



Analysis of the Implications of Organizing Sports on Economic Growth (A Literature Review)

Doni Pranata¹, I Putu Agus Dharma Hita², Elsa Ariestika³, Witri Suwanto⁴

^{1,4}Universitas Tanjungpura, Street Jenderal Ahmad Yani, Kalimantan Barat, 78124, Indonesia

²Universitas Triatma Mulya, Street Kubu Gn., Dalung, Kec. Kuta Utara, Kabupaten Badung, Bali 80361 Indonesia

³Universitas Primagraha, Komplek Griya Gemilang Sakti, Street Trip Jamaksari Nomor 1A, Kaligandu, Kec. Serang, Kota Serang, Banten 42111, Indonesia

Abstract

Economic development is a series of activities carried out in a systematic and structured manner in the economic sector which causes the goods and services produced in society to increase and increase for the community. In the current era, economic growth is marked as an indicator for achieving the success of the development of a region. The purpose of this study is to see how the influence and impact of the sports sector to improve economic development on a micro and macro basis. The type of research adapted is library research or more commonly known as library research, using descriptive analysis of research. The data analyzed is data that comes from previous studies to be analyzed and described so that conclusions can be drawn. The data collection method used is literature study research consisting of various sources including primary and secondary sources. The results obtained from the research are that there are implications of organizing sports on economic growth for actors and the community around the place where sports are held. society so as to create economic growth.

Keywords: *Implications, Sport, Economy, Literature Review*

Correspondence author: Doni Pranata, Universitas Tanjungpura, Indonesia.
Email: doni.pranata@fkip.untan.ac.id



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INTRODUCTION

Sport is a series of activities that are carried out consciously by involving the skeletal muscles and requiring energy in their implementation, the resulting movements can have a positive effect on those who do them. the positive effects of exercising include maintaining the body's immunity so that the body is not susceptible to illness (Yudha Pranata et al., n.d.) Sport is a form of implementation of a person's physical activity, there are several forms of physical activity including light, medium and heavy physical activity (Hadi, 2020). Specific forms can include running, walking, playing, lifting weights and various other physical activities. Physical activity is generally divided into 3 categories, including daily physical activity, physical exercise and sports activity.

Based on the sports category, there are many motives for someone to do physical activity regularly. Sports motives are defined as factors that motivate a person to engage in sports activities (Pramadya & Andun Sudijandoko, 2017) motive refers to factors that give attraction to certain objects (Kehika & Mael, 2021), there are various motives for someone to carry out sports activities. If one looks at one's own motives, a person doing physical activity in the form of sports, the majority of the motive is to increase the fitness index which refers to increasing the level of individual health so that they are always healthy now and in old age to avoid various kinds of diseases. The next motive is based on gender motives.

Apart from that, there is an aspect of professionalism that refers to economic motives, there are actors in sports who do sports to carry out their obligations to the sports profession so that as a result of carrying out these sports they are rewarded in the form of rewards. Economics is a science that studies how humans can meet their needs by using available resources (Sudiana, 2018), in practice the economy is driven by economic actors, economic actors are individuals, groups of people or organizations that organize production, distribution and consumption activities (Livana PH et al., 2020). as time goes on the economy must continue to develop and improve, this can be done by improving the quality of oneself as an individual through innovations that are continuously developed to improve the economy (Deddy Whinata Kardiyo, 2018).

At this time sport has become an industrial area, with the aim of economic motives. The implementation of the sports industry is basically very fluid, this can be formed through various forms of organizing sports in Indonesia. There are 3 categories of sports in Indonesia, including educational sports, community sports and achievement sports. Achievement sports are sports that are carried out by developing athletes in a planned and sustainable manner to achieve maximum performance in sports (Nababan et al., 2020) while community sports are sports carried out by community subjects based on hobbies by elevating certain community cultural values so that it can have implications for the level of community fitness and health (F Ridh, 2019). of the three forms of organizing these sports, the contents of elements of increasing the economy in the implementation of community sports and achievement sports.

Of the various types of sports implementation in Indonesia, researchers will analyze how far the effect is on improving the economy in Indonesia, both the economy which is large and

broad in scale has an impact on the surrounding people or the community in the area around the implementation or in the form of economic improvement that is narrow only refers to sports actors who are directly involved in the process of organizing sports in Indonesia. Therefore, through the results of the literature study, it can be a reflection for the implementation of sports to improve or maintain the existing system, so that the various objectives of organizing sports can be achieved, especially the achievement of sports in Indonesia can be increased.

METHOD

The research method is a method that is carried out scientifically to obtain data for certain uses, this study uses a descriptive qualitative approach. A descriptive qualitative approach is an approach that is carried out by interpreting existing data in the field as well as existing data to be synthesized so that conclusions can be drawn from several existing studies. This type of research is library research, library research is research conducted by exploring existing sources to be synthesized so that conclusions can be drawn from various existing sources. The research sources can be in the form of books, articles and other documents.

