**BUILDING SPORT INDUSTRY FROM THE BASIC: THE INDONESIAN CASE**

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**Abstract**

This study aims at revealing about the development of sport industry in Indonesia started from the bottom. Indonesia is a country that has many islands and natural resources that are varied, each of which has the potential for industrial development in different sports. Segmentations of sport industry that have been developed in Indonesia are in the field of services and product development. According to macro sport industry in Indonesia, there has been developed and mapped in a sport book industry directory. Efforts to develop the sports industry are also followed by the development of entrepreneurship through a variety of cross-sector, including through community economic empowerment, entrepreneurship and youth through education. In Yogyakarta State University, it has been developed entrepreneurship for all students. In the Faculty of Sport Science, it has applied starting from the bottom of the sports industry in their activities. Sport industry that has been developed is on services, events and products. Development strategy based on optimizing the empowerment of human resources to actualize the knowledge together with the idea of ​​development by utilizing facilities & sport venues. Sport-related service industries and services include: swimming pool (1 manager, 20 employees); GOR (1 manager, 2 staff, 24 workers; athletics and football stadium (1 manager, 8 workers); homestead sports (1 manager, 7 workers ); indoor tennis (1 manager, 7 workers); athletes corner cafe 4 station (1 manager, 8 workers); laboratories and research centres are used for physical measurement and research athletes. Sport related industrial products such as production units with a football unit with a brand: Yogya Sport YSU, Physical Therapy Clinic in addition to producing sports masseur also provides physical therapy services. Clinic is open every day to empower students taking the concentration of massage. We masseur association sports centre is on FIK UNY Indonesia. Everage income faculty per years ± Rp. 2,5 billion. Sport related industry events, many events *Pencak silat* championship held as for student (elementary, middle and higher school). And also to be held sports events and culture on September with the name: Jogja X Fusion (FU: futsal to find a sponsor, SI: martial arts to culture, ON: collaboration).

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