

PROMOTING FITNESS CENTER AS A MEANS OF OBTAINING HEALTH AND PHYSICAL FITNESS

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Abstract

Fitness centre is one of sport medium to get health and physical fitness. The development of fitness centre in Indonesia is very positively responded by Indonesian people in common. The positive response is proven by the increasing number of people who love physical activity such as weight exercise at this place. Weight exercise begins to be popular as it can be done easily either morning, afternoon, evening or even night. In addition, there are many fitness centres founded by entrepreneurs by offering various fitness exercise programs.

The fitness centres popularity cannot be separated from marketing process conducted by the management. The promotion factors have a very important role to promote fitness centre. The things to consider in promoting fitness centres are: (1) there needs to be a salesman (personal selling) who has special skills to offer benefits to someone to be interested becoming a member. (2) the advertising related to public service seems necessary to promote a fitness centre through web site, television, radio, newspapers, and sports magazines. (3) the sales promotion is also an alternative that is quite effective in promoting fitness centre by making billboards, banners, flyer, posters, leaflets, booklets, stickers, bulletin board, and exhibitions. Along with the popularity of the fitness centre, it is automatically many people will use the facility. Therefore, it can help the government's program to improve health and physical fitness of the people of Indonesia successfully.

Keywords: promotion, fitness centre, health, physical fitness

INTRODUCTION

Along with the times, the person's needs will be increasing. In the process of fulfilling the needs, someone has to be able to compete healthily in order to meet the needs of his or her life. One must work hard to meet each of those needs, so he or she adds the workload of each individual. Human extraordinary activities in fulfilling the material needs are often uncontrolled, so they forget the fulfilment of the other requirements. As for other necessities which are often forgotten is the need for health and physical fitness. Aspects of physical health and fitness have a huge influence to the survival of human beings to reach happiness.

Physically, if a person is able of carrying out an excessive activity or employment without feeling exhaustion that means, then it can be said that the person physical is fit. As said by Djoko (2004: 2) that physical fitness is the person's ability to do everyday work in an inefficient manner without arising excessive fatigue, so he still can enjoy his spare time. The most appropriate way to gain physical health and fitness is by exercising. Hence, someone in fulfilling the needs of physical health and fitness must have high awareness to do exercises in order to achieve physical health and fitness.

Measurable and regular exercise in accordance with the training program is one of the keys to be successful for obtaining health and physical fitness. To meet the needs of a person in sports activities, there are now widely growing fitness centers. Fitness center is one of the means of exercise to gain health and physical fitness. A fitness center development in Indonesia is responded positively by the community at large. The positive response is proven by the increasing number of people who like physical activity such as weight training at this place.

Weight training at the gym is starting to be favoured by the people because it can be done easily. Exercise at the fitness center can be carried out in accordance with one's own free time either morning, afternoon, evening or night. In addition, many fitness centers are established by the employer to offer a variety of training programs to help a person in getting health and physical fitness. Thus, it can be said that the existence of the fitness center can respond and provide the most appropriate solution to someone who has particularly high workload to be able to do sports activities.

Popularity of fitness centers cannot be separated from marketing process conducted by the management. The right strategies are needed in marketing a fitness center in order to attract prospective members. One of the ways is to do promotions. Promotion is often done by a company to introduce the products to be accepted by the society. Therefore, promotion is also needed in order to make fitness center be recognized by public. Promotion factor plays an important role in marketing a fitness center. Thus, a fitness center should have a specific strategy in promoting services products. Besides, the advantages of the fitness centers can also help a person to improve health and physical fitness. Improvement of health and physical fitness is certainly obtainable if someone uses fitness center for exercise. Success in doing exercises can help promoting the fitness center as a means to obtain health and physical fitness.

