



## The Actualization of Economic, Social and Cultural of the Priority Sports Development Program in East Nusa Tenggara Province

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### **Abstract**

East Nusa Tenggara (NTT) is one of the provinces in Indonesia. That area relatively arid, barren and still has great potential in sporting achievements. This study aims to describe the actualization of economic, social and cultural development programs for priority sports. This study uses a naturalistic phenomenological approach. Data collection was carried out qualitatively through observation and interviews with athletes, staff on The National Sports Committee of Indonesia (KONI), staff on KONI NTT, the head of Department of Youth and Sports NTT, coaches and athlete parents. Data analysis was performed based on Miles and Huberman's (1992) interactive analysis model. The results of this study show that individual sports priority and martial arts are top priorities because they are influenced by the actualization of social and cultural environmental conditions. The rich and varied cultural values in the NTT community have the same basic pattern in sports being the basis for determining the pattern of coaching and sports development. Athletes who have achievements from NTT come from the middle and lower economic circles with all its limitations. Therefore, collaboration is needed from parents, teachers in schools, and also local governments in developing sports in NTT.

**Keywords:** *Economic; Social Culture; Priority Sport Development; NTT*

### **Introduction**

Sports coaching means the process by which a person tries to improve the ability to exercise an athlete in a competition by manipulating behavior and creating a training environment that can facilitate improvement. As we know, coaching is an effort to develop athlete achievement by carrying out a number of behavioral manipulations. Particularly in the context of sports coaching in Indonesia, the National Sports System Law No. 3/2005 explains that Sports development and development is a conscious effort carried out systematically to achieve sports goal. Achieving a high level of achievement requires a coaching pattern that is tiered and continuous, with a long process accompanied by the systematic use of

sports science and technology. In the other side, sports coaching synergistically between policymakers, coaches, sports actors and athletes with having the same vision and mission. A harmonious synergy relationship will greatly determine the success of coaching to achieve optimal performance. The practices of fostering achievement sports based on a progressive and pragmatic value system are in harmony with the phrase which says there is no progress without change and no change without renewal. Therefore, the wealth of innovation is one of the demands of contemporary sport. In carrying out coaching and developing sports in a planned, systematic, tiered and sustainable manner, which starts from civilization, nursery, and achievement improvement. Sports coaching will be successful if it is carried out with development targets and right on target. So, it takes quite a long time and needs to be supported by reliable trainers.

According to Huang et al. (2014), the effect of sport on the economy does not have a direct impact because exercise reduces the burden of public expenditure on health. In the other side, Luiz and Fadal (2011) the degree of physical fitness and good health will reduce health care costs, and increase work productivity. Therefore, on a national scale, the paradigm shifts of national development towards decentralization followed by changes in sports coaching policies in the direction of democratization in all fields (Banda & Gultresa, 2015). Based on Mellor (2010: 32), the sport has an important role in shaping how society operates, but the values that guide such construction are a reflection of those to affected society more generally. Thus, sport and society have a symbiotic relationship that brings benefits and disadvantages for both (MacIntos et al., 2015). In the sociology of sports point of view, social processes that occur in sports, such as the socialization of competence, cooperation, and conflict (Lyle, 2011). According to Llyod and Rosinski (2005) in sports organizations, it is necessary to establish interpersonal relationships within the organization and have the same vision and mission in achieving the goals to be achieved so as not to cause conflicts and interests (Liu & Wilson, 2014).

Thus, Liu (2016) explained the community in conducting sports activities will look at the social environment such as homes, neighbors, schools and classes so that every athlete who achieves is indirectly based on his social environment. Achievement athletes can be born through conditions where the athlete lives and socializes with his environment (Jayanthi et al., 2018). Besides that, not a few athletes are found based on natural talent because it is formed by selection and natural factors (Jones et al., 2011). Sports development in East Nusa Tenggara (NTT) province as an area identified as a relative lack of funding, facilities and infrastructure, as well as limited human resources but can produce athletes who fit on national and international levels (Lee & Watanabe, 2019). Economic and socio-cultural environmental factors become one of the indicators that have contributed to the achievements of NTT athletes at national and international levels (Huang et al., 2014). For this reason, our researcher aims to examine social-cultural values in NTT in determining the coaching pattern and sports branches that need to be developed. Then, describing economic relationships as the basic needs of athletes in achieving sports achievements to show their identity as NTT community.

