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## SPORT MANAGEMENT IN THE DEVELOPMENT OF ACHIEVEMENT

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### Abstract

Sports coaching process should be done with the agreed programs, interpretation can't be achieved by just like that, but it must go through a long process starting from the nursery including scouting and development of talented athletes through coaching and development achievements. So the achievement of a sustainable way is possible only if there is a tiered process and sustainable sporting culture with a broad foundation. Achievement must involve the coordination and management of the integration process and the utilization of an organization's resources to achieve specific goals through the process of planning, organizing, staffing preparation, leaderships and supervision. Management as a holistic process in which human and material resources are such and effectively to achieve the objectives of an organization. Management is a process that involves social and technical resources, the human influence on behavior, and existing facilities in completing an organizational goals. As a process consisting of planning, organizing, implementing and controlling the process is based on a specific purpose and using humans resources.

**Keywords:** Sports Management, Development of Achievement

### INTRODUCTION

Sports activity requires a good organization so that the activities can be run in accordance with the objectives to be achieved. In every sports activities especially sports achievements are two elements, namely, management and training activities in the field. Exercise activities if not supported by good management actual outcomes will not be maximized, otherwise good management without being followed in accordance with the procedural training also will not produce maximum achievement.

Sports coaching achievements require the right support and direction, but the reality is generally a lot of sports activities, especially in the areas of activity that are running training activities in the field, while the management of the organization in the form of structured tasks that have been determined not run well. Another problem is the weakness of the application of science and technology in sports coaching. In developed countries, the achievements of athletes is not solely based on talent alone, but also supported by a training process that generated the method of recent findings based on scientific study. In sports achievement is directly involved institutions and Parent sports organizations and clubs or associations. Based on the above it can be concluded that there is proper coordination between sports management in fostering pre-stasis sport.

### Sport Management

In implementing a program can not be separated from management activities, Wilson (2008:4) states that: "The word actually comes from the management of the Latin language which is a combination of two words, namely *astronomer* and *agree*. Words have meaning *manushand*, and *agree* to have the meaning of a word. With the establishment of *jointmanagereverb*, then the means to handle or control. In a further development, the two words are drawn over into the English language as well as morphological changes in verb form means to manage the care of. Through the establishment of a noun, then there is a form of management and the manager said.

Management comes from the word that means to manage or regulate. Definition manage management is the science and art of regulating the use of human resources and other resources effectively and

efficiently to achieve a particular goal (Malay, 2000:1-2). Harahap(2004:10) describes in detail that : " The word management of aspects of grammar that can function as a noun , adjective , and verb . In its function as a noun , the word acquired management and managers . Management means a group of people and have the meaning as well as a discipline or a field of study . The manager means a profession , career , or one's job duties . In its function as an adjective , there is said managing , manageable and managerial . Managing the implement has a meaning , can be controlled and manageable everything managerial relationship with leadership . In its function as a verb , there is said to manage that is widely interpreted to manage . So far , the transferor bahasa term management into Indonesian by default has not been obtained , however, often used term management . Form of the widely used word is the noun form of management and managers by default converted translated by the Management and the manager said . Definition of management according to experts as follows :

*"The coordinated and integrated process of utilizing an organization's resources (e.g., human, financial, physical, information, technical) to achieve specific objectives through the functions of planning, organizing, staffing, leading, and controlling"*(Bucher 1993:4).

Limiting the coordination and management of the integration process and the utilization of an organization's resources ( human, financial , physical or material , information and techniques ) in order to achieve specific goals through the process of planning , organizing , staffing preparation , leadership and supervision . Management as a holistic process in which human and material resources are such and effectively to achieve the objectives of an organization . Management is a process that involves social and technical resources , the human influence on behavior , and existing facilities in completing an organizational goal . As a process consisting of planning , organizing, implementing and controlling the process is based on a specific purpose by using human and other resources.

