

Phenomenological Study of the Rise and Fall of the Sports Industry in the Middle of the Covid-19 Pandemic in Indonesia

Kurdi¹, Rif'iy Qomarrullah²

¹ Cenderawasih University, Jayapura, Papua, Indonesia

Abstract:

The Covid-19 pandemic has an impact on the sports industry, with the virus being uncontrolled, governments across the country have tightened the implementation of sports events. This has had a significant impact on the sports industry and economic activity globally. This study captures and analyzes the impact of Covid-19 around the world, including Indonesia, using a qualitative descriptive approach - literacy based on content analysis. The results of this study conclude that the impact of the Covid-19 pandemic has caused economic shocks, especially the sports industry, this has led to new creativity, namely the use of virtual sports facilities. Furthermore, with the increasingly limited access to sports activities outside the virtual sports industry, it is one business opportunity that must be addressed quickly by the Indonesian government and countries around the world. This research provides benefits to the government, observers, players, and sports enthusiasts to seize new business opportunities by combining industry, sports and the digital world.

Keywords: *Industri olahraga, pandemi, Covid-19.*

Date of Submission: 02-05-2021

Date of Acceptance: 16-05-2021

I. Introduction

Sport contributes to the socio-economic development of society and even this contribution is clearly recognized by the government [1]. However, since the Coronavirus Disease 2019 (Covid-19) pandemic spread, governments in various countries have started to enforce strict health protocols, such as regulations on social distancing and large-scale social restrictions that undoubtedly disrupt the economic sector, sports events and a number of other aspects [2]. Furthermore, to maintain the health of athletes and other parties involved, most sporting events, both at the national, regional and international levels were canceled or temporarily postponed. The implementation of the National Sports Week (PON) and the National Paralympic Week (Peparnas) which will be held in October 2020 have also been affected due to current conditions. This year's international sporting events, Olympics and Paralympics are behind schedule. Then, with a number of large-scale sporting events postponed, professional athletes are forced to reschedule their training programs to keep them in shape while at home. Another thing that felt by athletes with the postponement of a number of sporting events was the threat of contract termination by the sponsors they had signed. The world football sports federation or FIFA has shown their concern for the dangers of Covid-19 [3]. FIFA, which is the parent world football federation, has collaborated with the World Health Organization (WHO) by launching the "Pass The Message to Kick Out Coronavirus" campaign which is campaigned by famous football players in 13 languages. The goal is to call on the world community to follow five key steps in an effort to stop the spread of Covid-19 [4]. In addition, this campaign also explains the ethics of coughing, not touching someone's face, maintaining physical distance, and staying at home if you feel unwell. Therefore, in the midst of conditions of uncertainty due to the Covid-19 pandemic, all parties who have contributed to the sports industry are united by supporting each other in discussions that are held virtually (online) [5]. Through this forum they can share ideas, problems, and challenges they face. Apart from that, they are also trying to find innovative solutions to bigger social problems.

The same thing seems to have happened in Indonesia, several professional competitions such as Liga 1 (football), Proliga (volleyball), and IBL (basketball) have experienced delays. Meanwhile for PON and Peparnas in 2020 which are planned to take place in Jayapura and then postponed until October 2021. Then, for the League 1 competition itself, PSSI and PT LIB (New Indonesian league) decided that Liga 1 did not roll out until 2021 and planned to start again in the month of mid-2021 with a changing format plan. This of course is burdensome for the club and also the players whose lives are very dependent on the continuation of the soccer league in Indonesia. Previously, League 1 was decided to continue on November 1, 2020, after experiencing two delays in March and the end of September 2020 but never started. So that in a situation like this, it is hoped that players in the sports sector can compromise for the common good by utilizing the available facilities [6]. Professional athletes continue to exercise fitness, sports facilities can be maintained to maintain facilities and preparations are made to face the new normal policy in the field of sports, namely with the hope that after all

returns to normal sports events can continue to be carried out well and the economic sector of the sports industry will resume rolling. Through this research, it can be analyzed the phenomenon of the impact of the Covid-19 Pandemic on the sports industry sector. In addition, the benefits of the results of this study are that they can become a source of policy reference and the development of sports science in Indonesia.

