

The Analysis of the Implementation of the Development Basketball League Event in Aceh In 2018

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Abstract

Development Basketball League is the greatest basketball competition for high school students in Indonesia. DBL Indonesia held in Aceh in 2018 was the 9th event in Aceh, considering that the event was first held in Aceh in the year of 2010. The concept and packaging of an event should be able to provide an interesting, unique and unforgettable experience for the audience. Moreover, the concept and packaging of an event influence the sponsors who fund these activities. Hence, the event organizers need to make a logical planning for the success of the event. The main purpose of this research is to find out how the Development Basketball League Indonesia event is held in Aceh in 2018. The research is a qualitative research with descriptive method. There were five samples in this research consisted of the General Secretary of the Perbasi Aceh Province, the DBL Indonesia Management in Aceh 2018, the DBL Indonesia Treasurer in Aceh 2018, the aDBL Indonesia Secretariat in Aceh 2018, and the DBL Indonesia Referee in Aceh 2018. Based on the results and discussion of research on the Analysis of the Implementation of the Indonesian Basketball League Development event in Aceh in 2018, the event was going well, it shows from a good communication between one department and other departments and between DBL Indonesia and Perbasi Aceh Provincial Government. In term of the management of the DBL Indonesia in Aceh 2018, the management has carried out their respective duties in terms of planning, managing and conducting pre-event meetings. Moreover, in the secretarial field, it has shown systematic work such as taking care of certificates, school permits, health certificates and student biographies. Furthermore, they also campaigned the event using Social Media, such as Instagram, Newspapers, and Banners. The treasurer was also completed the task very well in term of compiling and managing budget plans such as income, expenses and sources of funds from sponsors which are used for all the facilities and infrastructure needed during the DBL Indonesia event in Aceh 2018.

Keywords: *development basketball league, event*

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I. Background

In a sports event, an analysis is needed to be considered in a calculation. This is due to this modern era, conditions are rapidly changing from time to time. The analysis can also analyze the influence factors which can give results that are more similar to all conditions. According to Satori and Komariyah (2014: 200) Analysis is an attempt to break down a problem or focus of study into parts (decomposition) so that the arrangement of the form of something that is decomposed is clearly visible and therefore its meaning can be more clearly captured or clearly understandable. according to Spradley (Sugiyono, 2015: 335) says that analysis is an activity to look for a pattern, besides analysis is a way of thinking related to systematic testing of something to determine parts, relationships between parts and their relationship as a whole system.

Based on the above definitions, it can be concluded that one form of analysis is to summarize a large amount of raw data for further processing into interpretable information. All forms of analysis attempt to describe patterns consistently in the data so that the results can be studied and translated easily, concisely and meaningfully.

An implementation is required in a sports event. In a sporting event show the need for an implementation. Implementation is an action of a plan that has been prepared carefully and in detail, implementation is usually carried out after the planning is considered ready. In simple terms, implementation can mean execution. According to Westa (1985: 17) implementation is an activity or efforts to carry out all plans and policies that have been formulated and defined with all the complete needs, the necessary tools, the executor, the place of implementation, the start and how it should be implemented.

An event is a show that is planned with the aim of providing experience to the audience attending the event. The experience must be able to give a deep impression and be able to be stored in the audience's memory for a long time. So that the experience that will be presented at the event must be unique, able to attract audience involvement, be useful, and have a level of relevance to the audience itself. According to Any Noor (2013: 8), an event is an activity held to commemorate important things throughout human life, either individually or in groups that are bound by custom, culture, tradition, and religion which is held for specific purposes and involved the community environment and is held at a certain time. According to Noor (2009: 179), event management is an organization of an activity organized by a community or institution that is managed professionally, efficiently, and effectively from planning, implementation to completion of activities. In other words, an event is a program that will be carried out in a planned manner for a specific purpose. The variety of events depends very much on the idea that underlies the implementation of the event. Unlike spontaneous activities, events are carried out based on a pre-arranged plan.

One of the competitions that is handled professionally is the DBL Indonesia Development Basketball League (DBL) competition, previously known as the Deteksi Basketball League, which is the largest junior and senior high school basketball league competition in Indonesia. DBL Indonesia Aceh Series 2018 is the 9th event in Aceh, this event was held for the first time in Aceh in 2010 at the KONI Sports Center building, Aceh Province. Starting from 2015, DBL Indonesia Venue in Aceh moved to sports center building of Syiah Kuala University.

Through a long selection process, one of the basketball players from the PPLP Aceh High School who won in the year 2010, TeukuRahmat Iqbal, successfully passed the national level selection and had a chance to visit the United States. Not only in terms of skills, DBL Indonesia also applies one of the rules of the report card scores set by the Central Committee. The last semester report card scores for all subjects must be more than or equal to 50 (≥ 50). The average score for the last semester report cards for the three main subjects (Indonesian, English, and mathematics) must be more than or equal to 65 (average ≥ 65). DBL 2018 participants were not allowed to wear tattoos, piercings, and so on.

