

OPPORTUNITY BUSINESS OF SPORT RECREATION.

By:

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Abstract:

Sport Recreation have represented requirement of Indonesia society. Sport Recreation is sport done to fill spare time or leisure time with a purpose to get health, physical fitness and gladness also with sport recreation can be woke up social relation, at the same time can preserve also improve cultural properties of local and national area. In its execution relate at principles that is: (a) activity done by when spare time or leisure time, (b) its activity have the character of physical, mental and social, (c) have the goal and motivation, (d) just done by whom, any time and just where is, (e) executed seriously and is flexible, (f) be of benefit to others and perpetrator. Sport recreation if tidy nicely and draw will be able to give employment opportunity or effort owning fair prospect in the future. Therefore, organizer of sport recreation claimed to bear various interesting program in offering business of sport recreation to society.

Keyword: Opportunity Bisinis, Sport Recreation.

A. Introduction

According UU RI No 3 Tahun 2005 about System Keolahragaan Nasional, which become sport scope cover three activity that is sport education; sport recreation; and competition sport. Sport education carried out as part process executed by formal or nonformal education. Sport recreation conducted as part of cure process fitness and health, and sport competition meant as effort improve sportsman potency and ability in order to improving nation prestige and standing. In relation to items which raised that is its focus at sport recreation athletics.

Recreation according to David Gray in Butler (1976:10) defining that, "Recreation is an emotional condition within an individual human being that flows from a feeling of well-being and self-satisfaction." Some people said that recreation represent activity with aim to look for entertainment amusement, or

simply discharge fatigue after given on to various work and workload. While sport recreation conducted by fill leisure time with a final purpose according to UU RI No 3 Tahun 2005 about National of System Sportmanship is, “to obtaining health, physical fitness and gladness;joy, developing social relation and/or preserve and improve properties regional culture and national.”

Sport Recreation have represented requirement of Indonesia peoples. In its execution relate in principle that is; (a) activity conducted when spare time/leisure time; (b) its activity have the character of phisic, mmental and social,(c) having target and motivation, (d) conducted to everybodby, anytime and anywhere, (e) executed seriously and is flexible, (f) its activity be of benefit to others and perpetrator.

Many kind models about Sport Recreation like hiking, outbound, camping, farmers little, arung jeram, offroad fun, spiritual wisata, sport wisata, and still many again. Besides that, there are forms sport traditional even also can be made as sport recreation. From clarification above we make the conclude that if we can reading the the situation in fact sport recreation can be developed, so that expected through sport recreation can openly work at the same time business opportunity able to be of benefit to many people. Sumardiyanto (2007:1) describe that,

Olahraga rekreasi dapat memberikan peluang lapangan kerja atau usaha yang memiliki prospek cerah di masa depan, sementara pembinaan kearah itu dari pihak lembaga dirasakan belum sesuai dengan yang diharapkan, terutama upaya-upaya dalam mengidentifikasi jenis-jenis kegiatan apa saja yang dapat dijual kepada lembaga pendidikan, pemerintah/swasta, atau masyarakat luas.

From clarification above can be concluded that sport recreation have good prospect on the future. Therefore require to be looked for by the way of is correct

to develop it through sport recreation. One of the strategy its way through matured management, start from concept until to execution and management in field.

B. Construction and Development Sport Recreation.

According UU RI No 3 Tahun 2005 about System Keolahragaan National, Construction And Development Olabraga Rekresi is:

- (1) Construction and sport recreation executed and instructed to mass as effort develop awareness, society in improving health, fitness, gladness;joy, and social interaction.
- (2) Construction and development as referred to above executed by government, local government, and/or society with developing and exploiting resource potensi.
- (3) Construction and development sport recreation having the character of traditional conducted by digging, developing, preserve and exploiting existing traditional sport in society.
- (4) Construction and development sport recreation executed to base on society with princip 5 M (Mudah, Murah, Massal, Menarik, Manfaat)
- (5) Construction and development of sport recreation executed as effort gallery growth up and activate sport in society, and also carry out sport festifal of recreation which is have leadder to and continuation at daerah,nasional international.

