



Swot Analysis Of Futsal Sports Achievement Development At Futsalnisti Binjai Club (FNB)

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Abstract

Coaching is a factor that plays an important role in the world of sports, especially futsal, futsal coaching needs to be done as early as possible through talent scouting and scouting, nursery, sports education and training based on science and technology effectively and efficiently, due to whether the sports world itself is developing or not. The Futsalnisti Binjai futsal club (FNB) in Binjai City is one of the platforms used as a means of fostering and developing talent in the sport of Futsal, the aim of which is to help players achieve peak performance. Therefore it is necessary to analyze strength, weakness, opportunity, threats. This type of research is included in the qualitative descriptive research. The method used is SWOT (strength, weakness, opportunity, threat). Sources of research data were obtained from interviews with club administrators, coaches, athletes who excel at U-21, and parents of guardians of FNB futsal club athletes. Data collection techniques using (1) interviews (2) observation (3) documentation. The results of the study can be seen, (1) strengths include: good management according to job descriptions, licensed or certified trainers, motivation and support, talented and accomplished athletes, nursery, the relationship between administrators, coaches, players, and parents, (2) weaknesses include: lack of facilities and infrastructure, sources of funds, management policies for administrators, coaches, players, (3) opportunities include: being a reference for other futsal teams for the coaching process, being able to produce good players physical, mental and skill, achieve even better performance and players have high flying hours, with good performance can add a lot of additional funds from various sponsors, (4) threats include: jealousy occurs from other futsal teams due to many players who join the FNB Futsal Club.

Keywords: *Constructing, Futsal, SWOT Analysis.*

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INTRODUCTION

Coaching is a factor that plays an important role in the world of sports specifically futsal, futsal coaching needs to be done as early as possible through talent search and scouting, nursery, sports education and training based on science knowledge and technology effectively and efficiently, due to the development or not of the sports world itself. Sports coaching for an athlete cannot be done instantly, but through various processes and stages within a certain period of time. Harre (in Nabawi, 2014: 1) argues that, Sports coaching that is carried out systematically, diligently and sustainably, is expected to be able to achieve meaningful achievements. The

coaching process takes a long time, starting from childhood or early childhood until the child reaches a high level of competitive efficiency. Coaching is a factor that plays an important role in the world of sports, especially futsal, futsal sports development needs to be carried out as early as possible through scouting and talent scouting, nursery, sports education and training based on science and technology effectively and efficiently, because whether the sport develops or not depends on sports coaching itself. Sports coaching for an athlete cannot be done instantly, but through various processes and stages within a certain period of time.

As a result, the futsal club has been able to achieve quite good achievements in the last three years, both internally and nationally. This achievement cannot be separated from the role of administrators who are in accordance with the right job descriptions, coaches, players and other parties who support FNB development. This achievement cannot be separated from the coach who has an important role in coaching, because the coach is a person directly related to the players so that whether the players develop or not is influenced by the coach, as a coach it is necessary to instill learning and training on Psychomotor, Techniques and tactics, Education, Social, Regulations. This content must be included in the training program of every Coach-Teacher, with the aim of honing skills in their formal education. As for facilities and infrastructure which also have an important role, without the support of adequate facilities and infrastructure both in quantity and quality, then in Futsal coaching it will not be able to run according to the objectives. Harsuki (in Nabawi, 2014: 4) in order to accommodate sports activities that are prepared need to meet the quality according to the terms and conditions of each sport, namely: a. Meet international size standards, b. The quality of the materials used must meet international requirements. So that the role of management, coaches, facilities and infrastructure, athletes, and other supporting factors greatly influence the success in coaching Futsal.

A challenge arose for the management of the Binjai Futsal Club (FNB) organization to create a better organizational atmosphere, both on and off the field, so it is hoped that more and more players will be interested and join the Binjai City futsal Club. So that the goal of fostering futsal in FNB will be achieved as well as producing quality athletes and helping athletes to achieve peak performance both at the regional and national levels.

Based on the background above, the researcher wants to examine or analyze more deeply about the factors of strengths, weaknesses, opportunities, threats to the FNB sports achievement development system. The results of this analysis can be used as a reference in maintaining achievement development at the Binjai futsalnisti club (FNB). Therefore, to carry out the coaching program, a forum or organization is needed in the field of sports. The Binjai futsalnisti club (FNB) is a forum that is used as a means of fostering and developing talent in the sport of futsal. The goal is to help players achieve peak performance. In order to be able to achieve these goals, the influencing factors must be known including: strengths, weaknesses, opportunities, threats owned by the futsal club. By using the SWOT analysis technique which aims to maximize strengths and opportunities, but simultaneously able to suppress the factors of weakness and threats.

METHOD

This researcher used a descriptive qualitative research type. Qualitative research is essentially observing people in their environment, interacting with them about the world around them. (Sugiyono, 2008:205). According to Arikunto (1998: 281), states that descriptive research is research that provides an overview of information about the status of existing symptoms, namely symptoms according to what they were at the time the research was conducted. There are three main techniques used in collecting qualitative research data, namely: 1. Interview 2. Observation 3. Documentation study. According to some experts, these three techniques are techniques basis that is always used by qualitative researchers in conducting their research. (Ulfatin, 2013: 183).