Since then, the seeds of high school basketball athletes in Aceh have emerged. This event is held in all provinces in Indonesia every year. With the existence of such event, high school in Banda Aceh has held basketball extracurricular activities, with the aim of finding potential players and by itself will bring out potential talents in the basketball field. One of the ball sports materials taught in the subject of physical education, sports and health in schools, is basketball. This is actually one of the factors that influence students to recognize basketball, especially in extracurricular activities held at school.

To support the student athletes concept promoted by the Development Basketball League (DBL) competition between high schools, the organizers also made a special rule for participants, both for players and schools. Senior Manager Communication of DBL Indonesia (Rocky Maghbal) agrees that every player who participates in DBL is required to have a good report card, is promoted to next grade, if the students were not promoted to the next grade, then it can hinder a player's desire to participate in this prestigious basketball competition between high schools.

DBL applies a strict system to select the players who will participate every year. the school must attach some original data about the players who will compete during registration. after that the committee verifies the data, if there is fraud, DBL will give sanctions to the players or the school. DBL has prepared a ban on playing for players or schools, if cheating occurs, the school can be disqualified from participating in the Basketball League Development Event. The committee enforces this rule in order to support the concept of student athletes. At the same time, it also confirms that it is not just a theme or slogan used by DBL to attract attention, but it is actually implemented. The Development Basketball League event is now being held in 30 cities, 22 provinces throughout Indonesia, involving 1.5 million young people each year. More than 1,200 teams and more than 40 thousand people participated, involving more than 750 schools.

The idea of this research problem is based on the assumption that the concept and packaging of an event must be able to provide an interesting, unique, and unforgettable experience for the audience. In addition, the concept and packaging of the event greatly influence the interest of sponsors who fund these activities. So that the organizers need to make logical planning for the success of organizing the event.

Based on the aforementioned descriptions, the author desires to conduct a study on "**The Analysis of The Implementation of The Development Basketball League Event in Aceh in 2018**".

II. Research Procedure

The approach utilizes in this research is a qualitative approach with a descriptive method. The population of the research is General Secretary of Perbasi Aceh Province, DBL Aceh referee, DBL Aceh Management, DBL Aceh Treasurer, DBL Aceh Secretary. To make this research more effective, the researchers used a purposive sampling technique on the grounds that the samples selected were based on people who could provide complete information as needed. This research was conducted at the Koni Aceh Office. The most important step in the research process is data collection. The data collection technique used in this research is the appropriate data collection technique, hence valid and reliable data are obtained.

III. Results

Based on the research results, it can be concluded that the implementation of Development Basketball League in Aceh in 2018 has been held very well in accordance with the author's interview with the interviewees. It can be seen from the general secretary of Perbasi Aceh province working together with the DBL Indonesia to organize and carry out the Development Basketball League event in Aceh, 2018. In term of management, DBL Indonesia Aceh in 2018 had carried out their respective duties in terms of planning, managing and conducting pre-event meetings. The planning required three to four months to process all kinds of permits, such as permits from city hall, Perbasi, police and permit to use the event place. Furthermore, in term of secretary, the secretary collected the data and files from the requirements set by DBL, such as a Certificate, School Permits, Health Certificate and Student's Biography. After the data was collected, the verification stage was carried out on the validity of the data, whether or not the school participants were allowed to participate in the competition. Then the files would be archived according to the category, so each school has 3 categories, namely, School Origin, Gender and type of competition. In order for the event to be known by the public, the DBL Indonesia Committee communicated the event using Social Media, such as Instagram, Newspapers, Banners that were placed in almost every school. In preparing the expenditure plan, the 2018 DBL Indonesia treasurer in Aceh uses the previous year's plan. For the income and expenditure of funds, the treasurer keeps a logbook for each required activity. Regarding the source of funds, it came from registration fees and ticket fees which were used for all the facilities and infrastructure needed during the DBL Indonesia event in Aceh in 2018 such as sports hall rental, referee honorarium, crew honorarium, prize money and including the cost of dispatching the best players and coaches selected by the committee participating in the training in Surabaya. Meanwhile, the sponsor only covered the cost of transportation and accommodation while in Surabaya. In terms of the assessment of DBL Indonesia referees in Aceh in 2018, for 9 years DBL Indonesia has collaborated with the administrators of the Perbasi Aceh province, many schools that initially did not have basketball teams, now have basketball teams. School that previously did not recognized for its basketball, with the DBL Indonesia event, the schools has been recognized by many people in the field of basketball. Since the existence of DBL Indonesia, there have been high school basketball athletes, especially in Aceh. For 9 years with the existence of the DBL Indonesia Event in Aceh, the number of Acehnese Basketball Athletes experienced significant participation in regional and national sports competition. As a basketball referee at the DBL Indonesia Event, hopes that DBL Indonesia will continue to hold its events in Aceh. Continue to improve in terms of motivating Acehnese Students so that they have the motivation to practice Basketball, improve individual abilities, teamwork and improve Academic knowledge in school. Expectations for DBL Participants, for those who have become champions or not, continue to increase the potential for basic individual techniques, teamwork. So that they can compete with Indonesian DBL participants in other Provinces and so that they can become National Basketball Players in Indonesia. For the administrators of Perbasi Aceh province, in the coming year, continue to increase its cooperation with DBL Indonesia. Hand in hand in advancing Aceh Student Athletes in the field of basketball until they succeed in becoming National Basketball Players and making Indonesia proud.

