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Strategy for Developing the Achievement of UKM Badminton Athletes Sekolah Tinggi Olahraga and Kesehatan (STOK) Bina Guna

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Abstract. This research aims to: 1) find out what the pattern of coaching is given to athletes who take part in training, 2) find out what are the supporting and inhibiting factors for coaching achievement in Badminton UKM STOK Bina Guna. The design of this research is qualitative research with descriptive methods. Data collection techniques are carried out by means of observation, interviews, documentation. The key instrument in this research is the researcher himself and is assisted by supporting instruments in the form of a cellphone, blank notes. The steps to analyze data are data reduction, data presentation. The results of this research are 1) Strength owned by Badminton UKM STOK Bina Guna This function is for athletes who excel, 2) Weaknesses they have Badminton UKM STOK Bina Guna The point of this is the lack of getting attention so Badminton UKM STOK Bina Guna This area still experiences deficiencies in facilities and infrastructure such as heavy training equipment, 3) Opportunities that exist in Badminton UKM STOK Bina Guna Bina is an association of badminton athletes who are highly regarded in Badminton UKM STOK Bina Guna especially if you have been at a district/city or provincial level event, 4) Positive threats can motivate athletes and coaches to improve their training performance in Badminton UKM STOK Bina Guna This benefit, while the negative threat is the low level of support from the government and for athletes who are still in school, their training time is very minimal, because there are athletes whose schools have just implemented a full day school system.

Keywords: Strategy, Achievement Coaching, Badminton Athletes

1 Introduction

"Sports coaching and development is part of efforts to improve the quality of Indonesian people aimed at improving the physical, psychological and spiritual health of the community, and is aimed at building character and personality, obedience and high sportsmanship and increasing performance that can arouse a sense of national pride" (A Jamalong, 2014). In achieving achievement development, there are actually several supporting aspects for achieving a result, including strengths, weaknesses, opportunities and dangers (Al Haddar, 2014). Achieving sports performance is based on structured, analytical and planned sports coaching, namely having a close relationship with human resources, infrastructure facilities and existing guidance programs (Darmawan, 2017).

Efforts to increase sports performance need to continue to be carried out through developing athletes as early as possible using methods of searching and controlling abilities, cultivating, studying and upgrading sports achievements based on knowledge and technology in a more efficient and effective way and increasing the quality of sports organizations both regionally and centrally. (A Saputra, Argantos 2020). Nursery is an effort that is applied to select talented athletes in sports achievements which are supervised in a planned and intensive manner by parents, teachers and instructors in a sports section. There is also the aim of the nursery, which is to provide talented prospective athletes in various areas of sports achievement, so that they can continue with more intensive training with a more innovative system and are able to use study results in an objective way and the modern technological features available (M Misbakhudin, M Annas. 2020)

One of the sports that can improve the achievements of a region and country is badminton, this is because badminton is a popular sport in Indonesia. Therefore, many badminton coaching centers aim to develop potential athletes who will make a name for the nation. Achievement will increase if the athlete has a strong physique, good technique, as well as good tactics and mentality. To improve performance, athletes should receive good and adequate training, balanced nutritional intake, adequate facilities and infrastructure, a structured training program, and need motivation. According to I Maiza and Umar (2020).

Badminton has become one of the most popular racket-based sports played throughout the world (A Jacob. 2017). Badminton has become a prestigious sport that is Indonesia's mainstay in the eyes of the world (M Maulina. 2017). Similar to tennis, badminton aims to hit the game ball ("cock" or "shuttlecock") over the net so that it falls on the opponent's designated playing field and tries to prevent the opponent from doing the same thing (Fazari, Damayanti, and Rahayu. 2017).

As an achievement sport, badminton is a competitive sport that requires explosive movements, lots of running movements, jumping for smashes, reflexes, speed in changing direction and also requires good eye-hand coordination (AWijaya. 2017). This is also in accordance with the opinion of (Bańkosz, Nawara, and Ociepa. 2013), that generally badminton players need to improve their physical abilities, especially, movement coordination, speed, strength and stamina. To improve the development of badminton, coaching and improving performance is needed (Nando, 2018).

Whether a sports development program is good or not can be seen from the results of maximum achievement at regional, provincial and national levels (Yunita Candrawati, et al. 2018). Apart from that, according to S Williyanto and H P Raharjo (2016), aspects of UKM

management and other aspects that influence improving performance in order to increase better performance, support and participation from the government really determine the feasibility and success of an athlete's performance development (H P Sari, Handayani & T Hidayah. 2017). According to H P Santoso, T Rahayu & S Rahayu. 2017 that a sports UKM must have a clear badminton coaching background and plan for its athletes, not just standing up, but having a planned program to advance its athletes.

In performance coaching, there are actually several supporting aspects for achieving performance, including strengths, weaknesses, opportunities and threats (Al Haddar, 2014). In this way, achieving sports performance is based on structured, systematic and planned sports development, namely having a close relationship with human resources, infrastructure tools and existing guidance programs (Darmawan, 2017). Performance development is a method for improving athletes in a planned, structured and continuous manner (Mary, 2020). Sports institutions must have organized development that suits the wishes of their athletes (Gabriel and Alina. 2014).

