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Development Of Sports Industry In The Era Of Globalization

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Abstract

This paper to find out how to develop the sports industry in the era of globalization. Development of sports industry is one of the issues relevant to the current. With the development sports industry is expected to overcome the problem of unemployment, employment opportunities and as business for young entrepreneurs. To spur the development of effective sports industry, it needs to be done in a systemic, systematic, comprehensive, and sustainable. In this era of globalization requires all parties, including the sports industry in Indonesia to develop national sports industry to compete with other countries. The Government through Ministry of Youth and Sports should be able to make new breakthroughs in terms of the sports Industry and for the progress of the sports industry. Therefore, every stakeholder in the sports industry should be able to plan the process of developing the sports industry in quality, and continually assess and evaluate products that have been generated resulting in the progress of the sports industry.

Keywords: Development, Sports Industry, and Globalization

INTRODUCTION

Development of the sports industry is one of the topics that are relevant to the current situation. Especially in the field of sports and athletic business achievements, we the era of free trade in the region of South-East Asia, ASEAN free trade area (AFTA) in 2003 and the Asia-Pacific region in 2020 resulting from the agreement of member countries OF APEC (Asia-Pacific economic cooperation). To do this, every country in the Asia-Pacific region, including Indonesia, should be able to compete in various fields. The essence of competitiveness is that each country should be able to produce products (goods and services) of high quality, low cost, quick and efficient delivery and service process.

The era of globalization makes the strategic industry grows. Globalization requires industrialized country had a role as a vital source of technological innovation. This is what it must be recognized that globalization itself came about as a result of progress and innovation in the field of technology. Industry, classified as strategic, if properly managed, will provide a valuable contribution to the sustainability of the economy and, in turn, will support the economy in the era of globalization.

At the time, sport has become one of modern life in the era of globalization. With the development of sport in contemporary life in urban communities, is expected to contribute to the support of industry development sports services. And able to overcome the problems associated with activities and coaching sports in the country.

In the Era of Globalization, has penetrated the world of sports industry has even become a global industry. Sports industry is considered to stimulate economic growth as a supplier of foreign exchange. With the development of sports industry is directed to accelerate the reduction of unemployment, able to create jobs for students who have graduated from university in accordance with the development of container in the field of sports that can shape the personality, discipline, and sportsmanship, and good business for young entrepreneurs to rural and urban areas.
Sports industry is a business activity in sport in the form of products or services (Act No.3 of 2005, Chapter I General Provisions Article 1, point 18). The development of the sports industry can be implemented in cooperation with governments, local governments, sports organizations, and outside the country. Real forms of sports industry sales to sporting events, for example, a product of professional activities of national and international championships; local weekend sports, State, national and international sports festival, promotions, exhibitions, information services and consultation exercises.

In the sports industry, Indonesia has the potential of natural resources including, HR (human resources), the network of manufacturers, distributors and users of growth potential and economic growth rate is quite good. The sports industry is expected to contribute to the economy of the country. Indonesian Sports Industry Development related to the Sports Education, Sports Recreation and Sports Performance will be entering a new era with increased Asian sports market industry.

Further development of the sports industry is characterized by the ability of research and technology in sports. Research and technology will grow and the sports industry, as well as perform many experiments on sports equipment. This is a good industrial entities in this country learn from the success of China's exports of sports equipment to the U.S. and Europe.

To stimulate the development of the sports industry, which operates efficiently, it must be made in the system, a systematic, comprehensive and sustainable. One of the strategies of development of the national sport is through improvement of the quality of human resources of Indonesia on the use of science and innovative technologies in achieving the goals of the Millennium development goals and national development of characters, particularly in the cultivation of sports. It is necessary that there is a very serious concern in the development of youth, particularly associated with the development of the sports industry handling capabilities. Progress needs to be done to improve human resources, namely, providing additional informative insight, knowledge and skills about services of sport that has undergone rapid development in the time industry.

