

## Strategy for Improving Sport Services through Bachelor of Sports Development Support Drivers to West Java Health in 2020

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### Abstract

The development of sports in West Java is an asset for improving the quality of life of people who are physically, spiritually and social healthy. They can also develop a dynamic, sporty and competitive attitude. To realize the above, strategic efforts are needed based on the needs of the demands and dynamics of the people of West Java in a global context. The strategy is intended as an effort to build a society that has healthy and fit physical and mental resistance and behaves positively in encouraging the development of quality sports. Therefore, the government must provide a form of service to the community so that the development of sports becomes a culture for the community. In connection with that, the West Java Provincial Government, through the Department of Youth and Sports in 2017 has appointed 108 Bachelor of Sports Development Support Drivers (BSDSD) distributed to 27 Regencies / Cities in West Java. The most important goal of empowering BSDSD personnel is in order to encourage or motivate and mobilize the people of West Java to carry out sports activities or make sports a necessity and culture of life. This program requires the support of stakeholders in a broad scope, because the target of healthy West Java is a common goal starting from the government to the people of West Java as a whole. With West Java healthy productivity figures will increase and community of prosperity.

**Keywords:** BSDSD, healthy West Java, sports development, quality of life.

### Introduction

West Java with a population of around 48 million is a very large capital base in sports development. The Department of Youth and Sports is one of the Regional Devices that is within the scope of the Regional Government of West Java Province which has been regulated in West Java Governor Regulation number 45 of 2016 concerning the Position and Composition of Regional Organizations (OPD) of West Java Province with the implementation of duties and functions in Governor Regulation number 10 of 2016 concerning Main Tasks, Functions, and Details of Unit Tasks and Work Procedures of the West Java Provincial Government.

There are two Authors' Dispora (Department of Youth and Sports), namely: (1) Carrying out regional government affairs in the field of sports and youth based on the principles of autonomy, deconcentration and co-administration. And (2) Organizing formulations, stipulating technical policies, coaching, coordinating, and implementing sports affairs, youth, partnerships and infrastructure. Therefore sports by the United Nations (United Nations) are used as instruments of human development (United Nation, 2005).

Sports or physical activity carried out consistently will be closely related to quality of life, health, and well-being (Chen, Hui, Lang, & Tao, 2016). The development of sports in West Java is an asset for improving the quality of life of people who are physically, spiritually and socially healthy and can develop a dynamic, sporty and competitive attitude. To realize the above, strategic efforts are needed based on the needs of the demands and dynamics of the people of West Java in a global context. The strategy is intended as an effort to build a society that has healthy and fit physical and mental resistance and behaves positively in encouraging the development of quality sports. Therefore, the

government must provide a form of service to the community so that the development of sports becomes a culture for the community. So that sports activities become a preventive step (Kruk, 2007).

Sports service parameters use the Sport Development Index (SDI) according to (Mutohir & Maksum, 2007) the success of sports development based on 4 dimensions, namely: (1) open space available for sports, (2) Human Resources (HR) or sports personnel involved in sports activities, (3) community participation in regular exercise, and (4) physical fitness levels achieved by the community.

Ideally such conditions are expected with the presence of the government in sports development in West Java in particular and Indonesia in general. However, our current condition is quite alarming, namely: (1) many open spaces are shifting functions into housing, hotels or malls, (2) many people are affected by obesity and sickness in productive age, (3) many people are lazy to exercise, and (4) the number of sports human resources is still limited and there are many sports study program alumni who have not obtained jobs.

The difference between the expected conditions and current conditions has created a gap. The increase in sports services currently being carried out by the West Java Provincial Government through Dispora is a strategic step in the development of the sport in the future. Based on the data and facts described above, the researchers felt interested in researching and pouring in the research theme with the title "Strategies for Improving Sports Services Through Empowerment of Bachelor Facilitators Driving Sports Development Towards Healthy West Java in 2020".

## Method

The method used in this study is qualitative-descriptive, where data is obtained from informants who represent data sources. Qualitative research in question is research carried out intensively and in detail on an organism, institution, or certain symptoms through an observation or analysis to produce descriptive data, namely data in the form of written or oral words from people, symptoms or observed behavior (Moleong, 2005). A qualitative approach makes it possible to understand and focus on strategies for improving sports services through empowering undergraduate advocates of sports development to lead to healthy news in 2020.

Determination of the subject of research in the form of person is done by purposive technique. Field research subjects are the government and participants involved in SP3OR. The subject in the form of a paper is taken from the literature, in order to support research on strategies for improving sports services through empowering undergraduate assistants driving sports development towards healthy news in 2020

The collection of data and information in this study is carried out in various ways and techniques originating from various sources both human and non-human. In this study, the data collection techniques and information used were in-depth interviews and literature studies. In-depth interviews are conducted based on interview guides. The guide does not fully bind the interview process rigidly, but interviews can develop according to the situation in the field and especially the informants. However, researchers still try smartly so that interviews can answer the research objectives.