DISCUSSION

Healthy is a condition which is highly desirable by every human being. A person is categorized as healthy if he or she can enjoy life activities such as eating, sleeping, working, thinking, and moving. The enjoyment will diminish and even disappear when a person's health impaired. Healthy is a concept that cannot easily be perceived and interpreted though the observed situation. This happens because every human being has a different view of the concept of healthy. Therefore, it can be said that the factor of subjectivity and culture influence on comprehension and understanding of the concept of healthy people. As a reference to understand the concept of "healthy", the World Health Organization (WHO) defines widely the concept of

healthy that is the perfect condition of physical, mental and social, and not merely absence of disease or infirmity (disability). Health represents a dynamic state of positive well-being, where positive habits are practiced, making the risk of premature disease and death less likely (Nieman, 1993: 4).

A healthy condition has the opposite, which is ill. According to Calhoun cited by Moeljono (2001: 4), divides specifically the definition of ill into three dimensional views, namely:

1. The biological dimension disease is a deviation that its symptom can be known through the diagnosis. The disease is still there without being influenced by other people's beliefs or the community against it.
2. Psychological dimension illness is the psychological concept that refers to the feelings, perceptions, or the subjective experience of one's unhealthy or uncomfortable body condition. A person who is infected with the disease does not necessarily feel the pain but can be felt by others.
3. The sociological dimension sickness is a sociological concept which means as a social acceptance to a person who is experiencing a pain. The pain in this concept is in accordance to the special role that is done in connection with a feeling of pain and responsibilities to find a cure.

The definition above has provided an understanding of the healthy and the sick in a very broad scope. Therefore, it can be concluded that health is coveted by a person where he has a condition which is balanced between biological, psychological and sociological so as to obtain physical, mental and social perfection.

The human condition in this life is not always in good health. At one time people would have impaired physiological functions of the body's physiology. If the function of the body is disturbed, health automatically be disturbed also, so one can easily attacked by diseases. Maintaining and improving health is absolutely necessary in order to avoid someone from disease attack. Therefore we need a way to be able to keep the physiology parts of the body to function normally so that health can be maintained and improved. One right way to maintain and improve the health degree is by doing physical activity or exercise, because with regular, scalable, and programmable exercise will assist metabolic processes in the body so that the organs can function normally.

The description above explains the importance of exercise for health purposes. But not all people aware of the importance of exercise for health. The purpose of sport health as said by Santosa (2007: 27) is to maintain health and improve the health status dynamically, so that people do not only healthy when they are keeping silent (static health) but also healthy and able to support any motion activity in daily activities (dynamic health) that are routine, as well as for recreational purposes and or tackle emergencies. When a person can do regular, measurable, orderly, and well programmed exercises, it is not only health but also physical fitness obtained.

Physical fitness according to Arma (1994: 146) is the ability to carry out daily tasks with vigor without excessive fatigue and energetically performing and enjoying leisure time activities and could face an emergency when it comes. It can be said that physical fitness is the ability of an

individual to perform any heavy work in everyday life with no experience of excessive fatigue. Hence, it still has the power or energy to fill the spare time and is still capable of doing the work suddenly.

According to Iskandar (1999: 4), physical fitness related to health includes: (1) heart-lung endurance (cardio respiratory), (2) muscular strength, (3) muscular endurance, (4) flexibility, and (5) body composition. Components of physical fitness related to health are very necessary for every person to do the activity or work in daily life and health. If someone has a good physical fitness, he would be able to do the activity or work effectively with a sense of fun and energetic without feeling fatigue.

Factors that affect physical fitness according to Joko (2000: 15) are:

1. Healthy living habits

Healthy habits to consider is regular sleep, keeping the body and the environment, and do not perform actions that can be detrimental to personal health, such as smoking, drinking alcohol, staying up late, and doing work on the ability of working hours that has been determined.

2. Periodic checks

Periodic health examinations are highly recommended for every individual human being, especially those whose age over 40 years.

3. Food composition

The composition of food consumed should be balanced between carbohydrates, proteins, and fats as well as guided by four of five perfectly healthy, so that the body necessary nutrients can be optimally met.

4. Exercise

Physical fitness can be achieved if someone doing the exercise in the right way.

