

ANALYSIS OF THE MANAGEMENT FUNCTIONS OF SPORTS ORGANIZATIONS

Ahmad Yani¹, Toktong Parulian², Yola Yolanda³

Universitas Islam Riau ^{1,2,3}

yaniahmad@edu.uir.ac.id¹, toktongparulian@edu.uir.ac.id²,
yolayolanda06@student.uir.ac.id³

Abstract

This study aims to determine the management function of sports organizations in the Management of the Bono River Community (BRC) of Meranti Bay. Information mining is obtained through a qualitative descriptive approach with structured interview data collection techniques with tools in the form of interview guidelines, notebooks, and documentation. The research data processing stage is carried out by means of data reduction, data presentation and data verification. Analysis of management functions is the result of a way of solving problems through the process of planning, organizing, mobilizing, supervising, and assessing to obtain the desired results. To eliminate differences in the construction of reality that exist in the context of a study while collecting data on events and relationships from different views, researchers used source triangulation techniques. The results of this study show that the analysis of the management function of sports organizations in the Meranti Bay Bono River Community (BRC) Management is considered ineffective.

Keywords: *Sports Management; Bono River Community*

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Correspondence Author: Ahmad Yani, Universitas Islam Riau, Indonesia. E-Mail: yaniahmad@edu.uir.ac.id

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INTRODUCTION

Sports management is a field of management that focuses on sports, recreation and physical activity. Good sports management will show a person's success rate in a sport. Because in sports it houses many fields which are important parts that must be controlled in order to be used as a tool to achieve a goal. Management is essential for any individual or group activity in the organization to achieve the desired goals. The organization is unlikely to be able to achieve its goals, if in the implementation of its activities it does not pay attention to the management function itself. (Always, 2016) (Yani et al., 2021). In order for the

sport of surfing to be well developed, the role of management is very important for every individual or group activity in the organization to achieve the desired goals. Organizational goals will be achieved if all management functions have been carried out effectively and efficiently.

Management is process-oriented which means that management requires human resources, knowledge and skills in order for the activity to be more effective or can generate action in achieving success. (Slack, 2015) says that sports management has great potential to be developed. Therefore, no organization will be successful if it does not use good management. (Syawaludin, 2017),(Darnell, 2010) the way of life of the community includes also technology, organizational forms, economics, politics, socio-religious practices, beliefs. Organization and management have formed a single entity, so the two cannot be separated. That is what makes how important management is in running the organization in order to achieve goals.

There are several indications of problems in the management of the Bono River Community (BRC) including the following: 1) the BRC has not been given full authority to manage the organization this is inconsistent with the organizing functions regarding, duties, responsibilities and authorities. 2) the absence of a well-structured work program whether it is a short-, medium- and long-term program so that there is no reference for coaching and development. 3) the absence of tiered competition considering that in Riau only Bono waves are a medium for surfing. Because in Riau Province there is no sea for surfing, the Bono River Community (BRC) management ruled out the planning function in the organization.

So far, bono waves have been used for surfing sports activities, in the 2005 SKN Th Law article 1 paragraph 4. Sports are all systematic activities to encourage, foster, and develop physical, spiritual and social potential. (Mutohir, 2002) "Sports is a systematic process in the form of all activities or efforts that can encourage the development and fostering of one's physical and spiritual potentials as individuals or members of society in the form of games, competitions/matches, intensive physical activities to obtain recreation, victory, and peak achievements in the

context of forming a fully qualified Indonesian man based on Pancasila". So the bono wave activity is also used as a recreational place or rather a tourist visit for both domestic and foreign tourists. Because the tourism sector is very important, it is expected to be able to provide benefits to the community, because the tourism sector is one of the development sectors in the economic sector. (Ignatia Martha Hendrati, Imam Mukhlis, Hary Soegiri, 2020),(Barbieri & Sotomayor, 2013), stated that the tourism sector is one of the priority sectors in encouraging economic growth and poverty alleviation. In different studies conducted. (Kilili & Wallace, 2016),(Novinha et al., 2018),(Askarian et al., 2015) a thriving sports tourism industry can create income, employment, civic pride, and cultural rejuvenation and educational opportunities. If managed in a planned manner, it will have an economic impact, both for the communities around the tourist attraction and for increasing Regional Native Income (PAD).

The administrative area of Teluk Meranti District can be seen in the picture below.