The background described above, the study discusses in this work is the way to develop the industry of sports in the era of globalization. Writing this document, as well as the provision of information, ideas, ideas in the form of contributions to the parties concerned in relation to the national sports industry.

Globalization: Challenges and Opportunities
Globalization has become a very popular word these days because much talked about and discussed by various circles. In the writings of Prof. Tajuddin Noer Effendi, stated that the concept of globalization is the concept of integration of the world, accompanied by expanding markets (goods and money). The goal is, that with the integration of world economy could trigger economic growth so as to reduce inequality and poverty. Confidence is the effect of belief which states that the integration of the world can generate the multiplier effect and is expected to stimulate the expansion of employment opportunities and increasing real wages so that poverty is reduced.

Basically the concept is not bad and might be implemented and proven, but certainly not in developing countries, more can be applied to countries that have developed or industrial countries say modern. Because of course, that advance the state has the opportunity to control the opportunities and the chance because they have capital.
Many people who argue that globalization is a new thing that comes as a result of the modernization, industrialization, and capitalism. In fact, quite a few who say that globalization is the fruit of worldwide strength among countries of mutual dependence and macroeconomic system sustainability and "fell". Adequate explanation in the writings of Professor Tadjudin Noer Effendi is true that globalization is a new terminology, but its existence has been there a long time. In the 19th century, there would be a normal phenomenon of globalization, which is expressed as imaginary old-style social-democracy. (Giddens, 2000: 32-33).

The phenomenon of globalization which took place recently has also recently attracted the attention of a number of experts in international management. For example, in the preface to an article published by The Academy of Management Review, Tung and Glinow (1991), gives the following illustration: "The word has begun to resemble a global village. The peoples of different nations are interconnected more closely than they have ever been. Technology has been a leading force bringing about this enhanced integration around the globe. Information and communication technology have increased our knowledge of the people of other nations, they have made it possible to interact with and influence each other more than ever before in the history of humankind". But now it seems the world has become a global village, where people from different countries can treat each other better than the previous.

Further, Tung et al write: "Economic has been the other major force in the globalization phenomenon. In particular large multinational organizations have been able, using technology, to increase their economic efficiencies by beaming about and then obtaining inputs of material, human power, and capital from more cost effective sources around the globe. Further, these new information and communication technologies have enabled multinational organizations to market their outputs internationally, thus expanding the domain in which these organizations take action and thereby enhancing their economic efficiency through scale".

In addition, the technology, the economy has become an important force in the global phenomenon, it is. Large multinational companies, in particular, with the technology to improve economic efficiency by learning and material costs of human resources (HR) and capital from the best in the world. In addition, new information and communication technology allows organizations to sell their products at the international level, extending from the field to take action and improve their economic performance. Thus, globalization of the economy is basically a technique that has made human life become so open. Consequently, this led to an increasingly sharp competition between countries and organizations in seizing market and business performance and product quality is excellent. All this, then, in turn, enterprise organizations participating in the competition that require quality human resources are high and competitive.

Closely linked to the globalization phenomenon described above, the era of free trade. Free-trade era was marked by the absence of tariff barriers, ease of movement of goods, services and capital between countries, as well as the high labor mobility. All of this the last mentioned case, when examined critically, in fact, as well as an opportunity we must seize. Because it contains the potential for a wider market and more varied. The impact of this situation more than one day, apart from economic issues and business, of course, must be expected; among other things: the emergence of new problems in the field of social culture, and perhaps also in the field of defense and security. So, if so, then it is clear that this would be a serious challenge for us in front full competition
ahead. Globalization is thus essentially involves two things at once: challenges and opportunities. Thus, it became clear to us that the process of globalization that affects a lot of levers and dimensions, and therefore creates a challenge that we face it wisely and intelligently.

**Sports Industry**

Sports industry is the business of sports activities in the form of goods and / or services. Sports industry can be shaped, facilities and infrastructure that are produced, traded and / or leased to the public. More clearly, if the sports industry can take the form of sports sales service as the primary product is professionally packaged.

