management, budget management and support from surrounding. In order to make volleyball club become structured organization so it must be supported by the component of requirement in training such as (a) official of organization or club, (b) coach, (c) athlete or player, (d) training program, (e) facilities, (f) budget, (g) support from surrounding (PBVSI, 1995:45).

Figure. 2 Each component must support each other conceptual freme of management volleyball club (sources) the writer

Official Management of Volleyball Club

Official are volunteer who join themselves in the club as experts in volleyball and want to participate forr the development of volleyball. Minimally the official consist of

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manager, secretary, treasurer, and the people who hold some field such as technique, matters pertaining to refereeing, game, budget, and facilities. The implementation of sport management in the board of director (officials) is how the officials handle and run the club in order to reach aim

Coach Management

Coach is professional who has duties to guide, train the talented athlete to realize their maximal achievement (PBVSI, 1995:57). The coach must have the ability to communicate with the whole component in the club. The implementation of sport management to coach management is show, the method of coaching is used in the process of training.

Athlete Management

Athletes are human who physically and spiritually have special talents that will be trained to get the high achievement. The training of the athlete begins with selection through the certain procedure. The achievement of the athlete is combination between talent with the process of training so that athlete is one of the important factor in the process of coaching to reach the maximal quality of volleyball club. The implementation of sport management volleyball club is how methods of training athlete are done so that it can support the aim of the organization

Facilities and Infrastructure Management

Facilities and infrastructure are supporting factor in the training of sport achievement. Facilities are thing which can be used in the sport performance infrasturcture are evrything which support a certain process. So in maintaining the facilities and infrastructure we must (1) give facilitate in using the facilities and infrastructure for training, (2) increase and improve the facilities, (3) supply the facilities and equipment spreadly, (4) maintain the facilities and infrastructure management is how the official or the board of directors run out and maintain the facilities and infrastructure which is used in training process

Budget Management

Budget is very important in supporting the success of the training. The demand of providing budget is increase, so that it is necessary for the club to search the main resource of budget. Sponsorships is the main resource in financing because many companies believe that by giving the sponsorships in sport events they can strengthen the marketing. The implementation of sport management in the budget management in volleyball club is how the financial management from searching the main resource of budget to support the existence of the club

Conclusion

Relate to the effort in sport training especially in volleyball club, it si important to point out that the success of training depends on athlete and the coach, budget, facilities, training program, organization, and surrounding enviroment. The success of training in sport organization determaine in theree main aspects, they are (1) the strength and the weaknes in the management of organization, (2) the chalenge and the goal, (3) the right decision in chosing the system, and the method. In order to get optimal training in the club as the center of development, the management of the club must be given biggest attention.

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