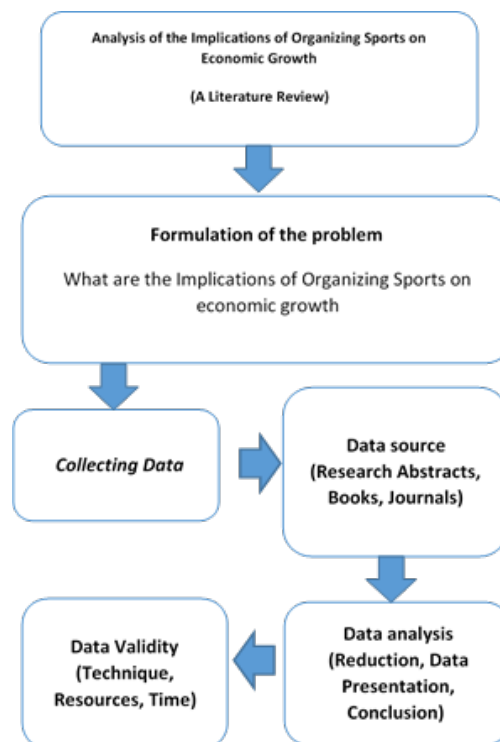


Figure 1. Research method

This research examines the implications of organizing sporting events. The first step taken is to collect data in the form of articles, writings, and books that examine the implementation of sports and sports events. The thing that was done was to review the results of the research, the research was surveyed and the average was taken to draw conclusions. The books, journals, and writings were analyzed using the presentation reduction method and concluded. The main thing to do is examine the level of relationship between the holding of sporting events and economic improvement in the area where sporting events are held or on a wider scale.

This study discusses the implications of organizing sports on economic growth, both micro and macro economies. Micro economics is the smallest scope in the economic sector, this scope includes the basics. Namely the scope of the economy that develops in society. Meanwhile, the macro economy has a broader scope.

This research begins by collecting existing research data, the data is in the form of books, journal articles and other documentation. After that, the data is analyzed by predicting and selecting information that is important for research to then be presented through narratives referring to conclusions so that it can make it easier for readers to see how far the implementation of sports can contribute to the economic growth sector of the wider community.

The validity of the data is of course the focus for researchers so that the data presented can represent the entire wider community. So that these data can provide an overview to be able to continue or evaluate existing programs to support the creation of equitable economic growth.

RESULT AND DISCUSSION

Result

Utilization of sports that can provide benefits for improving the country's economy can be implemented in the sports industry. The sports industry is defined as all the production of goods, services, places and people offered to customers related to the sports sector (Sihana et al., 2018). The Sports Industry is a strategic sector that can be utilized by the government to develop a country's economy (Priyono, 2012). Through the sports industry, it can provide greater opportunities to create added value through production and providing sports related equipment and services in the sports sector.

The value of the economic development of a region is gradually broken down into micro, small and medium enterprises. Through this business sector, it provides benefits related to expanding employment, providing broad economic services so as to create community economic equality, encourage economic growth and create national economic stability. The development of the micro sports industry can be implemented through various sports event activities held both in regions and cities.

Table 1. Research Data

Title	Author	Method	Results and Conclusions
The Impact of the Sport Area Program on Strengthening the Community Economy in the City of Palangka Raya	Yudo Harvianto	The method used in this research is descriptive qualitative. With research subjects totaling 115 people	The conclusions in this study are: People who exercise in sports areas, buy drinks and food, parking attendants, sports area program in the city of Palangka Raya.
The Role Of Balikpapan Youth, Sports And Tourism Services In The Development Of The Creative Economy Of The Performing Arts Sector	Nurbaya	Researchers used a descriptive qualitative design by collecting data not in the form of numbers. Data was taken based on interview scripts, personal documents, and official documents	Arts activists such as the amphitheatre, establishing cooperation in every activity/entertainment event, especially performing arts, as well as synergizing and collaborate with performing artists.
Increasing Tourism Visits and the Economy of the People of Ende Regency through Tour De Flores Cycling	Aschari Senjahari Rawe, Geryani Suryo Moang Kala, Finsensius Mbabho	The research approach used qualitative descriptive methods to determine the increase in regional tourism through the Tour de Flores cycling sporting event	The Tour de Flores cycling sport can indirectly achieve its goals, one of which is to improve people's living standards and improve public facilities and facilities.
The Role of the Youth and Sports Tourism Office in the Development of the Creative Economy as a Driver for the Tourism Sector in Pesisir Selatan District	Maharatul Ulya, Syamsir Syamsir	The type of this research is a quasi-qualitative research with descriptive method.	The implementation of the role of the Youth and Sports Tourism Office in Pesisir Selatan Regency has not been maximized because various obstacles are still encountered in the field.

