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IMPLEMENTATION OF PUBLIC POLICIES IN THE DEVELOPMENT OF COASTAL COMMUNITY SPORTS PROGRAMS TO IMPROVE THE ECONOMY AND HEALTH

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Abstract

The purpose of this study is to analyze the implementation of public policies in the development of coastal community sports programs in Bone Regency, as well as its impact on the improvement of the economy and health of coastal communities. This study uses a field research method with in-depth interviews, observations, and secondary data analysis. The results show that policies involving traditional sports, especially sports based on local culture, not only contribute to improving physical fitness, but also have a positive impact on the economies of coastal communities, through tourism activities and the development of creative economy products. This study concludes that policies that are integrated with local culture play an important role in creating the sustainability of community sports programs.

Keywords: public policy, sports, economy, coastal

INTRODUCTION

Coastal communities in Indonesia, including in Bone Regency, often face major structural challenges, both in health, economy, and access to adequate facilities. Coastal areas, with their high dependence on traditional fisheries and agriculture sectors (Yuriadi et al., 2023), has a level of economic resilience that is vulnerable to weather changes and market fluctuations (Mamengko & Kuntari, 2020). As a result, many coastal communities still depend on unstable sectors (Merdeka, 2023), resulting in limited sustainable economic opportunities. This is further exacerbated by the lack of access to adequate health services, which leads to a high prevalence of non-communicable diseases (obesity, diabetes, hypertension) (Rumawatine & Ritiauw, 2023) which is closely related to a sedentary lifestyle.

Research on (Yusuf et al., 2022) shows that coastal communities are often neglected in economic policy planning, especially in the development of the sports sector which can trigger local economic growth (Prayuda, 2019). Community-

based sports are expected to be a new driver in the local economy, by opening up opportunities for sports-based tourism development, creating jobs, and encouraging the creative economy (Scott, 2025). Traditional sports, which emphasize local values and the culture of coastal communities, not only impact physical fitness, but also revive local creative industries, such as handicrafts, regional culinary products, and cultural tourism training (Feni, 2023).

For example, a study by (Yuriadi et al., 2023) About traditional sports in coastal communities states that sports that are integrated with local culture have great potential to drive community-based tourism, which opens up business opportunities for local communities. Sports festivals, competitions, and performances involving traditional sports can attract tourists, both domestic and foreign (Mantu, 2019), as well as promoting cultural products produced by the local community (Feni, 2023). Therefore, the development of sports in coastal communities also serves as an economic empowerment strategy, allowing communities to harness their local cultural wealth as a valuable economic asset (Ramayani et al., 2025).

However, despite this great economic potential, the development of sports in coastal communities is often hampered by a lack of sports infrastructure, lack of coach training, and a lack of attention from local governments to integrating sports in regional economic development. As explained in the study (Nurdiansyah et al., 2022), exercise has an important role in not only improving physical fitness, but also in reducing health costs associated with sedentary lifestyles, which in turn can lower the economic burden faced by public health systems (Kapabella Siregar, 2021).

The urgency of developing coastal community sports programs is very clearly seen when considering the potential of economic sectors that can be driven by culture-based sports, especially those that are more in line with the habits of coastal communities and available land, especially in tourism development and creative economy empowerment (Asmawi et al., 2022). This sports program that integrates local wisdom can not only improve public health, but also drive the economic sector by opening new jobs, promoting local seafood products, and

increasing regional income (Wardana et al., 2025). Therefore, this study aims to evaluate the implementation of public policies in the development of coastal community sports in Bone Regency, as well as assess its impact on the economy and health of coastal communities.

METHOD

This study uses a qualitative research method with an analytical descriptive approach (Weyant, 2022) to understand the implementation of public policies in the development of coastal community sports programs in Bone Regency, as well as its impact on the health and economy of coastal communities. This approach was chosen because the focus of this research is to explain social phenomena related to the implementation of culture-based sports policies and their impact on the quality of life of the community, as well as to explore the perspectives of local governments and coastal communities related to the policies that have been implemented.

The research subjects consisted of policy makers, local governments, sports coaches, coastal communities, and local economic actors involved in coastal community sports activities in Bone Regency. This research involved in-depth interviews with parties directly involved in community sports policy, such as: (1) Bone Regency Youth and Sports Office (2) Local community leaders and sports coaches (3) Physical education students and teachers in schools in the coastal area of Bone city.

Samples from this study were from 3 coastal villages in Bone Regency which were selected by purposive sampling (Syahza & Riau, 2021). The selection of these villages is based on certain criteria, namely: (1) Villages with active and sustainable sports programs. (2) Villages with limited access to sports and health facilities, but have high participation in traditional sports activities. (3) Villages that hold sports-based tourism activities, such as sports festivals and local competitions. From each selected village, 10-15 respondents will be selected consisting of coaches, community leaders, and families who are directly involved in sports activities. Thus, the number of samples in this study will range from 40 to 60 respondents.