Literature study, which is meant by literature study here is a study of various literatures regarding the strategy of improving sports services through empowering undergraduate assistants driving sports development towards healthy news in 2020. In addition to the two techniques above, the authors also conduct participatory observation, in order to obtain information as fully as possible taking into account the level of opportunity when and where and to whom the researcher as an instrument can explore, study, choose, organize, and describe information as completely as possible.

The instrument used in this study is the researcher himself as an interviewer (interviewing research subjects / informants) and as an analyst some documents produced in accordance with the study's research.

Testing the validity of the data using triangulation, which is a technique of checking the validity of data that uses something else outside the data, to check or compare the data (Moleong, 2005). The

triangulation technique used is source triangulation, namely by comparing data obtained from person and paper (the results of in-depth interviews and documentation).

The data analysis technique used in this study consists of three activities that occur simultaneously namely data reduction, data presentation, conclusion / verification (Milles & Huberman, 1992). Analysis of qualitative data is an ongoing, repeated and continuously the problem of data reduction, data presentation, and drawing conclusions is a series of analysis activities that follow each other.

## Results and Discussion

Planning plays an important role in various activities carried out, including sports service activities, because with the planning of activities, if the implementation is different than the potential for failure can be minimized. In West Java there are superior human resources in sports aspects produced by universities. Associated with the obligations of higher education as stated in Article 20 paragraph (2) of the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System that "universities are obliged to carry out education, research, and community service". Then the planning carried out by higher education institutions must be oriented to the three principles of higher education or it can be interpreted that the planning of deradicalisation activities of students must involve aspects of education, research and community service.

Sports service planning that involves the development of West Java, research and service will have a good impact, not only in the creation of a culture of peace in the university environment, but the creation of a culture of peace in the community because the impact of research and student service is felt directly by the community.

Planning of sporting activities carried out by universities and local governments is carried out through: 1) through last year's program evaluation, 2) community needs, 3) access to community sports coaching, 4) coordination with sports agencies, and 5) coordination with community leaders. This planning activity can be seen in two aspects, namely institutionally and substantially. Institutionally this is certainly very good, because institutional system factors will determine success in planning activities, as well as during implementation. In addition, in the substantial aspect by looking at the needs of the community, this is a good way for the activities carried out to be implemented effectively and efficiently.

Technically there is no different planning of sports service activities than general planning in every activity carried out by institutions in higher education. However, what should be of particular concern to higher education institutions in general is that there must be activities that aim to criticize works produced in state contexts such as government regulations and policies, currently universities have not dared to make activities aimed at criticizing government regulations and policies, even though this is an activity that must be carried out by universities.

The impact of planning activities that are not oriented towards bringing people's lives closer to government policies, makes the community initiatively make activities to study regulations and policies on a less scientific basis. Sports service activities carried out by the West Java government are very good, carrying out sports service activities with a professional approach and the results obtained are indeed very good. However, in developing the country, it is free from the element of public understanding of the nature of health, the West Java government in addition to conducting professional activities must also strengthen training for the community that is oriented towards developing community knowledge about health, because universities are a strategic vehicle for conduct training namely as a human training center.

At the level of coaching carried out by co-graduates with the same planning carried out in sports coaching in general, but which became the focus of planning coaching that is looking at the characteristics of socially different communities. The importance of looking at the characteristics of the community, because good coaching must be able to be adapted to the characteristics of the community, because this will result in the way the selection model of guidance and strategy is applied. This indicates that the planning carried out by undergraduate scholars is very important in

the process of coaching that will be carried out, given the guidance material must be adapted to physical and psychological conditions.

Sports service activities carried out by graduate assistants, starting with planning activities, in the form of planning coaching. Coaching planning is very important because any genius educator has limitations. In preventing health activities that do not improve the role of a companion graduate is very strategic, because it is carried out continuously in one year and with intensive meetings. Prevention that can be carried out by a companion graduate is included in three aspects, which consist of three levels, namely: the first level is training in mind (radical in thinking), the second level of training in attitude (radical in behavior), and the third level is training in action (radical in action).

At the level of training in thought, the planning carried out by the graduate scholars must be oriented towards the cognitive development of the community both from the elements of health and environmental elements. At the level of training in behavior, learning planning must be oriented to the affective aspect, this is important because the sense of belonging among the community must always be taught continuously. If the planning at this stage goes well, then the next bachelor's planning needs to focus on psychomotor aspects because it can prevent sports errors in actions taken by the community.

From the elements of the community, the planning carried out by the community coaches shows that there is very good training, where planning activities are carried out for the next one year based on the vision and mission that have been made, this indicates a clear direction for training in carrying out its activities. In addition, each program of sports companion activities is tailored to the circumstances and needs of the community, so that the presence of a companion graduate is philosophical a form of the will of the community, the role and function can be felt. This is important because the activities that will be carried out will be very close to the community, so that the companion graduates become very strategic in their roles and functions in training activities.

