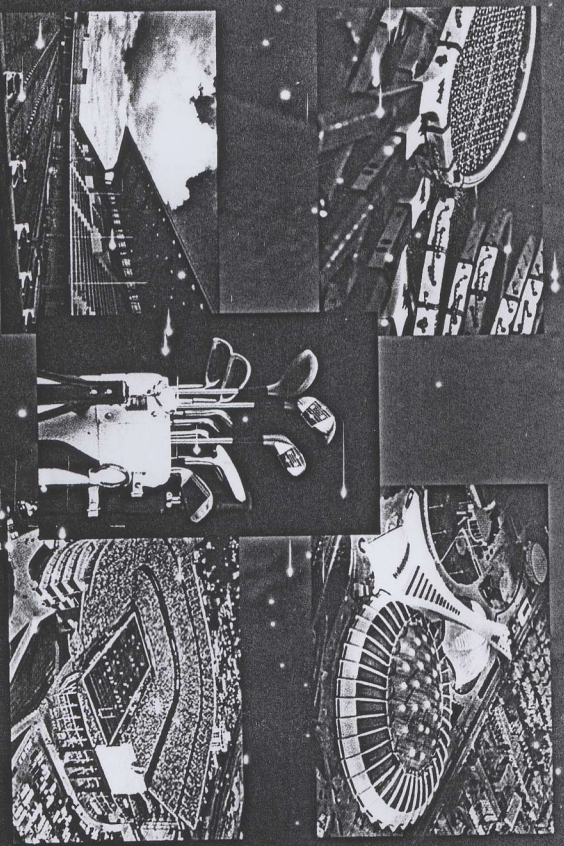


PROCEEDING

INTERNATIONAL CONFERENCE ON THE STRATEGY OF SPORT INDUSTRI DEVELOPMENT

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The Tricks of Physical Education Teacher in Founding Sport Business

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Journal of National Sportsmanship System has great diversity for sports education to plunge in sport business world. Our study from physical education teacher, familiar their backgrounds, Physical Education teacher with their activity quite a lot related to sports of course they understand so much the needs of sport participants which represent general business field too. In starting or developing sport business, physical education teacher needs certain tricks, such as: (1) have ability willingness to try or stocked of never give up sport, (2) have ability to find (2) the run business is very success in public, management and marketing source, and also that activity have to please it, (3) using market policy and activity needs and also preparing customer service, (4) in attracting the customer purchasing ability, it's necessary using cost leadership strategy, and (5) for management strategy, it's using forward, cost, and horizontal integration strategies.

Keywords: Business, Sport, Physical Education.

INTRODUCTION

In our daily life we always tend to business activity through creation of goods which is consumed by other side. For that activity a kind of this potential business has been as demands of business. For example every kind of customer go to the market, shop, and also department to fulfill needs, reading news, checking radio, watching television to fulfil our needs of information, which are all the things that do not get out of business activity. Someone from our living on sleep until before go to shopping conducting many business for example, for example: (1) for not late wake up we read alarm clock to bring signal for wake up; (2) for still dark to see we read floor lighting; (3) restaurant need waiter to serve and bring; (4) To clean sports we use of comb and tooth powder; (5) for cleaning body we use of bath foam; such activities by their roles character business like in getting attention to be needs as customers or guides in living on a business.

ABSTRACT

Among the spreading of shopping centers bring amenity for of people; not aside from Physical Education teacher interested for a business. Someone's shopping activity in a daily need, reading news, listening radio, watching television transport appliance and also private vehicle for transportation for all those represent business activities for the existence of service and consumer side. Some needs of that human being represented by field to others so that the interaction of various needs will create by fields, not aside from sport business, for example founding sport training, organizing a game, or sport activities and also serve the of athletes such as clothes, food and also calorie-contained beverage.

Sport businesses in Indonesia are in partial existed, but condition still needs the stakeholder touch in order to obtain more result. In National Seminar of Sportsmanship Industry, it have been some business chances to public that sport-related company, in home industry (e.g. shuttlecock, sport t-shirt, medal graver, self-d uniform, glove softball, event organizer, etc.) which have expanded themselves so that necessary to snuggle up to be Sport Industry

The Law of National Sportsmanship System has given chances for every citizen to plunge in sport business world, not aside from Physical Education teacher. Consider their involvements, Physical Education teacher with their activity quite a lot related to sport; of course they understand so much the needs of sport perpetrators which represent potential business field for. In starting or developing sport business, Physical Education teacher needs certain tricks, such as: (1) have strong willingness to try by stocked of never give up spirit as well as learning desire, (2) the run-business is easy reached in ability, management, and monetary source, and also that activity have to pleasant, (3) seeing market potency and society needs and also majoring customer satisfaction, (4) in attracting the customer purchasing ability, it's necessary using cost leadership strategy, and (5) for managed-company survival, it's using forwards, rear, and horizontal integration strategies.