To obtain comprehensive data, this study uses several data collection techniques; (1) With local governments, sports coaches, community leaders, and coastal communities involved in sports programs. The interviews aim to explore their perspectives and experiences regarding the implementation of sports policies and their impact on their health and economy. (2) The researcher also conducted direct observations of community sports activities, such as the implementation of traditional sports festivals and routine exercises held by the local community. These observations allow researchers to see first-hand how. (3) FGDs are conducted with community groups, such as coaches and participants of sports programs, to discuss their perceptions of sports policies, their impact on their physical health, and their impact on local economies, such as tourism in the field of sports and creative products that arise as a result of engagement. (4) In addition to the collection of primary data through interviews and observations, this study also analyzes policy documents related to the development of coastal community sports, such as regional regulations, regional development plans, and annual reports from the Bone Regency Youth and Sports Office. This documentation will provide an overview of the policy strategies applied in the development of community sports.

The data collected will be analyzed using thematic analysis to identify patterns and themes that emerge related to the implementation of sports policies, their impact on public health, and their contribution to the local economy. This technique allows researchers to identify the relationship between policy, health, and economic empowerment aspects of coastal communities (Prayuda, 2019).

RESULT AND DISCUSSION

This research reveals the important role of government programs in sports activities to improve health and coastal food management programs to improve the economy of coastal communities in Bone Regency. Based on interviews, observations, and data collected, there are important findings that show that while cultural and tradition-based sports programs in coastal communities have great potential, there are challenges that require strong cooperation between governments, communities, and the private sector to achieve maximum results.

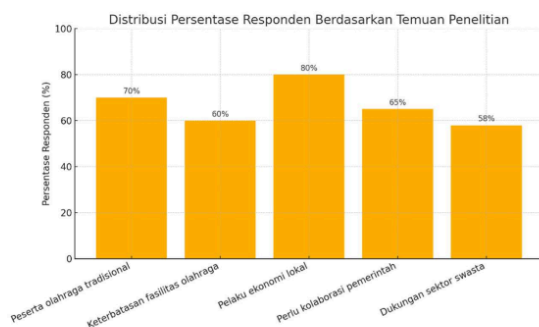


Figure 1. The results of the study can be shown in the following table:

Coastal Public Health: Improved Physical Fitness and Decreased Diseases Related to Sedentary Lifestyle

One of the significant results of this study is the improvement of physical health among people involved in exercise programs. Based on field data, 70% of respondents who regularly participated in traditional sports activities showed significant improvements in terms of weight loss, increased physical endurance, and decreased blood pressure. This program also shows a decrease in the prevalence of sedentary lifestyle-related diseases, such as obesity and hypertension.

For example, in Ancu Village, Kajuara District, which was one of the research samples, before the existence of the sports program, more than 30% of residents over 40 years old were obese. However, after one year of implementing the aerobic gymnastics program, the obesity rate decreased to 20%. This data shows that community sports programs have a direct impact on improving the physical health of coastal communities.

However, these positive results also show that there is limited access to sports facilities in coastal areas. As many as 60% of respondents stated that the lack of adequate sports facilities, such as courts and health facilities, is the main obstacle to carrying out sports regularly. Therefore, to ensure the sustainability of the

program and its long-term benefits, strong cooperation between local governments, communities, and the private sector is urgently needed.

Coastal Community Economy: Creative Economy Development and Local Income Enhancement

In addition to health, this sports program also has a positive impact on the economy of coastal communities. Based on the data obtained, the traditional sports festival held annually in Bone Regency has increased tourist visits and opened up job opportunities for the local community. As many as 80% of respondents admitted that this activity has increased their income, especially those involved in the regional food sales sector, handicrafts, and the provision of services in the tourism sector.

For example, in Mallari Village, which is also part of this study, a traditional sports festival held once a year to celebrate the Anniversary of the Republic of Indonesia involving culture-based sports and processed products from the local community has increased village income by 15% over the past year. The program has also succeeded in opening up new jobs, with more than 30 citizens involved in sports-based tourism activities.

However, despite the positive impact on the local economy, there are still many challenges that must be faced to maximize this economic potential. As many as 55% of local economic actors complain about the lack of promotion and marketing of festival events, which makes the potential for tourist visits limited. In this case, cooperation ¹with local governments and the private sector to increase the promotion of traditional sports-based tourism is needed so that the economic impact can be more widespread and sustainable.

Government, Community, and Private Sector Cooperation: The Key to Success

The results of the study also highlight the importance of strong cooperation between local ¹governments, communities, and the private sector in ensuring the continuity and development of these sports programs. While there have been some successes in improving local health and economies, the sustainability of the program is highly dependent on government support in terms of the provision of sports facilities, coach training, and sports-based tourism marketing.

As many as 65% of respondents stated that local government support in terms of the procurement of sports facilities such as sports fields, and access to health ¹ is needed to ensure the sustainability of sports programs in coastal areas. In addition, 58% of respondents said that cooperation with the private sector, such as hotels, restaurants, and tourism entrepreneurs, will open up more economic opportunities and strengthen sports-based tourism.

CONCLUSION

Overall, this study shows that coastal community sports programs in Bone Regency have a positive impact on community health and economy, but to ensure sustainability and maximum results, strong cooperation between local governments, communities, and the private sector is needed. In addition, strengthening sports facilities and promoting sports-based tourism is the main key in encouraging economic growth and improving health in coastal communities.

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