Harsuki in his paper titled "The Role of Sport Management towards Sports Industry"; the sports industry is divided into three parts, namely sports performance, sports production, and promotion of sports. Covered in sports performance, namely in the form of products sports performance, including: players, referees, massage, and the three course based professional.

Susanty and Daniel Seng (2006) explain that the business practice of sport involves two categories: 1) equipment or products, 2) services. Equipment or products may be sporting facilities, accessories and sports equipment. Services consist of consultation and amusement or entertainment. Consulting services and entertainment are two factors that can be used in the business of sports. In Japan, service and sporting activities can be used as a vehicle to popularize the name of the state superior products, including Los Angeles in 1984, the World Athletics Championship 1991, winter - the Olympic Games in Nagano 1998 and the 2002 World Cup (Sc Guon Park 2006).

Yang Yue (2006) described the sports industry in China started reforms and opening the doors of the world in 1978, a more specific candidate or candidate after the Olympics in 2002. China’s sports industry is divided into two areas: 1) sports service industry, and 2) sports good industry. Since the 2000-2005 sports industry in China has produced 11,908 billion dollars, and the target in 2010 30 billion dollars, will increase to 1% of GDP. More serious economic and rotating sphere sport industry in the United States reached 154 billion a year (Schneider, 2005, in Pederson, 2006). In America, sports are consistently ranked top 10 (top ten) in the industry as a whole.

Indonesia, from the point of population, it is possible to develop the sports industry. Indonesia, from the point of population, it is possible to develop the sports industry. In fact, the sport of badminton and soccer lovers, many parents who send their children to school football and Badminton. Millions of children in Indonesia using football boots, buy a racquet, wearing sports clothes, accessories buy pride of local clubs, and watch the game. This condition can be used as a reference that sports development in Indonesia is very promising in the future, if it is packed with good leadership, even without going to earn additional income.

Orientation of sports which are directly or indirectly, the economy has become increasingly harsh. Direct economic orientation shown in the "marriage" between sports with the economy. Sports are contributing to economic growth. Even in the last two decades, the economy grew at an escalation of sports anymore. The contribution of sport to economic growth is seen in the development of the sports industry. In developed countries already industrialized mass sports. Changes in the structure of the subsequent landing values strict professionalism. The higher the value of the contract, the most serious is the burden of the professionalism of the athletes.
Effect of exercise on the economy may also be indirect. Sport has reduced the burden of public expenditure on health aspects. The degree of physical fitness and good health will reduce the costs of health, and even increase productivity. In the context of national development, the development of sport is expected to provide leverage (leverage) to achieve the objective of community development. Although indirectly exercise lever for achieving accelerated program for improving public welfare support to the Central Government in 2010 is considered significant.

The achievement of the vision and mission of the central Government needs the support of all parties. With these parties, the degree of health personnel and community goodwill indirectly affect the performance and quality targets. However, improved quality and performance of Indonesian human resources development, strong national economic structure, and stabilization of the local government requires support staff that is healthy. Similarly, increased implementation of sustainable development and improvement of the quality of social life, on the basis of religion, and national culture requires the support of a healthy society be physically and mentally.

Sponsorship relationship is one of the most important things in any event or activity to be held. Social groups who permanently has been developed for the purpose of athletic competition. That is usually found in real social organization developed by social agencies to support the team sport. Sponsor Agency has these characteristics are directly or indirectly. The group sponsors a variety of live including the game of Baseball League team sponsorship. Sponsoring organization doesn't directly sport goods, reinforcement and sports magazines.

Then, too, through the use of the Asian Games, to add points to the sports industry, especially from three solutions:

1. The value of the communication. So that enterprises involved in Asian, involving the deployment of value generated by the extension of the spread games can actually achieve the desired effect, the company must take into account.

2. The Spiritual values. Enterprise resources can be a "sport" in Asia than before determining if the spirit of this movement is associated with the cognitive psychology of consumers to the brand in the minds of consumers to promote recognition of the value proposition. Simply make an exact and interrelated result, the value of global interaction can form, giving rise to global synergy

3. The consumption values. The purpose of sports marketing is the most direct sales of the product, but where there is a problem aligning resources, resources that correspond to the maximum is correct.