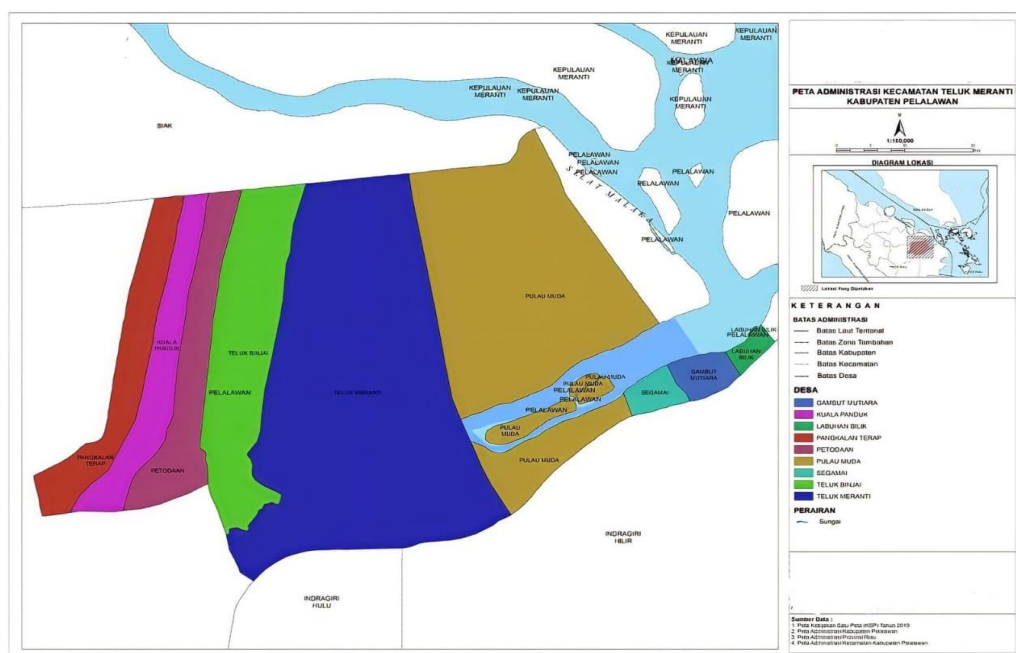


Figure 1. Administrative Map of Teluk Meranti District

If the management function goes well, it will have a positive impact on the management of Bono River Community (BRC) and also on the survival of the community around surfing activities. From the indications of the problems above, it can cause a low quality of sports organizations, such as the non-development of management functions so as to hinder the success or goals of the sports organization itself.

METHOD

Data Sources and Research Instruments

Research data and data sources are the subjects from which research data are obtained, if the researcher uses questionnaires or interviews in collecting data, then the data source is called an informant, that is, a person who responds to or answers the researcher's questions, both written and oral questions. (Arikunto, 2014) The source of data in this study is the Bono River Community (BRC) board and documents. Qualitative approach with descriptive method so that researchers get a systematic, actual and accurate description of the picture or painting regarding the facts, properties and relationships between the phenomena to be investigated.

Researchers act as planners, implementers of data collection, analysis, interpretation, and ultimately as reporters of research results. Therefore, researchers are rightly said to be the main instrument in research, because researchers are the key to the entire research. In addition, only humans can understand the meaning of interaction between people, read facial movements, dive into the feelings and values contained in the respondent's speech or deeds. Even though they use a recording device or camera, researchers still play a major role as research tools.

Data Collection Techniques

To obtain primary data in this study, data collection tools were used in the form of observation, direct observation, in-depth interviews, document tracing, and documents in the form of existing archives were used as supporting data or secondary data. The observations in this study conducted a direct observation or review of spaciousness to see how the development of surfing sports tourism is based on the potential of Pelalawan Regency. Observation is a method used to

observe something, a person, an environment or situation in sharp detail, and record it accurately (Rohidi, 2011). An interview is a conversation with a certain max, the conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who gives answers to questions (Moleong, 2010). Documentation is looking for data on things or variables in the form of notes, manuscripts, books, newspapers, magazines, inscriptions, meeting minutes, agendas and so on (Arikunto, 2006)

Research Procedure

Research Preparation (compiling interview guidelines which then take care of the necessary research permit letter). Research Implementation (researchers begin to descend directly into the field to conduct actual research. begins by interviewing informants who have previously determined the time and place. Furthermore, all interview results are written into field notes. And so on until the researcher gets the same answer from the results of interviews with different informants or what is commonly called a saturation point). Data Processing Stage (data reduction, data processing, and temporary verification/conclusion).

RESULT AND DISCUSSION

The Pelalawan Regency Government through the Head of the Youth and Sports Tourism Office with a Certificate, Number: 006 / BUDPARPORA-Sek / 2015 / 45 explained that BONO RIVER COMMUNITY is a community gathered in an organization aimed at participating in efforts to collect, organize, and organize surfer lovers and to love the preservation of nature domiciled in Pelalawan Regency, Riau Province based on the notarial establishment deed of Yunter Simajuntak, SH no 6 dated January 29, 2014. Kerinci Base, 01 July 2015.