Sukintaka (2000:2 ) explains that in an ideal management there are six management functions which include : (1) Organizing is a group of co-operation between a person and another person or group who performed to achieve a goal . (2) Planning is a regular action that is based on the careful thought before making the achievement of business goals . (3) Determination of Decision is an activity to end a disagreement about something or the selection of the various alternatives for cooperation in progress . The ultimate goal of making the decision is to determine a course of action as a way to solve the problem solving . (4) Directing is an activity to give instructions or orders to influence and direct the members to an activity or work together to carry out the task . (5) Controlling is an activity that seeks to strive for the same task or job that is done it can be managed in accordance with the plans , orders , instructions , and other provisions are applicable and have been set to avoid deviations . (6) Improvement is an activity that seeks to improve and enhance all aspects in a cooperative effort to achieve better performance results than the previous performance results . Meanwhile, according to Rohman and Amri (2012 : 11) concluded five main functions of management are: ( 1 ) Planning is setting goals to be achieved during a period to be dating and what should be done in order to achieve that goal . ( 2 ) Organizing is the grouping and determine important activities and provide power to carry out that activity . ( 3 ) Staffing is determining the purposes of human resources , guidance , screening , training , and workforce development . ( 4 ) Motivating is issued or channeling human behavior toward goals . ( 5 ) Controlling is measuring the implementation of the goals , determine the causes of deviation and take creative action where necessary.

Management is always associated with efforts to move an organization's resources towards the achievement of the goals of the organization . The primary responsibility of the Management is a set goals , motivate members towards the achievement of objectives , as well as coordinate and supervise the activities of member organizations in carrying out their duties . According Engkoswara and Ann Komariah (2010:87) Management is a continuous process that is charged abilities , skills being owned by a person to perform an activity either individually or together with another person or through another person in coordinating and using all resources to achieve organizational goals productively and efficiently.

In an effort to achieve the maximum required a series of coaching process . In the coaching process requires proper management in order to obtain the results in a way that is effective and efficient . To gain efficiency and effectiveness in the management of sports activities in the context of achievement , thus determining the role of management . Management is needed in sports achievement , because it involves many components that need to be managed as well as possible . Management declares a function , but states that carry out the same function.

Management by Harsuki (2003:35) is ; " It is a major component in the functioning of sports coaching systems planning , controlling , moving , and coordinate all activities . Activities centralized management on a goal to improve the technical and economic efficiency."To streamline the organization that is engaged in activities such as physical fitness clubs , sports clubs in a particular branch , professional sports teams , recreational programs of government , and all activities must be arranged with the label of sport management . Field study on the management of physical activity ( sports ) related to organization -called sport management or sport administration . At some institutions , management and administrative limits agreed as a term synonymous ."

Experts athletic sports or transfer the management in terms of sports management , and is one of the professional sports field as specified in the structured taxonomy sport science Sport Science at the National Seminar and Workshop 1998 in Surabaya . Matters relating to sports activities need to be managed properly , Sports Management is a field of education and employment on the business aspect of sports . Some examples of sport managers include the administrative system in professional sports , college sports managers , recreational sport managers , sports marketing , event management , facility management , sports economics , sport finance , and sports information.

### **Role of Sport Management**

The science of sport management can provide benefits not only to the activities of the program managers , but also for trainers , researchers , gym , consultants fitness center , health club and the staff at various levels. In the opinion of Henry S. Suherman ( 2002:2 ) is a sports management of the utilization management functions , especially in the context of an organization that has a primary goal to provide activities , products and services sports or physical fitness.

In the absence of the necessary program management ; scheduling for inter clubs , finances , equipment for control , health care for the sport , and health services for emergencies . In marketing management activities include ; identification and characteristics pemasaran for sports , service and marketing of sports events for spectators , improvement strategies , ticket sales and promotion to penetrate , internal marketing as an effective way for the sale . In the management of information and media , activities include; PR or public relations , television and sports , information as a marketing approach , computer applications in sports activities. While management facilities include; spectator facility management , event management in sports, sports centers , and facilities management as a promotional effort . The management of the legislation include; interpretation and reduction of risk ,

contractual issues with suppliers , staff , and players , the law on public assembly facilities , and contracts in professional sports players on a team.

Grounded on the notion of sport management and coaching in context , it can be concluded that sports management is the process of using resources effectively and efficiently to achieve its goals of sports coaching.

Harsuki (2003:167) states that " a cross between a sports management and sports science management science " . The term management is defined as " the ability to obtain a result , in order to achieve the objectives with the activities of others".

Harsuki( 2003:167 ) states that " management tasks are fundamentally oriented towards the implementation of the tasks and Planning , Organizing , Coordinating , and Controlling ". Harsuki( 2003:168 ) mentions some organic functions of management and experts quoted. Terry divide the management functions into Planning ,Organizing , Actwtng , Controlling. Gulick divide the management functions into Planning, Organizing , Staffing , Dirretcing, Coordinating , Reporting and Budgeting . Koontz divide refugees into management Planning, Organizing , Staffing , Directing and evaluating.