II. Material and Method

This study uses literature or library research methods which come from various sources of information, both printed and electronic data [7]. The approach applied is a descriptive analysis approach to literary data related to the problem under study. Sources of research data consist of primary data sources and secondary data sources [8]. Primary data sources are obtained from official government data, journal scientific articles, and other related sources. Meanwhile, secondary data sources are in the form of material, various information or news obtained through mass / electronic media or other sources that have the same content as this research. Then to give a comprehensive picture, the research uses qualitative methods related to the research problem, namely the ups and downs of the sports industry in the midst of the pandemic phenomenon in Indonesia. Qualitative methods are descriptive explanations accompanied by a research output approach. Data collection techniques, namely by collecting primary data sources in the form of journals or other literacy as secondary data sources; read all material related to the problem under study; as well as writing all reading results in the form of a research report. Data processing itself is a form of alignment and tidying through selection on the basis of reliability and validity [9]. After that, the data that has been obtained must go through the editing stage, namely re-examining the files containing the information records collected by data seekers [10]. After going through several stages, after the data is complete, coding data processing is carried out, namely the classification process based on predetermined criteria [11]. Furthermore, at the data analysis stage, the qualitative analysis method was used, namely the analysis carried out using words or sentence descriptions and not using numbers or statistical formulas. After that, the writer uses content analysis technique, which is to draw the data analysis steps in question, namely data collection, data classification, interpretation of data content with the content analysis method and drawing conclusions as a result of the research.

III. Results and Discussion

This study produces several findings related to the phenomenon of the impact of the Covid-19 Pandemic on the sports industry sector in Indonesia, in describing the results of the research the researcher begins by presenting a brief profile of each participant and the main themes that appear in the data analysis as follows:

First, there are various challenges and opportunities for realizing the Indonesian sports industry so that it can compete domestically and at the world level. Several aspects in the sports industry still require development, ranging from insight, knowledge, to the skills of industry players in the sports industry management spectrum [12]. At least, there are four important things to support the development of the sports industry in Indonesia, namely sports industry regulation, sports industry lines, the economic value of the sports industry, and sports industry development strategies. Even though it continues to be encouraged to develop with various policies, until now the national sports industry is still entangled with various problems and challenges both from industry players and public interest. In fact, the sports industry is expected to become a fourth generation industry, apart from the media, creative and digital industries, which have future prospects. The growth of the sports industry will give rise to a creative industry in the provision of sports facilities and infrastructure so that it will foster competitiveness in both local and international industries. The Strategic Plan of the Ministry of Youth and Sports of the Republic of Indonesia (Kemenpora RI) 2016-2019 maps, the sports industry is one of the potentials in the field of sports that continues to grow. In fact, the sports industry is also capable of driving other industries, such as hospitality, transportation, event organizers, and sports equipment. Various sporting events in Indonesia can bring in foreign and domestic tourists. In addition, various sporting events can also encourage infrastructure development and community empowerment. The development of the sports industry can also be seen from the types of products, ranging from sports facilities and infrastructure, services, to news about sports which are increasingly consumed by the public. The government tries to identify problems in the sports industry. There are two problems in the sports industry which are portrayed by the 2016-2019 Kemenpora Strategic Plan. The first problem is that there is no synergy between the sports, tourism and other industries to support sports achievements and the nation's economy. Another problem is the not yet integrated sports competition within the framework of an economically valuable industry, both the sporting event itself and its impact in various other sectors of life, such as tourism and the expansion of information on sports activities in the form of shows and entertainment.

Second, in the midst of uncertainty due to the Covid-19 pandemic, all parties involved in the sports industry are united by supporting each other in discussions that are held online [13]. Through this forum they can share ideas, problems, and challenges they face. Apart from that, they are also trying to find innovative

solutions to bigger social problems. The closure of access to public open spaces around the world due to the Covid-19 pandemic also has an impact on the sports industry sector which consists of various stakeholders, including ministries and local authorities, public and private educational institutions, sports organizations and athletes, non-governmental organizations (NGOs) and business community, teachers, scholars and coaches, parents, and students which incidentally are dominated by young people. As the world begins to recover from the Covid-19 pandemic, what needs to be paid attention is to ensure the safety of sporting events at all levels, especially for sports organizations. In the short term, this includes adapting events to ensure the safety of athletes, enthusiasts and vendors. Meanwhile, in the medium term, in facing the global recession, in addition to seeking anticipatory measures, participation in sports organizations is necessary. The Covid-19 pandemic has resulted in the closure of fitness centers, stadiums, swimming pools, dance studios, gyms, physiotherapy centers, parks and playgrounds. As a result, many people are unable to exercise individually or in groups. In fact, they experience obstacles for physical activities outside their home. Therefore, in this condition, the physical activity of the community is reduced while the time to play the device is too long, the sleep pattern is irregular, and the diet is poor. This is of course the risk of gaining weight and loss of physical fitness. Low-income families are also vulnerable to the negative effects of staying at home. This is because they tend to have inadequate housing and limited space which makes it difficult for them to do physical exercise. The Covid-19 pandemic has affected every line of the economy in Indonesia, including the sports industry. This condition is increasingly choking the world of sports, especially with the lockdown policy or in Indonesia it is known as Large-Scale Social Restrictions (PSBB) which makes people limit their activities outside the room. In fact, most of the sports are done outdoors. The impact of this pandemic is very significant in the sports industry. Moreover, sports in general are mostly done outdoors. Meanwhile, the current condition severely restricts a person from carrying out activities outside, in order to prevent transmission. For example, sports events experience a lot of delays. One of them is the 2020 Tokyo Olympics, the activities of the National Sports Week (PON) in Papua, and the National Paralympic Week (Peparnas) which has been postponed until 2021. This delay cannot even be sure that it will be held on time. developments in the handling of Covid-19 around the world.

