

## DIRECTION OF SPORTS EDUCATION RESEARCH: TOWARDS AN ENTREPRENEURIAL APPROACH

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**Abstract:** The objective of this paper is to introduce an entrepreneurial approach model for the development of research in sports education study programs in the future because sports education is an interdisciplinary branch of science so it is still possible to explore and integrate into other scientific disciplines. The method used is through deeper exploration (explore) on the potential factors in sports that contain entrepreneurial values to test the feasibility of ideas. This idea is motivated by the many sports research that only focuses on the experimentation of training methods, the profile of institutions and sportsmen, as well as the motoric factors of the sport itself, without trying to take other perspectives such as the potential for entrepreneurship and business to explore the potential of extraordinary sports as an agent of change to improve the quality of sports education research that is more relevant, varied and applicable. This paper tries to offer sports education students to do research, mapping and observation to the sports industry to help students developing their employability skills (soft skills) through better work and social planning (social attitude). The expected results of this research idea are that sports students dare to take the topic and model of entrepreneurial research, the sports industry, and sports markets as one of the important factors inherent in sports so that in the future there will be many variations on the choice of topics, concepts or themes of sports scientific research. In addition, the entrepreneurial point of view will be an alternative for student research for academic achievement needs such as scientific weeks of students, PKM and so on, so that the quantity and quality of student research increases and it is possible to get scholarship grants. The practical implication of this research is that it can be a hallmark and excellence of sports students in the competitive world of work, because students have an innovative ability to map the supporting factors and potential of sports financially, real, and applicable. This needs to be considered because it will enable the development of sports entrepreneurship education that can improve the relationship between academic research and stakeholder policies related to sports industry business initiatives.

**Keywords:** Entrepreneurship, Sports Education, Sports Industry, Interdisciplinary

## INTRODUCTION

Recently, entrepreneurship has been buzzed by the policy makers to various communities and all layers of society. This makes entrepreneurship be a way to fulfill the living needs that can absorb labor so that it contributes to the state to reduce unemployment. Data from the Ministry of Cooperatives and MSMEs/ Micro, Small, Medium Enterprises (2012), the numbers of MSMEs in Indonesia in 2010 were 48.9 million units, and proved to contribute 53.28% to Gross Domestic Product (GDP) and 96.18% to employment absorption. MSMEs are also an important part of the economy of a country or region, including in Indonesia. As an illustration, although its contribution in national output is only 56.7 percent and in non-oil and gas exports only

15 percent, MSMEs contribute around 99 percent in the number of business entities in Indonesia and have the largest contribution to employment. The government through financial institutions and banks undertook strategic steps to stimulate the movement of entrepreneurship starting from the micro and macro ones with the scheme of bank lending.

In the development of youth as mandated by the law Number 40 of 2009, there are three things concerning youth. Firstly, youth leadership development is an activity to develop the potential for exemplary, influential, and mobilizing youth. Secondly, the development of youth entrepreneurship is an activity to develop potential skills and business independence. Thirdly,

As a tit for tat, academics in higher education institutions have long preparations for the students' entrepreneurship skills by inserting life skills or entrepreneurship courses aimed at making the students, after completing higher education, have out of the box options: business careers for life. According to Maritz (2017), entrepreneurial skills are important in the workforce because many students start independent businesses. It is not a secret anymore that, in the present era, many scholars find it difficult to find work in accordance with their scientific field in the lecture bench. This is due to the imbalance number of jobs available with the number of college graduates which increase throughout the year. This is good in institutional and educational business, but if it is not accompanied by an emphasis on the character of qualified business independence, it will increase the number of unemployed among scholars.

Sport education, as one of the branches of interdisciplinary science, is still very possible to be collaborated with the situation and entrepreneurial principles that it becomes one of the potential fields to be developed into the realm of the sports industry. According to Ratten (2011), the interest in entrepreneurship education will continue to grow among sports educators because of the belief that it can improve work outcomes because the sports industry is an innovative industry that has the opportunity to surpass other industry achievements with good entrepreneurial capabilities.

But to achieve this, sports academics must begin to focus and commit to learning to integrate the principles of sports with entrepreneurship. This shift in view is predicted to be difficult, because most sports educators only emphasize pedagogical aspects of education, as well as physical training, but at least there have been many studies that try to link entrepreneurship with sports and produce usefulness and more applicability. This is because exercise has potential of economic value, in terms of education, achievement, health and recreation. For example, in competitions from the regional level to the international level which holds to be promising business opportunities, from hawkers to professional profit businesses.