Exercise is one important factor in improving physical fitness. According Sukadiyanto (2008:10), training is an improvement process of exercise capacity which contains materials and practice theory, using methods and rules of engagement with the scientific approach, the principle of a planned and regular education, so the purpose of the exercise can be achieved on time. Therefore, it can be said that the exercise is a systematic, planned, programmed, measured and orderly process which have the goal to improve the ability, skill, and physical appearance in doing exercise and also improve physical fitness.

According Sadoso (1992: 23) exercise should contains four factors, namely: (1) the intensity of exercise, (2) the length of training, (3) the frequency of exercise, and (4) types of training activities. In order to get meaningful exercise quality, it is necessary to perform appropriate exercises in a proper dosage. Proper training is expected to give a good effect on the heart fitness and pulmonary circulation. So there is a good influence on the heart fitness and pulmonary circulation during exercise that should preferably be in the exercise zone. In doing exercises to improve physical fitness, training frequency should be carried out at least three times a week. Exercise involving the entire body, such as walking, jogging, running, swimming, cycling, and aerobic exercises can also improve physical fitness.

The importance of exercise for maintaining and improving health and physical fitness has been already realized by each individual. Training process is performed to obtain health and physical fitness certainly goes a support facility. As it is now widely grown sports facilities in the form of a popular community services such as tennis, futsal, football, basketball, and a weight training exercise in fitness centers. Fitness center is one of the favourites in doing sport by the society as at the fitness center has a variety of tools and facilities that have been designed to be used as a tool to train the right physical exercise. In addition to comprehensive facilities, a fitness center is also very easy to find because it's been a lot of entrepreneurs who invest in the fitness centers. Many entrepreneurs are glanced to manage business in this sport because so many people aware of the importance of exercise to gain health and fitness.

Current popularity of the fitness center is not out of the marketing process conducted by the management. Marketing is an activity that plays an important role in the business world, especially this health services and fitness. A fitness center can be categorized as success in business competition when the fitness center is able to analyze the needs of consumers of the importance of health and physical fitness. In addition it should be able to define opportunities and create opportunities for consumers who have not been reached by the competitors and be able to manage the marketing function properly. In order to simplify the marketing process, a fitness center should have a standard program and sufficient facilities. Fitness center should have a training program that is offered to consumers as a product. The exercise program that can be offered at the fitness center is a program of physical fitness exercise, weight loss exercise program (lose fat), weight gain workout program (weigh gain), shaping exercise program (body shaping), the establishment of training programs (body building) and therapeutic exercise and rehabilitation program of post- injury.

Facilities and infrastructure to support a fitness center should also have minimum standards in order to function optimally. Fitness center should have several rooms that can support the exercise to achieve health and physical fitness. The room is cardio respiratory space, weight training room complete with measurement space measuring instrument, jogging area, and gyms. Other supporting facilities such as tools that can support such training programs : treadmill, bike race, race step, cross trainer, chest press, vertical traction, butterfly, lower back, abdominal machine, leg press, bench press, hip flexor, back arch, multi gym, biceps curl, triceps extension, arm curl, leg curl, leg extension, side bench, dumbbell, barbell, cross-over, shoulder press, rowing, and pull down . Besides, there are other necessary supporting facilities in the form of space that is equipped with air conditioning, dressing room, locker, shower, toilet, and a large parking lot as well as secure. Completeness of facilities and infrastructure will be able to help facilitating the process of marketing a fitness center.

The word "marketing" comes from the word "market" in English, which means the market or mechanism that brings supply and demand. Marketing is one of the main activities undertaken by the company in order to survive. A lot of marketing are put forward by the experts despite different but essentially the same. According to Kotler (2000: 9) marketing is a social process in which individuals and groups obtain what they want by creating, offering, and freely exchanging products

of value with others. Marketing means managing markets to generate and exchange relationships by creating value and satisfying needs and wants.

Fitness center marketing includes all activities of the company that began by identifying consumer needs, including the needs of the importance of exercise to improve health and physical fitness. Determine which services products in the form of training programs to help people in improving the health and physical fitness. Pricing services products activity is confirmed by facilities and training programs provided to consumers. Determine proper ways of promotion with efficient cost as possible.