Aspects Of The Sports Industry Development

Government Policy

The policy is aimed at activities conducted by a person or group of actors in dealing with problems or issues of concern (Anderson, 1979; in Rustle Lutan, 2005). The concept of policies that are disclosed Jones B, et al. (1994); there are three main stages in the policy, i.e. the initiation, development and implementation. Christopher Hogwood and Gunn (1984) discusses policies in some more steps more, among others: 1) discussed Research or emerging issues 2) decided to clarify item 3) identifying issues 4) predicts 5) goals or objectives and priorities, 6) examined the options 7) implementation of the policy, control and manage, assess and review) 8, and 9) to implement policies that consistently or termination.
Sports policies applied in Indonesia, with a focus on sports development by including three components between government, markets, and society. The three components are interrelated and interact, especially in the planning and implementation. For example, the sport of measures taken by the Government is required and is still dominant for the smooth process in the field, such as subsidizing sports financing. Public and private parties as executors in the field will hide behind the government's policy decisions, so that in practice parties, public or private sector can work with a calm and safe. Market third-party, is obliged to promote or popularize sports in society, not only for sports sector as a non-profit sector, but also gain and can be sold to the public.

Government

Market

Society/Private

Society Management Between Government, Market, And Private

(Source: Klaus Heinemann, 2003)

Act No. 3 at the national sports System (NCS), published in 2005, several interrelated subsystems and sustainable, in particular, the perpetrator of sport, sport organizations, sports, finance, infrastructure, and sports facilities, public participation, support of sports, including science, technology, information and sports industry. All subsystems of much needed support to institutions, policies, management of the quality of human resources development, as Director of development and sports facilities, as well as financing.

In terms of this policy the government can do by way of formulating policies and strategies for industrial development of sport-culture-tourism through joint policy forum in the decision making level, the Central and Local Government to begin to prepare profiles and related statistical data, i) potential for cultural and sporting events as tourism products; ii) economic and social impact of the implementation of activities to national and regional development, development of partnerships between government, private and community organizing activities to increase competitiveness through improved efficiency, effectiveness and quality-cultural synergy supporting factor sport tourism industry; examine the experience of other countries in the development of cultural industries, sport-tourism for the later developed and applied in Indonesia, as well as compile a database with the relevant event parties.

Human Resource Development

Human resource issues are still the subject of heated discussion in various circles and various occasions. Words to some, human resources (HR) increase. However, if observed correctly, the actual awareness of the importance of human resources has been
going on long enough. In developing the sports industry, HR is one of the aspects that need attention. Given the human resources are key elements of each organization. The human resources that create innovation and then make a lot of industry became widely known. For Indonesia, it is certainly more persuasive because HR issues are very important. There is no doubt about it. Even in the era of globalization and the information. According to John Naisbitt: "In an information society, human resource is at the cutting edge. And it means that human resource professionals are becoming much, much more important in their organization".

Naisbitt above statement clearly shows how big and important role of human resources in this future and, often called information society. So, it's probably not wrong when large companies like Union Carbide set up a slogan that reads, "Assets The things possible, people make Things Happen". Because really, people who make the nation the value of goods and services, and the results are worth is what determines the level of prosperity and standard of living.

Our present world, said a few, have become increasingly narrow. Interaction and relations between the nations of the world has happened so close and easy, and occur in various arenas, both in political, economic, and social and cultural. This is all made possible by the development of more advanced technology and information, media communications and transport equipment. Especially in the field of economics and business, this situation led to growing competition between countries and companies in seizing the market. As a logical consequence, the race to produce the performance and quality products and excellent service becomes necessary, which in turn also by the high quality and competitive human resources.

In addition, there are specific things that need to be considered in implementing a quality industrial development. Quality is considered influential in an industry, can be seen the following factors:

1. Corporate image
   Quality products from the industry will affect the reputation of the industry. The image is not limited to only promote, but you need to change the perception of the client.