According to experts of sports , sports management in Indonesia can basically be divided into two major categories, namely government sports management and sports management of nongovernmental ( private ) . Sports Management is a government management activities currently carried out by the Directorate General of the Ministry of National Education and Sports Kemenegpora with his management at both central and private areas of sport management , while management is conducted in a non - governmental sports institutions like Sports Committee and all its members , which is the parent organization sports and sports associations that are members of the parent organization of the sport .

Sports management according Harsuki (2003:119) is divided into three major parts , namely that : " (1) Management event, (2). Institute of Management ' permanent (3) Sporting facilities management". Manegementevent is conducted in a wide variety of sporting events such as a party or event PON , Sea Games , Asian Games , Olympic Games and other events . While that is a permanent institute of management is the management of activities undertaken in the permanent institutions such as the Office of Government Sport , KONI Sports Parent Organizations and associations or sports clubs . Management facilities management is implemented in managing sports facilities like swimming pools , fitness centers , sports stadiums and sports buildings.

O'She M and Watson (2007:53-65) states that sport and sport management is a discipline that is unique because it has diversity . The diversity here is combining skills in management , marketing , accounting , communications , human resources , finance , social sciences and physical education as well as entertainment and reksreasi.

Things to consider in sports management is the opinion cited by E. Burke(Harsuki, 2003:166) who says that " depending on the value of an organization and the people who organize and arrange . An organization that considers attention to its human resources then the organization will not get the best results " . Poor management in sports coaching often emphasize different guidance placed on the coach to the athletes , for performance within the team , from the financial problems that plagued the team all of which addressed itself , thus causing the coach preoccupied with addressing athletes and teams . From the definition above can be explained that in order to achieve the expected goals and an organization or sports club , the role of human resources or people involved in the management of the

club is very important . These elements must come together in a system , work together to work together to achieve the goals of the club.

### **Sports Coaching Achievement**

In Indonesia sport Coaching and sports development is carried out through the introduction phase of exercise, monitoring , guiding , as well as talent development and performance improvement . Pembinaan and sports development implemented through family , education pathways and pathway -based society in the development of sport for all people who last a lifetime . ( No3 National Sports System Act of 2005 chapter 21 , verses 3-4). Sports coaching is a process that continues over time and berkesinambungan (Bompa,2000:10). The definition is a continuous process of sports coaching must be done from the beginning to the end in accordance with the agreed program . The key message is that interpretation can not be achieved with short cuts, but must go through a long process started in an attempt civilizing To promote sports, nursery including scouting and development of talented athletes through coaching and development achievements . So the achievement of a sustainable way is possible only if there is a tiered process and sustainable sporting culture with a broad foundation.

National sports system In Indonesia overall athletic aspect is interrelated in a planned , systematic, integrated , and sustainable as a whole which includes the setting , education , training, management , coaching , development , and supervision for the purpose of national sports mencapai (National Sports SystemAct , No. 3 , 2005 Article I ,3:10).Sports achievements intended as an attempt to improve the ability and potential of athletes in order to enhance the dignity of the nation (National Sports System Act No. 3 , 2005 article 20 , paragraph 1).

Sports achievement is inseparable from the meaning of the achievements of an athlete. Athlete's performance is the result achieved maximum effort athlete or group of athletes (teams) in a sporting activity . In other words, is the achievement of a business process that occurs over a long series . Achievement can also be regarded as the results achieved through the efforts of someone who has done . In the context of sports , achievements can not be obtained easily and instantly . To achieve the required exercise maximum effort from various parties associated with the system yan sustainable development . Sporting achievement depends on the application of the guidance system of sporting achievement .

### **CONCLUSION**

Sports coaching achievement requires a process starting from the introduction of the sport , monitoring , scouting , talent development and performance improvement activities that require the involvement of sports management . Coaching and development is done as an integrated process , tiered , and continuing thus requiring proper sports management . Sports achievements melalui implemented coaching and development process by utilizing proper management . Sport management in the context of coaching accomplishments can be concluded that sports management is the process of using resources effectively and efficiently to achieve its goals required a blend of sports coaching and sports science management science " . Term management is defined as " the ability to obtain a result , in order to achieve objectives with the activities of others".

Sports coaching aims to improve the capacity of the achievements and potential of athletes in order to enhance the dignity of the nation . Be planned , tiered , and sustained with the support of sports science and technology which essentially requires the organization to manage.



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