Discussion

Based on research conducted by (Aschari Senjahari Rawe, Geryani Suryo Moang Kala, 2021) which discusses increasing tourism visits and the economy through the tour de flores cycling sports sector. The results of this study are that the tour de flores bicycle sport activity has increased tourism visits to the area so that it has an impact on improving the micro-economy. Even though the impact of organizing the Tour de Flores bicycle event in general has a positive influence on the economy, there are several notes that serve as reflections on evaluations including policy aspects, implementation aspects, impact aspects and budget aspects.

The impact of the Tour De Flores Event is one of the promotion of tourist attractions, which has natural potential and can be developed in Nde Regency, development of tourism infrastructure needs to be developed, so that it can create jobs, improve income yields and change people's thinking patterns to be more advanced. Then also have customs to attract the attention of tourists. However, in terms of the benefits that have not been felt by the community, so that small economic businesses still need innovation and creativity. The goals of the Tour de Flores are expected to be in line with the programs carried out by the Government.

Opportunities in the sports tourism sector are sectors that can provide opportunities to open jobs and improve the community's economy (Arief Wahyudi, 2018). The development of community sports tourism can improve the economy by involving the people in the area to be able to directly organize sports tourism, with this climate it can stimulate the community to always innovate to make sports tourism attractive to visit. On the other hand, the involvement of medium, micro and small businesses that offer goods in the vicinity also provides an increase in the economy in a small scope.

Based on the synthesis of several articles that have been analyzed, there are several strategies that must be carried out to make sport an object to improve the economy, including:

1. Development of community sports

Community sport is a sport that provides greater opportunities to be developed with the aim of increasing micro-economy, the main thing that must be done is to develop cultural values that grow in the community to become a habit of optimizing sports. By developing

cultural values that are already ingrained in society, this can help the climate of society to always participate in physical activities. through this climate can provide opportunities for the surrounding community to be involved in the micro-economic cycle process.

2. Community sports management is regional

Community sports management is basically controlled by KORMI (Indonesian community recreational sports committee) which constantly coordinates with local governments regarding planning to explore cultural values that will be raised to build community sports. Both based on traditional games and the utilization of natural resources that exist around the area. Through attractive packaging, it can provide an attraction for people in other areas to visit, therefore through these activities it can help the economy of the surrounding community.

3. Community sports facilities and infrastructure

Facilities and infrastructure are elements that strongly support the creation of a culture of carrying out physical sports activities, through the development of facilities and infrastructure that are complete and can accommodate all the needs of the community. Then the community will carry out sports activities that are routine and become a culture for doing sports. Facilities and infrastructure are factors that can support the creation of a culture for sports, but the thing that must always be considered is how strategic plans are made to maintain these facilities and infrastructure so that they are always in a usable condition and even improved in terms of quality and number of such infrastructure on a regular basis. In order to be able to reach all people's desire to exercise.

4. Synchronization between central, regional and community government elements

All activities basically require synchronization and collaboration between institutions, therefore to maintain good habits and a culture for exercising. There needs to be synchronization and good cooperation between policy implementing elements, synchronization is contained in an outline strategic plan that will be carried out in a sustainable manner. To achieve the strategic plan, it is necessary to evaluate and monitor the progress of the big plan step by step.

5. Development of regional companies to support the creation of a sports climate

Almost every region has companies as well as regional banking elements, this is a sector that can be utilized to support the creation of a community culture to be able to exercise.

There are several regions that use regional banks to sponsor the process of building community sports-based public facilities, for example, the Sumselbabel bank. There are many facilities built in the regions supported and sponsored by regional banks, therefore the regions should take an approach to be able to synergize with each other to create a community culture for exercise and make sport a community need.

Some of these strategies are strategies that can be developed, the needs of each region are of course different. Community sports can be developed by exploring the potential of human resources and natural resources in the area, through good and attractive packaging that makes a difference from community sports in other areas, of course these factors can attract many tourists, both to be directly involved in sports that are the community or just to enjoy it.

The orientation of public sports is returned to the purpose of its implementation, for those who are directly involved it can certainly keep the body fit, physically healthy and increase the hormones of happiness. The purpose of carrying out the sport is returned to individual motives. But on the other hand, this of course can also provide benefits and advantages for the surrounding community who are creative and sell consumer goods. Through the implementation and arrival of sports actors, people who make economic-oriented business lands get personal and group benefits. This is certainly something to be expected, there is such a fast economic turnover. On the other hand, absorption capacity for the community to reduce the unemployment rate is also created, the surrounding community is always encouraged to be directly involved in implementing this cycle. With so many benefits offered by community sports activities, community sports should be a concern for all of us. To take advantage of all the potential that exists, especially to improve the local or micro economy as well as global or macro economic characteristics.

CONCLUSION

Based on the literature study that has been presented, it can be concluded that there are implications of organizing sports for improving the small, medium and large economies for the wider community. To achieve this goal, of course there are several things that must be considered, including: 1) Development of community sports, Regional management of community sports, 2) Community sports facilities and infrastructure, 3) Synchronization between elements of the central

government, 4) regional and community, 5) Development of regional companies to support the creation of a sports climate.

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