In the current global economic conditions, sports educators are required to be able to apply entrepreneurship education models in their teaching style and to conduct entrepreneurship training. This is in line with the opinion of Sidentop (2001: 411) which states that sports education is a process of cultivating sports to foster a sense of

humanity, bring welfare to citizens and their nation. The existing conventional sports education program is not able to accommodate all aspects needed in sports activities. Many sports educators focus on the tendency to exercise physically and orientate to sports science itself, and ignore other aspects outside of sports such as entrepreneurship. Sportsmen believe that entrepreneurship is an independent discipline and is not in line with the principles of sports. According to Fayolle (2010), entrepreneurship education teaches about reading opportunities, risk assessment, and appreciation for creativity.

The sports industry is clearly regulated in the Law on National Sports System Number 3 of 2005 Chapter I verse 18, which states that the sports industry is a business activity in the field of sports in the form of goods and/or services. The sports education sector is an important part of the global economy and contributes to various walks of life (Kirk, 2010). This is evidenced by the increased availability of online sports courses that are more flexible to serve changes in labor requirements. As part of the change, it is good to emphasize entrepreneurship education in the sports education curriculum.

This paper provides the right opportunity to re-examine the use of entrepreneurship in sports education. The entrepreneurial perspective will be able to improve the quality of education and sports events. Business spirit (entrepreneurship) in education is very important because it will provide innovation and a new way of looking at sports policies. All sports activities require tools, and to produce tools needs production and industrialization processes, ranging from personal equipment to teams, amateur to professional teams, and village level organizations to international level organizations. This certainly opens up opportunities for sports actors to be able to explore the various potentials that exist in sports, and initiate research that links sports with entrepreneurship to the development of sports education specifically in the sports industry. Therefore this paper tries to offer a new direction of thinking about sports research using an entrepreneurial approach.

## **APPROACH & RESEARCH METHOD**

The method used in this research is descriptive explorative. It is done by digging data and information about topics or new issues aimed at deepening interests or further research. The object of this study is the data on the title/ research topic of students at universities that have a sports education department or which are allied. Data collection technique applied in this study is documentation which is analyzed through content analysis.

## **RESULTS AND DISCUSSION**

After the process of collecting data through the base station or the thesis database of each PT (Perguruan Tinggi) or High Degree level), the organizer of the Sports Education Study Program or the cognate is obtained through the following data:

...
STUDI TENTANG PEMBELAJARAN PENJASORKES DI SEKOLAH LUAR BIASA SE-KOTA SURAKARTA TAHUN 2010
...
STUDI TENTANG SIKAP SISWA TERHADAP PEMBELAJARAN PENJASORKES PADA SISWA KELAS XI SMA NEGERI 2 SUKOHARJO TAHUN PELAJARAN 2010 / 2011
...
STUDI TENTANG KENDALA DALAM PELAKSANAAN PEMBELAJARAN PENJASORKES DI SD SE - KECAMATAN PRACIMANTORO, WONOGIRI TAHUN 2011
...
STATUS KESEGERAN JASMANI SISWA KELAS VIII SMP N 2 WERU TAHUN PELAJARAN 2010/2011 DITINJAU DARI AKTIVITAS BERANGKAT DAN PULANG SEKOLAH SISWA
...
HUBUNGAN TINGKAT STRESS DAN GAYA HIDUP SEHAT DENGAN KEBUGARAN JASMANI PADA MAHASISWA SEMESTER AWAL JURUSAN PENDIDIKAN OLAHRAGA DAN KESEHATAN UNIVERSITAS SEBELAS MARET SURAKARTA TAHUN 2011
...
PERSEPSI SISWA SMA TERHADAP KINERJA GURU PENJASORKES DI LAPANGAN SE-KECAMATAN GEMOLONG TAHUN PELAJARAN 2011/ 2012
...
PERBEDAAN PENGARUH LATIHAN STEP UP JUMP DAN LATIHAN SINGLE LEG HOPS TERHADAP PENINGKATAN POWER OTOT TUNGKAI PADA MAHASISWA PEMBINAAN PRESTASI SEPAK TAKRAW PUTRA JURUSAN PENDIDIKAN OLAHRAGA DAN KESEHATAN UNIVERSITAS SEBELAS MARET SURAKARTA TAHUN 2011
...
STATUS KESEGERAN JASMANI SISWA SMP DI PONDOK PESANTREN SE-KECAMATAN NOGOSARI KABUPATEN BOYOLALI TAHUN AJARAN 2010
...
PENERAPAN METODE KEPELATIHAN CABANG OLAHRAGA PERMAINAN SEPAKBOLA
...
STUDI KEADAAN SARANA DAN PRASARANA OLAHRAGA MENJELANG PEKAN OLAHRAGA PROVINSI XIII TAHUN 2009 DI SOLO
...
PENELUSURAN BAKAT OLAHRAGA PADA SISWA PUTRA KELAS V-VI SD NEGERI Se-KECAMATAN CEPOGO KABUPATEN BOYOLALI TAHUN AJARAN 2010/2011
...
UPAYA PENINGKATAN KEBUGARAN JASMANI MELALUI SENAM KEBUGARAN JASMANI 2008 SISWA KELAS VI SD NEGERI 1 GEMURUH KECAMATAN BAWANG KABUPATEN BANJARNEGARA TAHUN PELAJARAN 2010/2011
...