Keywords: Business, Sport, Physical Education.

INTRODUCTION

In our daily life we always face to business activity through creation of needs which is consumed by other side. For civil society a kind of this potential business less seen as chances of business. For example every day all mothers go to the market, shop, and also supermarket to fulfill needs, reading news, listening radio, watching television to fulfill our needs of information, which are all the things that do not get out of business activity. Someone from awaking up sleep until before go to sleep again conducting many business transactions, for example: (1) For not late wake up we need alarm watch to bring signal for wake up; (2) for still dark hence we need room lighting; (3) bathroom need water to gargle and bath; (4) To clean tooth we need comb and tooth paste; (5) For cleaning body we need toilet soap.

Such activities for their routine character, hence less in getting attention to be made as discourse or guidance in hanging on to coattail entrepreneurs which have experienced in build a business. Base on such someone needs and requirements of someone that are mentioned above it has been provided by external party that one of them are physical education teacher at every their job environmental. According to Gitosudarmo (2003) business is an effort to fulfill the needs of human being, organization and or wide society, in considering that society always expand of course the need

which must be provided will be progressively expanded differences of human needs can be grouped pursuant to: Age, Social Class, Geographical place, and Job. For each group, the of project is remaining to product any kinds of which are re each group. During human being still increase through birth until it will add the needs list which must fulfilled. Every body need same but it can be grouped as follows: (1) age base (baby adolescent, youth, adult, veteran); (2). education base (primary kindergarten, elementary school, junior high school, senior high university and master grant); (3) social class base (home less very rich); (4) geographical base (rural to cosmopolitan); (5) occupation base (unskilled, skilled, manager, general manager).

For each group have specific needs more than anything else groups interaction each other, it will create the needs which more again so that it is needed service more and more also. According to Finarsih (2005) every human being needs finally will create business that able to permeate many labor or human resources. If that related to sport activities hence the needs of product and service more and more also. According to Lumintarso (2005: 3) sport business grows not only in Indonesia but either deflect globally. From chances and challenges for physical education teacher start to business which is relevant with their daily activities. These data stand in need of touch from various party so that it can reach (Expert Team of Sportsmanship Industry, Ministry of Youth Sportsmansif of Indonesian Republic: 2005). Therefore, socialization business chances through National Sportsmanship Industrial seminar being responded by physical education teachers and work also related sport companies (ex. factory of shuttlecock, sport t-shirt graffiti or cup, self-defense uniform, glove softball event organization that have expanded itself necessary to snuggle up to become Industry. This is according to the term of industry by Dharmastata that industry is a company group which is producing same goods same market also. By coalescing some similar companies will upgrade furnish each other and many customers interest. According to Law 3 about SKN (2005) sport Industry is a business activity of sport form of goods and service products. While Pits, Fielding, and Miller expressing that sport industry is every product, goods, service people with on offered idea to interconnected public of sport.

Statement above likely inspires teacher of physical education to open sport business. In Law of National Sportsmanship System (Sistem Keolahragaan Nasional = SKN) chapter IV section 6, every citizen have the following rights and obligations: (1) conducting sport activities, (2) obtaining service in sport activities, (3) choosing and participating in kinds or branch of sports that matching with their talent and enthusiasm, (4) obtaining guidance, support, tuition, development and construction in sportsmanship, (5) becoming sport perpetrator (everyone or group that is involved directly in sport activities such as sport builder and sportsman).

- 1) Sportee is who conduct sport activity in effort to develop he/his physic, spirit and social potency (SKN section 1 sentence 6)
- 2) Sport builder is who has enthusiasm and knowledge, leadership, managerial ability and or financing which is dedicated for the sake of construction and development of sports (SKN section 1 sentence 8).
- 3) Sportsman is everyone who has qualified and having competent certificate in the field of sports (Section SKN of I sentence 9)

By existence of National Sportsmanship System every citizen have chances to plunge in word of business specially sport business. Therefore, how in starting or developing a sport business that is.

A. Comprehending some the following concept:

1. The physical education teacher should have strong willingness to try with have stocks of spirit and never give up and also will learn both horizontally and vertically.
2. The physical education teacher should choose business that easy to be reached by either of ability, top-drawer and monetary source and management facets, and the most important is that activity must be pleasant.
3. The physical education teacher should see market potency is one who has need and desire and also purchasing power.
4. The physical education teacher should see the society need is in large number, so that need mass production.
5. The physical education teacher should place location in strategic area that closes to the run sportsmanship activities so that the run business will be exposed to public.