C. Recreation Principles

Recreation principles, seems have represented agreement with among some recreation expert able to be utilized.

Principle 1 :

Healthy recreation become elementary requirement and represent esensi prosperity live all people (all coat, faction, race, age, and gender). Recreation with its activity content which have the character of rekreatif.

Principle 2:

Each; Every individual have opportunity which is same to obtain;get satisfaction and also enrich usage of leisure time.

Principle 3:

Healthy recreation can grow and expand society on democratic (free chosen,, telling opinion; and is other).

Principle 4:

Recreation which in character entertainment amusement shall give opportunity.

Principle 5:

Healthy recreation intrinsically, not merely representing to account individual (reply/answer), however also become with responsibility between family, society; lembaga-lembaga body (formal or non-formal), governmental and also at all levels. This principle emphasize importantly of account.

D. Conception Management.

Management representing translation from language word English "management" is special skill and ability to conducting a good activity with others or through others in reaching the target of organization (Sudjana, 2000: 17). Management according to Morris (1976) covering various function, namely network various activity which have is specified and have relation/link and also interdependence between one with executed by people, organizational or its shares, which given by duty to execute the activity. Management function go to development step massaged becoming: a) Planning, b) Execution, c) Evaluate d) Effect (from result of which is obtained, e) Feedback, and also f) Development.

a) Planning.

In an long-range planning, target can be made as beginning dot from an future planning. Here in after find aspect especial aspect which assumed determine how so that/ sport recreation can be done by profesional. Because of this matter represent step determine in the plan, so need play attention entirety aspect. If sport recreation wish to be developed by the same time analysing with SWOT (Strength, Weakness, Opportunity, and Treath.

b) Execution.

Conducted by activity at execution phase is to specify. Structure how to domicile individual as (reply/ answer) underwriter, its infonya the A as instructor coordinator, the "B" as marketing coordinator, the C as equipments coordinator, the D as simulasi games coordinator , etcetera.

c) Evaluate

Acquirement result of each activity is marginally differentiated in three aspect or domain, that is cognitif aspect: afektif aspect, and psychomotor aspect.

Cognitif aspect for example about understanding and knowledge why sport activity of recreation require to be introduced to society, require to developed as public] knowledge, require to be braided by cooperation which goodness between institute with other institute and what advantage to institute executor.

Afektif aspect for example cooperation attitude between friend, patient attitude, downright behaving is fair, discipline, cooperation with other party, respect to self and others, mutually help and empathy.

Psychomotor aspect represent most dominant aspect, because form its activity especially move. Evaluation can be conducted also to organizer sport recreation with input from field officer.

d) Effect.

Impact from management of sport recreation activity is institute executor which managing sport recreation activity become to be recognized by wide of so that impact to available of work field at the same time become business opportunity promising to many people.

e) Feedback

Things becoming weakness in sport management of recreation require to be analysed and searched by repair alternative or its resolving to be all weakness can improve, repair by for the shake of more expanding sport recreation. That way

also good things require to be defended or if still enabling to be improved toward better again.

f) Development and Plan Repeat

Planning repeat compiled is previously re-arranged, revised, to be modified or completed. All that become weakness, improve, repaired, at the same time is looked for the solution. Development toward which is better to be conducted pursuant to analysis all step start from planning, execution, evaluation result of, impact, and feedback. Equally development is repair from all management function.

E. Conclusion

- a. Sport Recreation if can managed with professional will be able to give employment opportunity or effort owning fair prospect on the future. Therefore, sport organizer recreation claimed to bearing various interesting program in offering sport business recreation to society.
- b. To develop sport business recreation formed by cooperation with various like profession organization, duty Tourism to conducting various product breakthrough what stil trend in society, like business " outbound", also at the same time can develop traditional sport as sport recreation which generally this business not yet been developed in an optimal, even some of activity opportunity almost not yet touched.

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