Picture 1. Title of thesis of Sports Education students or cognates in one of the universities in East Java.

The data presented in the picture above shows that, in one PT/ University the organizer of a sports education study program or allied in East Java, the theme or title of the research is still struggling with the physical and educational aspects and achievements. There are still no research titles/ themes that elaborate entrepreneurship with sports, nor examine the industrialization potential of sports. From 15 students' thesis titles above, the average theme taken is about the profile of sports and training institutions, learning models, social studies of sports groups, and the last is the theme of the effect of training.

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- Palupi, Dita (2018) PROFIL KEMAMPUAN BIOMOTOR PESERTA EKSTRAKURIKULER SOFTBALL SMA NEGERI 1 WATES. S1 thesis, Fakultas Ilmu Keolahragaan.
- 
- Hakiki, Queen Syafaati (2018) PENGARUH KOMPRES ES DAN KOMPRES HANGAT TERHADAP PENYEMBUHAN CEDERA ANKLE PASCA MANIPULASI TOPURAK PADA PEMAIN GPS FUTSAL BANTUL. S1 thesis, Fakultas Ilmu Keolahragaan.
- 
- Rahman, Deni Afrizal (2018) MODEL MEDIA KOMIK TEKNIK DASAR FUTSAL. S1 thesis, Fakultas Ilmu Keolahragaan.
- 
- Ramadhan, Irsyad Faiz (2018) MINAT SISWA DALAM MENGIKUTI EKSTRAKURIKULER OLARAHAGA DI SMP NEGERI 2 BERBAH. S1 thesis, Fakultas Ilmu Keolahragaan.
- 
- Almi, Rian Satria (2018) PERBEDAAN UMPAN BALIK VERBAL DENGAN UMPAN BALIK VIDEO PADA PEMBELAJARAN TEKNIK MELUNCUR RENANG GAYA CRAWL KELAS X SMK YPKK 3 DEPOK SLEMAN YOGYAKARTA. S1 thesis, Fakultas Ilmu Keolahragaan.
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- Nugroho, Widiyo (2018) PERSEPSI PESERTA DIDIK KELAS X SMA N 1 PATI TAHUN AJARAN 2017/2018 TERHADAP PENDIDIKAN JASMANI OLARAHAGA DAN KESEHATAN MELALUI MODEL SPORT EDUCATION. S1 thesis, Fakultas Ilmu Keolahragaan.
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- Puspitaningtiyas, Fisna Deska (2018) PENGEMBANGAN BUKU TAEKWONDO POOMSAE TAEGEUK 1 SAMPAI 8. S1 thesis, Fakultas Ilmu Keolahragaan.
- 
- Latifah, Anandari Indah (2018) UPAYA MENINGKATKAN KETERAMPILAN PROSES DAN HASIL BELAJAR IPA MELALUI MODEL PEMBELAJARAN INKUIRI TERBIMBING PADA SISWA KELAS V SD NEGERI GAMPING KABUPATEN SLEMAN. S1 thesis, PGSD. Item availability may be restricted.
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- Setiawan, Yayan (2018) PROFIL KONDISI FISIK PEMAIN PERSIBA BANTUL DALAM MENGHADAPI TURNAMEN INDONESIA SOCCER CHAMPIONSHIP (ISC) B TAHUN 2016. S1 thesis, Fakultas Ilmu Keolahragaan.
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- Purnomo, Arif (2018) MOTIVASI SISWA DALAM MENGIKUTI KEGIATAN EKSTRAKURIKULER BOLA VOLI DI SD NEGERI 1 PANJANGREJO. S1 thesis, Fakultas Ilmu Keolahragaan.
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Picture 2. Title of the thesis of Sports Education students or cognates in one of the universities in Central Java