An assessment carried out in a reliable manner will produce descriptive findings, namely findings as they are: both data, analysis, and the results are not manipulated, which in the end will provide benefits to all people involved in the development program (J Irmansyah. 2017). Evaluation must equate what has been achieved from the program that has been created with what should be achieved based on the standards that have been achieved (Stephen, 2003). The purpose of assessment is to confirm programming that is in the concept stage or has already been implemented so that it can achieve maximum results and match the desired targets (Koon, 2015). A trainer/coach is required to have extensive experience specifically in the field of coaching and the ability to provide encouragement for athlete development (R Chandra, Argantos. 2019). The coach's role is as a manager in the field who will regulate the frequency of training required by the athlete (Geoff Middleton. 2016). For competitive coaches, it is very important in efforts to develop achievement (Jun Zheng. 2019).).

The athlete development process requires special attention, this aims to maintain the retention of performance so that it does not decline (S Akin. 2017). Orderly, analytical, programmed and sustainable coaching with a scientific and technological approach applied in the coaching program can ultimately improve the quality of skills. For this reason, competition is needed as a benchmark for badminton athletes that can be used as an assessment in training (D Cabello Manrique, J J González-Badillo. 2003).

Badminton UKM STOK Bina Guna There are 18 athletes, Badminton UKM STOK Bina Guna this is also always a representative of the university STOK Bina Guna to compete in events by defeating several UKM/universities in Medan to North Sumatra. For this reason, researchers want to know the development of badminton coaching in STOK Bina Useful from year to year, therefore the activity of exploring, informing, and maintaining achievements and improving achievements is very large, especially in the area of STOK Bina Guna until it is realized in the form of objective research through Strength, Weakness, Opportunities, Threats (SWOT) analysis. By using the SWOT analysis method which aims to optimize (Strength) and (Opportunity), but at the same time it can suppress factors (Weakness) and (Threats) (A F Darmawan and M Pramono. 2017).

This analysis is based on common sense which can optimize strengths, opportunities, but can minimize weaknesses and challenges. The results of this analysis serve as a reference for developing strategies in an effort to determine steps to improve the performance of

badminton, especially in the area STOK Bina Guna . For Saputra (2020), "the most important strategy in efforts to increase Indonesia's human resources, especially in the field of sports, is to focus attention and direction on sports development as quickly as possible, namely by carrying out sports coaching and development for the younger generation from an early age."

2 Method

This research concept is qualitative research with descriptive procedures. This research was conducted in Badminton UKM STOK Bina Guna at one of the universities. Data collection methods are carried out using monitoring, question and answer, selection methods. The key instrument in this research is the researcher himself and is assisted by supporting instruments in the form of cellphones, notebook forms. The steps to analyze information are data reduction, data presentation.

3 Result

3.1 Strenght (S)

The strengths in organizations are different, the strengths in badminton Badminton UKM STOK Bina Guna It can be utilized to the maximum extent possible because on the one hand, the people who run the organization in each of their respective performances are running as they should, members understand each other's duties and functions that have been given to each member. In Badminton UKM STOK Bina Guna This is because the results of observations and interviews convey the following information from the management: "Manager UKM STOK Bina In order to explain the achievements of athletes who train at STOK Bina For this reason, there are several who have achieved achievements at the Medan Province level, in every activity held every year, Kejurda, Kejurprov. Badminton UKM STOK Bina Guna "It has its own field which consists of 1 badminton court."

Based on the results of observations, interviews and supported by documentation, I can conclude that it is for inner strength Badminton UKM STOK Bina Guna This has created selected young athletes who excel at representing STOK Bina Guna this and can make the Campus Campus proud at the provincial and national levels.

3.2 Weakness (W)

In an organization, when developing performance, not only strengths are seen, it is better to pay attention to the weaknesses in the UKM itself, from the results of observations and interviews, information is conveyed from the management of the weaknesses in the SMEs themselves. Badminton UKM STOK Bina Guna as follows: Management Badminton UKM STOK Bina Guna explained that the athletes in this UKM excelled, but there were factors that supported these athletes which were not met, one of which was facilities and infrastructure which were still very minimal, shuttlecocks which were not available in the UKM and physical training props which were still very minimal. Then that becomes an internal weakness Badminton UKM STOK Bina Guna is that there is no opportunity to be called to participate in training at the provincial level because the trainer at Badminton UKM STOK Bina Guna This doesn't have a license yet.

Based on the results of observations, interviews and supported by documentation, I can conclude that there are internal weaknesses UKM STOK Bina This function is supporting factors for athletes such as facilities and infrastructure which are still very minimal, such as physical training props which have not been met and what makes this UKM a weakness is coaches who do not have a license. Basically, coaches really need a coaching license, but the problem is that up to now there has been no opportunity to be called to take part in the training.