## ***Methodology***

The naturalistic phenomenological approach was chosen by authors in studying how the life, patterns and behavior of the NTT community were viewed in terms of economic, social and cultural aspects (Sparkes & Smith, 2014). Specially to coaches, sports personnel and athletes, parents and the community in seeing coaching and developing of sports in NTT. This study aims to obtain in-depth information about the actualization of economic, social and cultural of the priority sports development program. The source of research data was determined purposively sampling based on consideration of the research objectives. The location of this research was conducted in two regions, Jl. W. J. Lalamentik, Oebufu, Kec. Oebobo, Kupang City, East Nusa Tenggara. Then Jl. Diponegoro, Beirafu, Atambua Bar., Belu Regency, East Nusa Tenggara. Data collection was carried out qualitatively approach by observing the duties, functions and responsibilities of the coaches, principals, sports personnel, athletes, parents,

family and community. The observation process was carried out by authors at the time of the initial research, and after conducting interviews with informants. Then, researchers conduct in-depth interviews with participants for views in terms of life, experience, and expressed in the words of informants itself. In the interview process, the researchers used unstructured interviews. Data analysis was performed based on an interactive analysis model. In data analysis model refers to Miles, Huberman, & Saldana (2014: 31) which consists of four interacting components, namely: data collection, data reduction, data presentation, and drawing conclusions or verification. The components of qualitative data can be seen in Figure 1

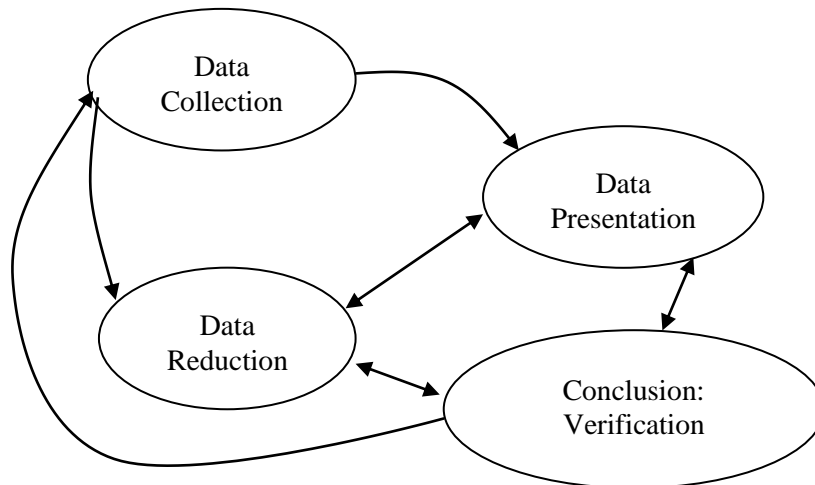


Figure 1  
Components of Interactive Model Data Analysis  
Source: (Miles, Huberman, & Saldana, 2014:31)

## Results and Discussion

To see the socio-cultural and economic influences, researchers conducted interviews with participants as follows:

**Table 1. Name of Participant**

No	Name	Job
1	HBS	the head of Department of Youth and Sports NTT
2	ES	Deputy Secretary-General of KONI NTT
3	HB	Boxing athlete
4	KM	Boxing Coach
5	GH	Kempo athlete
6	LS	Athletes
7	TRR	Race Walk Athlete
8	IYP	Taekwondo Athlete
9	RL	Taekwondo Coach
10	EN	Athletic Coach

The East Nusa Tenggara region is one of the provinces in Indonesia which is in the eastern part of the Nusa Tenggara Islands. NTT province has 21 districts and one city with Kupang City as the provincial

capital. NTT has a total area of 48,718, 10 km<sup>2</sup>. The population in NTT in 2018 was 5,371,519 people (BPS, 2019). From the results of the documents obtained, East Nusa Tenggara has 16 large ethnic groups and a number of small ethnic groups inhabiting 566 islands. So that the culture created is the result of interaction between NTT residents and nature.

*"In NTT, fighting has become a culture because of the social environment"* (HB, 2019).

*"I used to exercise walking from home about 3 kilometres on foot, then to look for water I had to draw a well. It's different from the current social environment that has been touched by technology."* (IYP, 2019)

Based on the interview with HB and IYP statement implies that the natural and social environmental conditions in NTT are no longer being used properly. In fact, it is this social factor that makes sports such as martial arts much in demand. This is because of the natural conditions that support.