2. Profit
   Good quality product that customers would like, so the demand increases, which in turn leads to increased profitability and market share.

3. Productivity
   Productivity and quality are closely linked. Product quality is expected to affect performance during the production process. Thus, the quality of repairs and maintenance can have positive effects for productivity.

4. Liability
   Companies whose products fail or cause problems should dare to be responsible for damages or accidents that occurred over the use of this product.

The Existence Of New Innovation

The development of an industry, must be innovative innovations that could become a trend that could continue to promote the industry. For that there are three factors that are key to innovation is quickly accepted, namely:

1. Brilliant strategy of course without ignoring the implementation of appropriate strategies
2. Strong financial resources. In order to maintain the viability of its inception, the company cannot rely on the sale. Strong financial resources needed to accelerate brand awareness through promotional products and expand distribution. Being the sale has not been too can be expected because this product is not known by the public.

3. Time. When the time is right, your product is quickly accepted by the public is if it does not really have to wait time.

**Problems of Development of Sports Industry**

In developing the sports industry is still having problems, even though the government through the Law of the Republic of Indonesia No. 3 of 2005 on the national sports system article 79 of Chapter XVI of the sports industry. However, this policy appears to have significant benefits for the development of the national sports industry. Unfortunately the sports industry in this country just to get a patent for the production of sports equipment. This shows the extent to which research and development in sport, both at universities and at private research institutions and government property. As for the problem is:

**Regional and Global Issues**, such as:

- The appearance of new competing countries such as China, Viet Nam Thailand, which have a significant impact on competition in domestic markets and export industry.
- Internal market products imported with low domestic price-distorting market flood

**Industry Issue**

- There are weak linkages and mutual cooperation between undertakings in accordance with the chain of values and competencies that affect global competitiveness.
- Limited capacity of human resource in the development of production technology and design, slowly, to anticipate market needs.
- The limited capacity of small and medium enterprise (SME), due, among other things:
  - Production equipment owned by a very simple yet
  - Professionalism managed and partly regarded as a sideline business
  - Entrepreneurial spirit remains weak
  - Ability of limited human resources
  - Capacity to market and promote network management is weak
  - Lack of access to financing sources
- Lack of awareness of the importance of standardization, product quality and environmental management in accordance with the requirement of export destinations, which often prevents the possibility of increasing export marketing.
- Lack of ability to master the market networks, particularly for export, so dependent on the principal/owner of brands are very high.
- Weak R & D so slowly, to develop products and technologies.
- Limited ability to establish and promote your brand through participation in international exhibitions at home and abroad.
National Issue

- Low economic growth and high unemployment which affects the purchasing power of people.
- Lack of industrial infrastructure resulting in high costs for the company.
- The issue of safety and labor strikes that affect buyer confidence for on-time delivery of goods.
- Lack of confidence in financial institutions to extend credit, and therefore contributes to the capital and financial capability, as well as the opportunity to develop their business.
- Consumer behavior is still imported and brand minded and declining purchasing power that causes changes in consumer behavior that tends to choose the cheap prices.

CONCLUSION

Globalization is a new thing that comes as a result of the modernization, industrialization, and capitalism. The process of globalization that carries a wide impact and many dimensions in terms of the sports industry. In this case, the sports industry is considered to stimulate economic growth as a provider of foreign exchange. With the development of the sports industry aims to accelerate the reduction of unemployment, capable of creating jobs for students who have graduated from College in accordance with the development of containers in the field of sports that can give shape to the personality, discipline and sporting spirit and good business for young entrepreneurs in the rural and urban areas.

Community in the development of the sports industry to cooperate with the Central Government, local authorities and private, as provided for in the law on the national system of sport. In developing sports industry, there are several aspects that affect the development of the sports industry, namely, public policy, image/brand, Agency for investment promotion, the development of human resources and create new innovations to the advancement of the sports industry. Then, on the problems encountered in the development of the sports industry, it should be our concern with the Government, society and individuals, for national sports industry that can compete with other countries.

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