3.3 Opportunity (O)

In an organization, in developing achievement, it is necessary to pay attention to opportunities within a UKM itself, the aim is to see future success, from the results of observations and interviews, information is conveyed from the management. Badminton UKM STOK Bina Guna as follows: The management of STOK Bina Guna explained that the opportunities that exist in Badminton UKM STOK Bina Guna namely Badminton UKM STOK Bina Guna is an athlete association that is highly regarded in Badminton UKM STOK Bina Guna, especially if they have been at provincial level events (especially for young athletes). This is because Badminton UKM STOK Bina Guna have good performance achievements, the average athlete who trains at UKM STOK Bina These people have participated in provincial level championships and several of them have represented North Sumatra to compete in national level events.

Based on the results of observations, interviews and supported by documentation, I can conclude that there are great opportunities for athletes Badminton UKM STOK Bina Guna become a model association for athletes who excel in Badminton UKM STOK Bina Guna or the next level later.

4.4 Threats (T)

In an organization, when developing performance, there are of course many threats, both positive and negative, from the results of observations and interviews, information is provided by the management. UKM STOK Bina as follows: "The STOK Bina Guna management explained that the threats in UKM are in the form of low support and limited time for athletes to accommodate training schedules".

Based on the results of observations, interviews and supported by documentation, I can conclude that it is an internal threat UKM STOK Bina This function itself has threats in the form of positive and negative, while positive threats can serve as motivation for coaches and athletes to improve training performance in order to obtain maximum performance. Negative threats can come from low support and training schedules.

4 Discussion

The SWOT approach will balance an organization from internal weaknesses and external threats (Wesley, 2020). Strength is a situation or condition that is the current strength of the organization or program. For example, analyzing what advantages a UKM has, such as in terms of training programs, athlete quality, athlete motivation, training facilities and infrastructure, or other elements of strength that emphasize the superiority of a club. The power that exists is owned by STOK Bina Guna These are the athletes who excel. An important factor in sports coaching is the athlete's achievement. The definition of achievement is the result of a person's abilities, skills and attitudes in completing something. Sports achievements are the

results obtained from effort and hard work in the field of sports. An example of a sporting achievement is an athlete who gets 1st place in a competition. Achievements of athletes trained in STOK Bina Guna It can be said that this is good based on the results of achievements by athletes at both district/city and provincial levels. Athletes' achievements STOK Bina It can be said to be something to be proud of, especially since this achievement was achieved when the athlete was still quite young.

Weaknesses, is a condition that is a weakness of an organization or program in an SME. Weaknesses are something that must exist in coaching sports performance. However, the weakness factor in an organization or UKM can be minimized by increasing athletes' achievements through disciplined and structured training programs. Badminton UKM STOK Bina Guna it's a lack of getting attention so Badminton UKM STOK Bina Guna This area still experiences deficiencies in facilities and infrastructure such as heavy training equipment. Facilities and infrastructure are important factors in an SME to produce professional badminton athletes. Badminton is a sport that requires several facilities that are not cheap. Badminton has become one of the most popular racket-based sports played throughout the world (A Jacob. 2017). Badminton has become a prestigious sport that is Indonesia's mainstay in the eyes of the world (M Maulina. 2017). Concern for athletes' achievement really needs to support athletes' training facilities and infrastructure. So that one day the athletes who train can achieve achievements at a more national or international level.

Opportunities are conditions that are opportunities outside the UKM or organization and provide opportunities for development for the UKM or organization in the future. This means that there are opportunities in the future regarding the success of athletes' achievements in sports development. The opportunities that exist at STOK Bina Guna are an association of badminton athletes that is highly regarded in STOK Bina Guna especially if you have been at district/city or provincial level events. This is because Badminton UKM STOK Bina Guna have achieved good achievements, on average the athletes who train at STOK Bina Guna have participated in provincial level championships and several of them have represented Bengkulu Province to compete in national level events.

Threats, are threats to Badminton UKM STOK Bina Guna which come from outside the UKM or organization and can threaten the existence of the UKM in the future. Threats can occur outside the UKM. Threats that will occur in Badminton UKM STOK Bina Guna Threats are also categorized into positive threats and negative threats, positive threats can motivate athletes and coaches to improve their training performance Badminton UKM STOK Bina Guna This is while the negative threat is the low level of support for athletes whose training time is very minimal.

5 Conclusion

From the research results it can be concluded: 1) Strength possessed by Badminton UKM STOK Bina Guna These are the athletes who excel. 2) Owned weaknesses Badminton UKM STOK Bina Guna it's a lack of getting attention so Badminton UKM STOK Bina Guna This area still experiences deficiencies in facilities and infrastructure such as heavy training equipment. 3) Opportunities that exist Badminton UKM STOK Bina Guna is an association of badminton athletes that is highly regarded in the city of Medan, especially if they have participated in district/city or provincial level events. 4) Threats: Positive threats can motivate athletes and coaches to improve their training performance Badminton UKM STOK Bina Guna

This is while the negative threat is the low level of support for athletes whose training is very minimal.

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