Third, from the manufacturing side of the sports industry, most of them have experienced operational shutdowns [14]. Both caused by the PSBB policy and production reduction. However, it is not yet possible to predict how much loss and potential loss of income will be occurring in the sports industry due to this pandemic. The exact figure has not yet been conducted a survey. Of course, the losses that occur are not much different from other industries. Therefore, the stimulus provided in other fields also needs to be done in the sports industry. However, there are also sports industries that have not experienced the impact of Covid-19. Call it a sports equipment aimed at personal use at home. For example, a stationary bicycle is an option for bicycle sports lovers while at home. Not only that, he continued, many sporting events can now be done virtually and can be done in a room. Lately, even this virtual event is very popular with the public. The point is the sports industry is also experiencing a new normal adaptation in this pandemic. The sports industry has been affected by the Covid-19 pandemic, both for players and spectators of the industry. Digitalization can be a solution so that sports activities can keep going. The Covid-19 pandemic has caused many sports matches to be postponed, if they have to be held, they must also be without spectators. Digitalization is a solution so that people can still follow and watch sports matches online.

Fourth, from the viewers or sports connoisseurs, the public can watch various types of sports virtually through live streaming broadcasts. Domestic and European football leagues, the Tour de France, Wimbledon and the US Open can now be enjoyed from home. However, to be able to enjoy this, high speed internet is needed. Meanwhile, from the sports side, training no longer needs to be done centrally in one place. Digital technology has enabled athletes to be able to train independently with virtual coach guidance [15]. Apart from athletes, people who want to do sports activities can also do these activities independently at home using sports applications. Many applications are available online, such as gymnastics, gym, zumba, yoga, pilates, and high intensity interval training. Apart from various types of applications, there are also technologies that can support sports. Such as fitness trackers, smartwatches, tablets, and workout applications. These technologies have various functions, from calculating the distance and duration of exercise, to setting specific targets. As for the advantages of using digital technology in sports activities, such as: (1) Providing detailed information; (2) Search for references easily; (3) Providing helpful sports applications; (4) Make yourself motivated to exercise; and (5) Make oneself more attractive.

Fifth, in this context the lack of access to regular exercise can result in problems with the immune system and physical health, including exacerbating existing diseases and rooting in a lifestyle of minimal physical activity [16]. In addition, lack of time to exercise and physical activity can also have an impact on mental health so that people become stressed or experience anxiety due to isolation from normal social life. Exercising at home without any equipment with limited space is still possible. For those who spend too much time sitting there may be options to be more active during the day. For example stretching, doing household chores, climbing stairs or dancing to music. In addition, for those who have internet access, there is knowledge about how to be active during the pandemic which they can access through sharing social media platforms. So

that people in various parts of the world can maintain their physical fitness, the World Health Organization (WHO) recommends that they have 150 minutes of moderate activity and 75 minutes of physical activity each week. The benefits of regular exercise like this have been shown to help reduce anxiety due to crises and fear. But in the midst of a pandemic, another thing that needs to be paid attention to for people who will do sports is to pay attention to health protocols. Avoid exercising in crowded places, avoid exercising first if you feel less fit, and always use a mask.

V. Conclusion

1. Summary

Based on the results of research and discussion, the following conclusions can be given: (a) There are fundamental problems in the sports industry in Indonesia, namely the synergy between the sports industry and the supporting sectors, and the lack of integration between sports competitions and the economic sector; (b) Covid-19 has had a significant impact on the implementation of sports activities in Indonesia and around the world, and conditions like these have also affected the sports industry; (c) Digitalization is a solution so that people can continue to follow and watch sports events online; (d) Covid-19 encourages the development of digital technology that is very rapid, so that this allows athletes to be able to train independently with the guidance of a virtual coach; and (e) Lack of access to sports activities outside the home due to the Covid-19 pandemic needs to be addressed wisely, and if you do exercise outside the home, you need to really implement health protocols.