The data presented in the picture above shows the interest or interest of sports students in taking the theme of sports entrepreneurship is still very low. The data is obtained from one of the student thesis portals in one of the sports education organizers or allied in Central Java at random. From several themes taken by students for later research including case studies, differences and the relationship of training methods, and profiles related to sport facilities. Again, the data above shows that the student's exploration of the potential sources of sports is still very minimal. So that there are many similarities in the theme / title of the research. With a variety of problems, sports should be one of the oases of research activities that are able to provide a positive impact on the progress and independence of the sports system itself.



Malista, Silvia Diar (2018) PENGEMBANGAN TABEL ANALISIS STATISTIK PERTANDINGAN KUMITE PADA CABANG OLAHRAGA KARATE. S1 thesis, Fakultas Ilmu Keolahragaan.

Rumaka, Dhiyas Risang (2018) PERBEDAAN TINGKAT KEBUGARAN KARDIOVASKULER SISWA SMPN 1 PATUK DENGAN SMPN 16 YOGYAKARTA YANG MENGIKUTI EKSTRAKURIKULER SEPAKBOLA TAHUN 2018. S1 thesis, Fakultas Ilmu Keolahragaan.

Yusuf, Fickry Nuruzzaman (2018) ANALISIS FUNGSI MANAJEMEN ORGANISASI UNIT KEGIATAN MAHASISWA BIDANG OLAHRAGA UNIVERSITAS NEGERI YOGYAKARTA. S1 thesis, Fakultas Ilmu Keolahragaan.

Putra, Yohanes Rindu (2018) PENGEMBANGAN APLIKASI SMALL-SIDED GAMES UNDER 12 BERBASIS ANDROID. S1 thesis, Fakultas Ilmu Keolahragaan.

Prihantoro, Yanuar (2018) PREVALENSI, KARAKTERISTIK, DAN PENANGANAN DELAYED ONSET MUSCLE SORENESS (DOMS) DI UNIT KEGIATAN MAHASISWA (UKM) OLAHRAGA UNIVERSITAS NEGERI YOGYAKARTA. S1 thesis, Fakultas Ilmu Keolahragaan.

Wijayanto, Syofara Mukti (2018) DAMPAK PENERAPAN FUNGSI-FUNGSI MANAJEMEN TERHADAP KUALITAS FASILITAS OLAHRAGA DI AUSTRALIAN INDEPENDENT SCHOOL JAKARTA. S1 thesis, Fakultas Ilmu Keolahragaan.

Picture 3. Title of the thesis of Sports Education students or cognates in one of the universities in DIY/Daerah Istimewa Yogyakarta (Special Region of Yogyakarta)

In the picture 3 above, there are 17 titles of student thesis taken randomly by filtering on the webpage using the keyword "sport" from one of the universities in the Special Region of Yogyakarta that organizes sports or allied education. From the 17 titles/ themes of the student research, there were studies on biomotor profiles of extracurricular students, the application of injury prevention treatments, sports learning models, differences in the influence of learning techniques, the impact of training, and one title in accordance with the expectations of this paper that is about developing an application for sporting needs Android based. The development of applications that help to promote the implementation of sports education has the opportunity to be followed up and is expected to become a pilot project for the development of sport science, so that the sport has a strategic and financial bargaining power in national and international levels. In the data presented in Picture 3, the majority of student researchers take conventional themes about sports which show that the prospect of using the entrepreneurial approach to sports research is still widely opened. With the hope that the results of this interdisciplinary study produces something useful for the development of sports in general and sports education in particular.

## CONCLUSION

Based on the identification that has been carried out, the majority of all sports or allied education students take themes around the physical, biomotor, method or management practices and their effects, survey models and survey-based research to find out the profile of sports education providers and athlete profiles. The research titles presented on the portal page are dominated by similar themes and seem less innovative, as if the education of sports is less able to develop theoretically and has a narrow study area. Whereas, by trying to take another perspective from sports, we will gain knowledge about the potential of sports that are very extraordinary. Beyond the

scientific side, sport has its own economic appeal. This is what underlies this idea in the future to be followed up and carried out a comprehensive research. So that sports education and sports institutions have a bargaining position in science and its relation to stakeholder policies.

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