Based on the above research results, hence the event was in accordance with the according to the principles of the Development Basketball League Indonesia event in Aceh 2018, it is in line with Noor's opinion (2009: 43) that an interesting event must have characteristics in its implementation, namely having its own characteristics and tend to have differences, such as, 1) developing ideas so that the event is unique. Events with different colors will not be easily forgotten by the target audience. The uniqueness can come from the participants, the surrounding environment, and visitors of the event. 2) After attending the event, what remains in the minds of visitors is the experience they got from the event. For organizers, this is a challenge to change the form of service into something tangible so that the slightest form used in the event can change the perception of visitors. 3) Personal interaction is one of the important characteristics during the event. Visitors who come to an event also have a big role in the success of the event. In other words, an event is a program that will be carried out in a planned manner and purpose.

Based on Goldblatt (2002), A successful event has five important stages that must be considered, namely: research, design, planning, coordination, and evaluation. The explanation of event execution stages are as follows: 1) research, in conducting an event there are five questions (why, who, when, where, what) that can be used in deciding the execution of an event, namely: why should an event be held? who is the public of the event that will be held? when will the event be held? where will the event be held? and what will be displayed at the event? 2) Design, new ideas can help create activities that match the objectives of the event which can be done by brainstorming. Brainstorming focuses on the theme and concept of the event, how is its decoration and artistic, how the entertainment is presented, the communication strategies to be used, and etc. This feasibility study pays attention to the budget, human resources, and political conditions. 3) Planning, planning stage is the longest stage in event management process. If the research and design stages were conducted in a well manner, the planning stage can be conducted easily. However, However, if the research and design have not been carried out properly, it is very possible that there will be a mismatch at the planning stage and changes will be made in the main plan. The planning stage involves the use of three legal bases, namely time, place, and duration. By utilizing these three legal bases carefully, it will greatly affect the results of the event being held. 4) Coordination, coordination is the stage that is mostly carried out during implementation or execution in the previous stage, namely executing plans that have been carefully formed. At this stage the role of the event manager is very important where the event manager is faced with many choices that require decision-making to be performed professionally, so that it has a good impact on the results of the event being held. 5) Evaluation, evaluation is a stage where an assessment is conducted on an event starting from the start of the event until the event is finished. The assessment conducted during evaluation stage functions as a reference for another similar event in the future. Evaluation is an assessment process, namely a measurement of the effectiveness of the strategies used in achieving company goals. The data obtained from the evaluation results will be used as an analysis tool for other programs in the future. It aims to see the success of the event and see the strengths and weaknesses of the event.

IV. Conclusion

Based on the results of the research on the analysis of the execution of the Development Basketball League Indonesia event in Aceh in 2018 had been very well, either in the communication between the departments and between the DBL Indonesia with the Perbasi Aceh province. In term of management, DBL Indonesia in Aceh in 2018 management had carried out their respective duties in terms of planning, managing and conducting pre-event meetings. The secretarial department had also shown a good systematic work such as managing certificates, school permits, medical certificates and student biodata. Then communicated the event using Social Media, such as Instagram, Newspapers and Banners. In term of budgeting, the treasurer of the 2018 DBL Indonesia in Aceh utilized the previous year's budget plan. For the income and expenditure of funds, the treasurer kept a logbook for each required activity. Regarding the source of funds, it came from registration fees and ticket fees which were spent for all the facilities and infrastructure needed during the DBL Indonesia event in Aceh 2018. The referee as one of the parts needed by the Development Basketball League Indonesia event in Aceh in 2018 also agreed that since the existence of DBL Indonesia, high school basketball athletes, especially in Aceh, have increased in numbers. With the existence of the DBL Indonesia Event in Aceh for 9 years, the number of Acehnese basketball athletes experienced significant participation in basketball competition both in regional and national level.

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