2. Recommendation

Suggestions as recommendations that can be given from the results of this study are: (a) To get around this situation, sports industry players and the general public can take advantage of online sports services through online-based applications; (b) We need a strategy and quick policies to revive the sports industry so that it can survive amid the Covid-19 pandemic and try to return to stability; and (c) The public should follow all the calls given by the government to break the Covid-19 chain

References

- [1] Abubakar, M. N., Musa, Abubakar, N. O., Ajeigbe, Y. I., & Adeola, M. F. (2020). Perceived Association of Sports Tourism with Economic Benefits under National Development Global Sports. *IOSR Journal of Sports and Physical Education*, 7(5): 27-31.
- [2] Irawan, A., & Alamsyah, H. (2021). The Covid-19's Economic Crisis and Its Solution: A Literature Review. *Etikonomi*, 20(1), 77-92.
- [3] Webb, T. (2021). The Future of Officiating: Analysing the Impact of COVID-19 on Referees in World Football. *Soccer & Society*, 22 (1): 12-18.
- [4] Mustamu, J., & Bakarbesy, A. D. (2020). Optimizing Health Protocol Enforcement during the Covid-19 Pandemic. *LAW REFORM*, 16(2): 243-263.
- [5] Grix, Jonathan., Brannagan, Paul Michael., Grimes, Holly., & Neville, Ross. (2021). The impact of Covid-19 on Sport. *International Journal of Sport Policy and Politics*, 13(1): 1-12.
- [6] Wildani, L., & Gazali, N., (2020). Sports Activities During The Covid-19: Literature Review. *Journal of Physical Education, Health and Sport*, 7(1), 19-24.
- [7] Sari, Mila., & Asmendri. (2020). Penelitian Kepustakaan (Library Research) dalam Penelitian Pendidikan IPA. *NATURAL SCIENCE: Jurnal Penelitian Bidang IPA dan Pendidikan IPA*, 6(1): 41-53.
- [8] Singestecia, R. (2018). Partisipasi Politik Masyarakat Tionghoa dalam Pemilihan Kepala Daerah di Slawi Kabupaten Tegal. *Unnes Political Science Journal*, 2(1), 63-72.
- [9] Hayati, Salma. & Lailatussaadah. (2016). Validitas dan Reliabilitas Instrumen Pengetahuan Pembelajaran Aktif, Kreatif dan Menyenangkan (PAKEM) Menggunakan Model Rasch. *Jurnal Ilmiah DIDAKTIKA*, 16(2): 169-179.
- [10] Sondak, Sandi Hesti. Taroreh, Rita N., & Uhing, Yantje. (2019). Faktor-Faktor Loyalitas Pegawai di Dinas Pendidikan Daerah Provinsi Sulawesi Utara. *Jurnal EMBA*, 7(1): 671-680.
- [11] Junaid, Ilham. (2016). Analisis Data Kualitatif dalam Penelitian Pariwisata. *Jurnal Kepariwisata*, 10(1): 59-74.
- [12] Saito, Rei. (2021). The Expansion of the Global Sport Related Market: Comparing the Sporting Brands and the SPA from 2015 to 2019. *Journal of Japan Society of Sports Industry*, 31(2): 127-140.
- [13] Parnell, D., Widdop, P., Bond, A., and Wilson, R. (2020). COVID-19, Networks and Sport. *Managing Sport and Leisure* , online first: 1-7.
- [14] Fajardo, P. E., Pomar, J. M. N., Moreno, F. C. & Tafalla, M. G. (2020). Effects of the COVID-19 Pandemic on Sports Entrepreneurship. *Sustainability*, 12(20): 1-12.
- [15] Coffidavid, Akouete., Amadou, Ouattara, Judith, A. A. F., Goudalompousoaibou, Pierre, Dansou H., & Nadine, Haschar-Noe. (2020). From Evaluation to the Construction of A Sporting Policy For The Benefit Of Local Development: The Case Of The Commune Of Bobo Dioulasso (Burkina Faso). *IOSR Journal of Sports and Physical Education*, 7(5): 32-41.
- [16] Olusoga, Olumide., Ezomoh, & Okundare, Ayo. (2020). Appraisal of Sports Culture and Adolescents Inherent Health Values of Participation. *IOSR Journal of Sports and Physical Education*, 7(3): 1-6.

Kurdi, et. al. "Phenomenological Study of the Rise and Fall of the Sports Industry in the Middle of the Covid-19 Pandemic in Indonesia." *IOSR Journal of Sports and Physical Education (IOSR-JSPE)*, 8(3) (2021): 11-14.