6. The physical education teacher should create a brand name established brand name will assist in braiding cooperation in syn with established entrepreneurs.
7. The physical education teacher should build a braiding relation supplier and distributor and also retailer to be more guar that run business earns during the time.
8. The physical education teacher should create value customer satisfaction has to be majored.
9. The physical education teacher should always conduct marketing because theoretically through advertisement will improve volume.

According to Nugroho (2005) weakness of public in founding business is in conducting marketing. Therefore, through hotch marketing mix earn for reference in influencing consumers.

B. Determining the company ownership form

Choosing an appropriate company form is very important to minimize risks. According to Darmesta (1995) choosing the company form should be determined at early time in running company activities. For the beginner entrepreneur tends to chose sole proprietorship form, easy form without complicated licensing. According to Dhamesta (1995) proprietorship that is owned by someone and he/she is fully responsible to all risk and company activities. As for excellence of sole proprietorship for example as follows:

1. Entire profit becomes its property, because enabling owner access 100% yielded by company.
2. If success, the accepted incentive will larger so that will free existence of separate satisfaction.
3. Leader or owner can make decision swiftly in short chances.
4. Easier to get credit because the responsibility do not only at working capital but also at personal properties, hence its credit is smaller.
5. Its secret more well guaranteed because this sole proprietor unnecessary make financial statement that able to be exploited competitors.

Weakness of sole proprietorship for example as follows:

1. Owner responsibility is not limited because properties of person entirely including guarantee to company debt.
2. Source of finance very limited, because one person's property of hence the conducted effort to get the source of fund only depend on one person
3. Difficulty in management, because all activities done by his/herself including arrangement of employees, so that is more difficult than if management holded by some people.
4. The continuity of company is less guaranteed; because if only the leader have bankruptcy problem happened hence this company will desist.
5. Lack of opportunity for the employees to develop, because employees will remain to occupy its position within old ones.

After knowing excellence and weakness of individual effort hence this matter can be made as reference in running business.

C. Developing important elements in a company

Elements which need to be developed include: a) **Organization** as economic resources corps will create good job atmosphere to obtain best result, here is company arrange some resource from recruitment until training of employees, b) **Production** that is all effort addressed to create or improve added value for example producing such as shuttlecock, sportswear, c) **Economic sources** such as: (1) **Human resource** besides as labor also as consumer, in sport business human resources can as expert resources. Producing, training dan consultant, human as a consumer is a potential market target as product and service user of a companion, (2) **Money** is the blood or blood-vessels of company both to down-payment and to purchasing of production machine. In sport business it can be a stimulant in carrying out a sportsmanship event, (3) **Material** such as land and agricultural produce and also forest and territorial water produce can be exploited for mass sports, for example beach aerobic carried out in Parangtritis beach, river rapid challenge in West Java or Magelang, etc; (4) **Method** is productive idea, decision making, risk responsibility, more over this idea is for coordinating and organizing other production factors, for example such as synergizing sport activities with music art.

D. Pricing Strategi

To make compatibility between price and customer purchasing hence the selected price strategy or which is simplest used and facilitating for the beginner entrepreneur by: (1) **cost leadership strategy** (low price strategy), it is easiest to attract customer for example price opening moment such as discount 25% or 50%. For example sport cheap fee for members for the more important that is BEP (Event Point) fulfilled; (2) **focus strategy**, after more and more customer and entrepreneur experienced progressively can develop other strategy that is using focus strategy, for example pillar of net badminton attached without pierce floor hence its service make to order, if course at the special price also so that margin more comfortable example in privat sport training service, of course their customer segments differ because they wishing its skillful child quickly automatically the expense of or problem of price, customer accommodate.

E. Strategi Integrasi,

After company run, it is of course need effort to preserve market business to be earning life during the time. According to David (1985) integrate strategy to get ownership cover: (1) **Forward integration strategy** that is to get ownership or improve the leading to distributor. In the sport field our customers receive as well as good service. For example management of contest, court of arbitrator that we supply them if they conduct a sportsmanship activity; (2) **Integrate strategy** that is strategy to look for ownership or business leading to supplier companies, thus our company isn't running out of material, or we have to give more attention to supplier companies for to run away from the company we manage; (3) **Horizontal integration strategy** that is strategy to look for ownership with competitor company so that capitalizations and resources gain strength, for example by market expropriation among competitors to jack up economic scale.

CONCLUSION

The Physical Education teachers in developing sport business research conduct properness study; afterwards it is need hard willingness, research give up and will learn. To facilitate in business, the chosen business should be reached by ability, experience, and also financing, management facet; and then analyze potential market that able to exploit

majoring customer satisfaction as service base. To make compatibility between product benefit and customer purchasing power hence using cost leadership price strategy. While to maintain company for still survive during a time, it uses forward integrate strategy, rear integrate strategy, and horizontal integrate strategy.

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