The Bono River Community (BRC) organization has 5 areas that exist in the structural, the researcher will interview one person from each field representing the commission or field. Researchers received 6 respondents who were willing to provide information to researchers including 1 head of the Bono River Community (BRC) and 5 coordinators of each field.

Planning

In terms of planning in the analysis of the management function of the Bono River Community (BRC) sports organization, it can be said that planning in the organization has been made, both in general and in particular, as can be seen from the answers of the respondents answering about planning as stated in the AD / ART Bono River Community (BRC).

Organizing

Organizing is the process of dividing work into small tasks, imposing those tasks on people according to their abilities, and allocating resources, and coordinating them in order to effectively achieve organizational goals. The findings in this study that people who occupy a position have met the qualifications, it's just that the working relationship between fields is not good, finances or budgets that have no clarity from local governments result in a narrow movement of administrators by relying solely on applications through proposals for each activity, facilities and infrastructure are less supportive, there is no appreciation given to administrators and lack of guidance to administrators enrichment of the ability to manage the organization well. This problem is the main obstacle factor in the direction of achieving the predetermined goal. (Siagian, 2015) suggests that "the implementation of organizing must essentially be dotted with the importance of making the human being a stimulating element and reducing the possibility of human roles that damage the organization".

Mobilization

Organizational mobilization is not enough to only instruct subordinates to cooperate and reprimand if they are not able to carry out tasks in the organization. But more to the guidance in doing tasks, (Walgito, 2010),(Tosun, 2006) human behavior cannot be separated from the state of the individual itself and the environment in which the individual is located. Because when the knowledge capacity of subordinates or members is broad, the realization in carrying out their duties will be achieved efficiently and effectively. This is explained (Siagian, 2015) in the principle of the ten commandments of human relations that "the development of subordinate abilities to the maximum level. Everyone in the organization should

be given the widest opportunity to develop their mental capacity through education, exercises either in the nature of job training or on the job training or off the job training.

Supervision

The activities carried out by the Bono River Community (BRC) organization have not been properly supervised by the Tourism Office through the Task Implementation Unit (UPT) which is located in Meranti Bay. The supervisory function of UPT Teluk Meranti seems to lack the attention of the chairman to the tasks carried out by members so that members who take the initiative report activities to superiors both oral and written. This is contrary to the opinion (Siagian, 2015) that "supervision is the process of observing the implementation of all the activities of the organization to ensure that all work being carried out proceeds in accordance with a predetermined plan".

Evaluation

The management of the Bono River Community (BRC) sports organization researchers said that the way of assessment carried out by the Bono River Community (BRC) is by comparing the results of tourist visits both local and foreign from year to year. The assessment / evaluation has gone as it should, because the assessment or evaluation is only carried out once a year so that relying on income through tourist visits is not adequate and cannot be effectively detected.

DISCUSSION

In terms of planning, it has been referred to in accordance with the AD/ART Bono River Community (BRC). It's just that the findings in the field that in running an organization of people who occupy a position have met the qualifications, but the working relationship between fields is not good, finances or budgets that have no clarity from local governments results in the narrow movement of management by relying solely on applications through proposals for each activity.

Organizational mobilization is not enough to only instruct subordinates to cooperate and reprimand if they are not able to carry out tasks in the organization. But it is more about mentoring in doing tasks. In terms of supervision, it has not

gone well by the Tourism Office through the Task Implementation Unit (UPT) which is placed in Meranti Bay. The supervisory function of UPT Teluk Meranti seems to be less attentive to the tasks carried out by members so that members who take the initiative report activities to superiors both oral and written.

As for the assessment/evaluation has gone as it should, because the assessment or evaluation is only carried out once a year, the fundamental problem is to only rely on income through tourist visits is not adequate and cannot be effectively detected.

CONCLUSION

The analysis of the management function of the Bono River Community (BRC) sports organization is considered ineffective, it is based on the results of verification caused by people occupying positions in the management have met the qualifications, it's just that the working relationship between fields is not good, the lack of attention from the leadership is likely to cause the leadership to not know the facts in the field, and the evaluation is only carried out once a year so that by relying on revenue through tourist visits is inadequate and cannot be effectively detected. In order for the organization to run well and function optimally, it is necessary to pay attention to the following things: 1) good management in accordance with the vision and mission, 2) evaluation of the implementation and achievement of work programs, 3) improving the quality of human resources or members, 4) good relationships between members in the organization

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