RESULTS AND DISCUSSION

The results of the research were analyzed by examining data obtained from various sources, namely: administrators, coaches, FNB club players, and parents. The research results are as follows:

a. Organizational structure

In the Binjai Futsalisti Club (FNB) team, team management works according to a good job description. The cooperative relationship between management and administrators is going well, discipline towards players and coaches is always prioritized in order to create harmony with each other. The recruitment process for coaches and players themselves is based on the validity of the correct data. However, the management policy for the board is not good enough

to become an obstacle that has serious consequences, besides that, the management still does not have a certificate so that it can run the program optimally to make it even better. In addition, management is also often negligent in carrying out their duties and maintaining existing facilities. However, it can also be an opportunity for FNB Clubs to excel with management working according to their respective job descriptions. Apart from that, you can also be more creative in working with sponsors who want to be tied to the FNB Club in helping manage team funds. It can also improve management collaboration, coaches, and player motivation to be even better at achieving achievements.

However, all of this can become a threat in itself if management does not work properly and optimally, resulting in a decline in the achievements of the FNB club.

b. Recruitment of Athletes and Coaches

The process of recruiting athletes and trainers at the FNB Club is by matching the correct data validity. The process of recruiting athletes for the academy itself is initial registration, while for seniors it is more open recruitment or selection. The players who joined this FNB club also from the support of their parents. Then the coaches recruited by the team are those who have a coaching license, for those who don't have a coaching license only as assistant coaches. The FNB club only has 1 coach who is licensed, which makes it a separate weakness, because there are still coaches who are not licensed. However, having a coach who is licensed at the FNB club can help improve even better performance and good coaching. Then if there are players who suddenly leave the team, then the coach only has to choose players from the academy who excel to join the senior team. On the other hand, the threat that players get is that their motivation decreases because there is only 1 coach who is licensed.

c. Facilities and Infrastructure

The quantity of facilities available at the FNB club is sufficient. Has 2 courts, Ball with sufficient number, Cone with sufficient number, Vest or full costume. However, the quality of existing facilities is still not good. Many of the field nets and goal nets were torn, there were several balls with torn skin, some cones were still damaged, there was a lack of maintenance and care for the existing facilities. Having adequate facilities can make the opportunity to perform even better because many players get comfortable. Besides that, on the other hand, trainers can also implement training programs freely with the completeness of existing facilities. But on the other hand there are also obstacles with damaged or incomplete facilities,

namely some players are unemployed because they are not active in the ongoing training program so that the players do not understand what the coach is implementing.

d. Training Program

An advantage for the FNB club is that they have competent coaches, which can increase the motivation and performance of players even better. Because the coach can apply an in-depth training program so as to be able to produce good players physically, mentally and skillfully. In addition, the players themselves are also more enthusiastic about the training program provided by the coach, because the coach himself has a coaching license in the field of futsal sports. But there are also weaknesses found in other coaches, namely some do not have an official coaching license so they are only assistant coaches. Therefore it becomes an obstacle for the main trainer in implementing the training program because of the assistant coach also sometimes have not mastered the training program from the main coach in depth. Then in terms of opportunities themselves, with a competent coach, they can carry out a training program well to achieve good performance again and be able to make players who are talented and get high flying hours. Besides that, it can also be a reference for other futsal teams who still don't have a coach who is licensed in the field of futsal sports.

For the obstacles themselves, namely the training program cannot develop because there are still other coaches who are not licensed so that many of the other players who are trained or given training programs lack confidence or reduce the motivation of the players themselves.

e. Funding and Achievement Achievement

The funding process in this FNB club comes from tied sponsor donations and independent contributions from each player. The parents of the players fully agree and support the policy set by the club management to pay their own contributions per month. With the funds obtained, management can manage finances well to meet the needs of teams that are still lacking so as to provide comfort for athletes and coaches for even better development. The weakness in FNB club funding is that it is only from sponsors and contributions from parents so any lack of funds can cause serious problems. Then the management must be able to take advantage of the opportunities that exist, namely by using them for important purposes only so as not to allow problems to occur such as team bankruptcy.

Because all of that can pose a threat in itself if the team is unable to perform better, the sponsor will revoke cooperation with the team. Besides that, many parents are also disappointed, resulting in their own losses for the team.

CONCLUSION

From the results of research in CHAPTER IV and the discussion of analysis regarding Strength, Weakness, Opportunity, Threats regarding the development of the FNB club Futsal sport, the following conclusions can be obtained.

1. Strength (Strenght)

- a. Good management according to job description
- b. Licensed or certified coach
- c. Motivation and Support
- d. Talented and Outstanding Athletes
- e. Nursery
- f. Relations Between Managers, Coaches, Players, and Parents

2. Weaknesses

- a. Facilities and infrastructure are still lacking
- b. Fund
- c. Management policy towards FNB club officials, coaches, players

3. Opportunity

- a. Become a reference for other futsal teams for the coaching process
- b. Able to produce good players physically and mentally and skills
- c. Achieve better performance and players have high flying hours
- d. Earn additional sponsorship and funding by becoming an accomplished team

4. Threats

- a. Terjadi kacemburuan dari tim-tim futsal lain akibat banyak pemain yang memilih bergabung dengan Klub futsal FNB.

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