*"Social factors influence sports coaching. The harsh environment that makes us not to give up makes the training process more excited. Especially seeing previous senior athletes who are able to achieve achievements at the international level."* (RL, 2019).

*"Social factors greatly influence the fostering of sporting achievements, especially priority sports such as martial arts"*. (TRR, 2019)

Through the results of interviews conducted, RL and TRR agreed that social factors influence the promotion of priority sports in NTT, especially the martial arts branch. Bearing in mind that sports mean competitive activities that are institutionalized, structured, and confirmed beyond the playing field by involving the mobilization of physical energy and the use of relatively complex skills (Wang & Straub, 2012). Therefore, sport cannot be separated from social life in society, so it is important to learn in the perspective of sociology (Delaney & Madigan, 2015).

*"NTT culture is famous as a fighter when viewed in terms of culture; all dances in NTT are always associated with war dances. So, mentally the NTT community has a fighter mentality, so it only requires technique, tactics, strategy and spiritual training"*. (GH, 2019).

Regarding cultural values, in fact, the development of sports cannot be separated from the fighter's mentality as found, namely traditional boxing. Typically, traditional boxing is held in part in Ngada Regency and Nagekeo District as part of post-harvest ritual activities. In the past, boxing was considered a physical exercise to be ready to face attacks from disturbing people (Sanjaya, Sugiyanto, & Hidayatullah, 2019). Traditional boxing is a good opportunity for young men to gain respect and honour by showing their strength and skills and of course, to attract attention (Moser, 2011).

*"culture will shape an athlete to starting from within the home. Therefore, NTT athlete it's not easy to give up. As trainers, we only need to make room. Sports can lift the dignity of personal, family, regional, and government. It means that culture is formed from the beginning, then it is developed in each branch."* (KM, 2019)

*"The community has a diverse culture and has the uniqueness of each region. Likewise, NTT has many cultural values not shared by other regions. The existence of culture also plays a role in influencing the coaching process."* (HB, 2019)

*"There are many dances that contain leg and hand movements like war or just like taekwondo—for example, traditional boxing. The activity was busy doing the men. Maybe that is why NTT athletes are physically strong. "* (HBS, 2019)

The movements carried out were adapted from traditional boxing in NTT province, so that the presence of traditional war-themed dance became the initial capital to explore the appropriate or relevant sports, such as martial arts, taekwondo and boxing. Sport is seen as a social institution that has the potential to function. In line with Schein (2010) Sport that develops in society cannot be separated from the cultural aspects.

*"The culture of NTT also influences the coaching and development of sports. Cultural aspects must be able to be well explored and developed to assist in developing sports in NTT. Prominent sports such as boxing and self-defence cannot be separated from the cultural background of the people of NTT. (RL, 2019).*

*"Traditional games can also be used as media to see the potential and develop children sports talent because sports coaching must start early." (EN, 2019)*

In line with Zehntner and McMahon (2015), the relationship between sport and society and culture as an integral part of the socio-cultural systems of a particular society, sporting activities in a community are different from sports activities that exist in other societies. Sports and cultural relations, according to Collins (2013), places and community sports activities will be distinguished based on the number of residents and cultural patterns. Based on BPS data (2019) related to East Nusa Tenggara Province in 2019 figures show that in 2018 the number of poor people has decreased to 21.35 per cent or as many as 1.14 million people with a poverty line of Rp 354,898 per capita per month. Even though poverty is considered to have decreased, this economic factor influences the development of sports in NTT.

*"If we know there are children who have the motivation to fight and the training is extraordinary, money is not a benchmark. We will provide free of charge. Because the average child who is an athlete in NTT is a difficult person, there are no rich people. Including the children of sports experts, no one is an athlete. That means that sports become an entrance to change the way characters see things more advanced it can be from sports. One, with extraordinary hard work he can win, meaning to survive, he must work hard—two, brotherhood, togetherness, and tolerance. Only things like this are rarely communicated and published. I think I will write in the newspaper, how the sporting property is underestimated by the public. "* (GH, 2019)

*"difficult economy does not discourage me. In 1996 I won the PON. In the past, I was trained by my brother, and I was training alone in Kupang with no condition. I feel that even though there are bonuses for winners in events like the ASEAN Games, it has no effect on the development of sports achievements in NTT. Although only a few, those who have the intention to become athletes usually have motivation from themselves. "* (LS, 2019)

*"Economic factors are important in the process of fostering sports, especially in NTT. However, to deliver outstanding athletes, adequate facilities are needed, and there needs to be sufficient financial support. So, the economy of parents is important to support their children who will pursue the world of sports, even though it is not absolute. There are many examples of children who have talent in sports, but due to difficult conditions, people cannot finally develop their potential. Likewise, in terms of the government budget for sports, it is also very necessary to create good sports coaching programs."* (ES, 2019)

According to interview results, a low economy is not a reason not to develop in the world of sports. If there are children from NTT who have the talent and are very diligent to practice and enthusiasm, then there is no cost to be paid by him. Economic factors can also be a motivation for athletes to enthusiasm in training and hope to improve economic conditions.