In planning activities carried out by scholars by involving each element of community leaders, this is important because the perpetrators of community sports come in direct contact with people's lives. Then the role of the scholar this companion becomes very central to detect early errors in sports patterns that enter the community.

West Java is a province that has succeeded in making people understand sports well, one of the methods used is through the assistance of sports scholars. The approach does not focus on the realm of health and the environment, but rather focuses on developing awareness, although this certainly has a disadvantage such as a lack of knowledge about aspects of health.

The shortcomings of the approach taken by the government of West Java can be minimized by strengthening the role of companion scholars, especially in the past few times programmed training has been carried out, both in terms of knowledge, attitudes and skills regarding sports.

West Java's success in minimizing the level of disease and unhealthy communities. Every companion scholar who has different beliefs can respect and respect each other, this is found when the researcher conducts observations and interviews with the community.

Indirectly creating a sports culture within the community in eliminating bad habits in life. The attitude that has the potential to give birth to violence has implications for the emergence of situations and conditions of the community that are not fun for individuals in exercise. Establishing a sports culture in the community is the implementation of sports activities carried out by various elements in the community and the support of external factors, namely the state of the family and the community. All these elements correlate with each other, so that it can bring up a culture of sports in society.

The implementation of sports coaching activities carried out by associate scholars is carried out in providing understanding to the public about sports that aim to make health understandings acceptable to the community. The institutional element has a very strategic influence to provide knowledge about health to the community. Forms of activities carried out by the community through three approaches, namely the scientific, sports and health approaches. This is seen as an effective way to prevent unhealthy culture from entering the community because of using its forceful approach, it

is deemed inhuman and tends to be coercive, it is necessary to take another approach, such as a sports approach so that people can focus more on understanding sports well. So that it can be concluded that the approach taken by companion scholars as an effort to improve health is not only done through scientific methods in terms of sports, but also touches on the realm of health and culture.

The sports approach in the process of coaching undergraduate associates becomes very strategic, because by itself the community will not carry out activities that are counter to health. In addition to the sporting approach, companion scholars must be able to conduct early warning of bad actions by the community through top-down processes carried out by outsiders, as well as those carried out from the bottom up (bottom-up process) i.e. individuals themselves explore radical notions through various sources so that they are infiltrated.

In the aspect of coaching training, the companion plays an important role in the training process or it can be said to be the spearhead of coaching activities, because the learning is comprehensive to all communities. This training activity is very important because in the training process will change the community in terms of cognitive, affective and psychomotor. So that there will be changes in people's behavior in accordance with healthy behavior. In addition, the government also conducts activities outside of training activities, such as training that is oriented to inter-community championships.

This will certainly add to the function of the companion graduate to be very important in conducting sports training for the community, because it is seen from the source of training not only from books, but directly from trainers who play an important role in the life of nation and state. In the implementation of training activities carried out by assistant scholars to be more optimal there must be synergy between every society, because sports issues involve many elements of health, environment and culture. So that if there is a difference of views in this feature, it will lead to contradictions in training which result in the community being confused in finding the right source.

Characteristics of constraints faced by graduate scholars show the same thing, especially in activities that aim to improve people's abilities in cognitive aspects. There is no standard program from the government inside the sports process makes the activities carried out only incidentally and depends on the issues that occur in the community. Obstacles to the absence of a standard sports program must be addressed immediately, because the obstacles to greater sports are at the level of community life.

The current state of the environment shows an unfavorable situation, making universities must always be ready to face all the challenges that occur in the community. However, the obstacles faced by higher education institutions are not only not having sufficient resources, but the culture of the community that does not yet believe in higher education, this is indeed felt by all universities, where students lack good sports skills. Low healthy culture makes an attitude community individualism will be even greater, plus the current state of society, especially among workers more interested in instant sports.

The training carried out by co-graduates was quite good with strict selection to recruit qualified undergraduate graduates, although there were still shortcomings in terms of implementation of companion undergraduate roles and functions. In addition, when compared with training activities carried out by community institutions which cause various problems, the assistant graduates are more effective and efficient.

The results of the mentoring activities carried out by companion scholars regarding the elements that can prevent health. The results obtained from mentoring activities are not only at the cognitive level, but also at the affective and psychomotor level.

## Conclusions

Current conditions for increased sports services in West Java, especially related to the involvement of scholars in the process of improving sports services are still more massive and well organized. This is because there have not been any initiatives taken by universities to propose such innovations to local governments, even though there are many human resources capable of managing sports services in West Java. The design of enhancing sports services is carried out within the scope of sub-districts to

strengthen the health of the people of West Java in a comprehensive manner, applicative sports scholars are placed in each sub-district to provide sports assistance to scheduled, patterned and organized communities. The procedure for implementing sports services must be open and reach out to all communities, every community in the village must be given the same opportunity to take part in a village sports development program. This has a systematic impact in the recruitment and implementation of sports activities. The parties involved in the sports service improvement program must prioritize the scientific aspects, namely by instituting tertiary institutions as partners in carrying out program activities, in addition universities have qualified human resources, so that long-term cooperation is needed.

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