Promotion is a part of the marketing strategy. Promotion is a one-way information flow that is made to direct a person or organization to creates marketing exchange (Basu, 1984: 237). Promoting sport products involves implementing a mix of activities that will best (1) communicate the desired image of the product to the targeted audiences, (2) educate and inform the targeted audiences about the product and its benefits, and (3) persuade the targets audiences to buy the product (Parks, 2007:210). Therefore, in promoting sports facilities such as fitness center, marketing sales should be able to explain a product overview of services provided to prospective members / customers, explain the advantages of exercise to improve health and fitness, so with the explanation applicant members interested in using such services products.

The primary vehicles used to promote a service or product is advertising, publicity, public relations (Fried, 2005: 190). According to Marwan (1991:359) says that the promotion activities can be grouped into three types, namely personal selling, advertising, and sales promotion. In fitness center promoting activities will also be necessary personal selling activities. Personal selling is an activity undertaken by a person to offer goods / services, in this case is in the form of health and fitness services through physical sport. The process of offering product needs a sales ability to provide a clear and interesting product overview. The essence of this personal selling is communications ability, where a sales representative is required to communicate in the best way in offering services products. This is an effective way to promote fitness center because sales representative directly meet with prospective members so it will be easy to convince prospective members to join the fitness center as a means of right exercise to achieve the health and physical fitness objectives.

Advertising has a crucial role in promoting fitness center. This activity is an effective way to offer services in the fitness center. The process can be done through various advertising media. Media is now often used to promote the fitness center is through web sites, television, radio, newspapers, magazines, and sports. Promotion through the website is considered as the most effective way because of the manufacturing process requires only a short time and low cost. In addition, over the current era, most people often use the website to find information quickly to the required needs. Website development should be done with the best design especially made as attractive as possible to be easy to read and interesting. Besides, it can also be done through the promotion of television, but these activities need quite expensive cost. A media campaign using radio is less effective because now people rarely take the time to listen to the radio. A person tends to prefer lingering in front of computer using social networking technologies. Newspaper is still

pretty good as a media campaign, because there are many people who want to read the newspaper. Meanwhile, the promotion through sports magazines is also felt necessary because of any fitness center facility is closely related to the sporting activity, so when doing promotion through sport magazines, automatically, sport lovers can easily read and get information.

Promoting sales is a way to promote a product goods / services that are carried out actively by the service seller. This promotional activity is usually done by creating billboards, banners, flyers, posters, leaflets, booklets, stickers, bulletin boards, and exhibitions. Promotion in this way has almost the same characteristics, so that the level of effectiveness is also closer to the previous one. The most important thing in making promoting sales is keeping simple but easily understood by consumers. In preparation he should explain the price, product, and place. Price must include the prices offered for membership in accordance with the services rendered. While the product includes all product services that can be obtained by consumers when becoming a member, such as a variety of training programs to improve health and physical fitness. In connection with the place, in it should clearly explain where the location of the fitness center. It also needs to convey other advantages of facilities / support tools that can be utilized by the member at the time of exercise.

CONCLUSION

Health and physical fitness will only be held by someone who is willing to do physical activity or sport. Exercises should be done regularly, scalable, and programmable. The exercises can be done anywhere and anytime, the currently popular sport is in fitness center. A fitness center is a means of working out the form of weight training to maintain and improve health and physical fitness. In order to promote the fitness center as a means of improving health and physical fitness, it is necessary to process the proper promotion. The promotion factors have a very important role to promote fitness center. The things to consider in promoting fitness centers are :(1) there needs to be a salesman (personal selling) who has skills to offer special benefits to someone to be interested becoming a member. (2) the advertising related to public service seems necessary to promote a fitness center through websites , television , radio , newspapers , magazines and sports. (3) the sales promotion is also an alternative that is quite effective in promoting fitness center by making billboards, banners, flyers, posters, leaflets, booklets, stickers, bulletin boards, and exhibitions . Along with the popularity of the fitness center, it automatically can make many people to use the facility.

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