## **Discussion**

The sociology of sports deals with the behavior of individuals and groups in sports and the rules and processes that exist in formal and informal designs and the composition of sports (Collins & Collins, 2015). With a commitment to objective analysis, sport sociologists emphasize evidence (Gemar, 2018). In line with Huang (2015), the role of sport sociologists to keep their biases under control and to refrain from making judgments about values when conducting research and presenting findings. Thus, the findings above show that developing sports priority cannot be separated from the role of the social environment of the community. Self-defence sports are a priority because NTT environment is notoriously hard. The province of NTT, which is rich in culture, indirectly has links to several branches of sports, such as boxing culture which is a customary event by demanding proficiency. Sports has characteristics such as the production, distribution, and consumption of other goods and services (Szymanski, 2010). Based on the interview results, in professional sports, it can be seen as an economical process. Production factors such as labour (athletes and managers/coaches) are combined with capital (sports fields, equipment, etc.) to produce, products (equipment) that are sold to consumers (spectators and supporters) usually in stadiums, or through broadcast media (Drakakis & Papadaskalopoulos, 2014).

Therefore, according to Ibrahim and Miftari (2019), the process of talent scouting in NTT Province should be adapted to areas that have cultural movements when the technical properties of the basic motion patterns have in common with sports. The role of sports and cultural practices in policy initiatives tends to be assessed in both cases which have social benefits (Supriadi, 2019). So, the achievement of the athlete in accordance with the existing framework, it can be concluded that coaching and sports development in NTT to achieve optimal athletic performance is determined by the work ethic of the coaches, actors, sports personnel, social environment and cultural values that form an athlete with achievements (Strandbu et al., 2019).

Sport can play a role as a promotional media and marketing campaign, be it a target, market or commodity (Banda & Gultresa, 2015). This phenomenon should have made people aware of sports as prime movers or economic growth drivers that open employment opportunities, open business opportunities and contribute to the welfare of the community (Parzych & Gotowski, 2018). These findings show that the development and coaching of sports in NTT is quite good and in accordance with existing concepts. This is in line with the analysis of Nicholls (2017) the role of the academic community is also important in fostering achievement sports in each region. Even so economical, social and cultural factors become influences in coaching and developing sports in NTT. Evaluation is needed regarding training systems in other sports (Sharma, 2015) because there are only two sports that are favoured because they are in accordance with cultural factors in NTT. In line with Szymanski (2010), sport becomes an important part of community economic activities, not only can it improve the economy.

Drakakis and Papadaskalopoulos (2014) explain that society through promotion, the economy is also one of the factors athletes struggle to achieve. Sociologically, the concept of four characteristics developed by Delaney and Madigan (2015) shows that there is a ranking or hierarchy in the ranking system. Facilities that are owned also become limited and ultimately affect the results of training, but this actually does not happen to all athletes. Because of limited economic conditions, some athletes have a strong enthusiasm to become outstanding athletes in order to obtain bonuses or prizes for their achievements, given at present the bonuses given to outstanding athletes are quite large (Davies, 2010).

## Conclusion

Athletes who have achievements from NTT mostly come from the middle and lower economic circles with all its limitations, so that one way to improve living standards is achieved through sports as well as a form of self-identity and pride for the extended family. Individual sports and martial arts branches that are super-priority sports in coaching and developing in NTT are athletics, boxing, taekwondo and Kempo. That is because the selection of the sport branches is also in accordance with the social and cultural environment and the character of the people in NTT, which are famously hard, thus forming a mental fighter as an important base in the martial arts branch. The challenge now is to start waning cultures in the community that are being displaced by the entry of technology, so that many NTT children now do not know their own culture, let alone to practice or preserve it. This is certainly a tough task to preserve NTT traditional cultures, so that collaboration between parents, teachers in schools and the local government is needed in developing sports in NTT.

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