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Petanque’s Equipment as One of Business Opportunities in the Sports Industry in Indonesia

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Abstract
This article aims to review about petanque’s equipment as one of business opportunities in the sports industry in Indonesia. Global action sports industry are moving and occur anywhere, anytime and by anyone who is willing to experiment and interested in it. That’s why it’s important to develop the sports industry in Indonesia. So Indonesia can be a produsen of sports industry for Indonesia itself and can support the sports achievement in Indonesia. One of the business opportunities in the sports industry in Indonesia is Petanque’s equipment. Petanque’s equipment can be develop as business in the sports industry in Indonesia because Petanque’s is a new sport in Indonesia and to get the Petanque’s equipment we should import it from other country. To develop the Petanque’s equipment as one of business in the sport industry in Indonesia we need to use SWOT analysis, a good partnership between private institution, government and the media through an agreement, and also regulation that simplified and support all forms of sports industry development.

Keyword: Petanque’s equipment, Sport Industry

INTRODUCTION
Like we know that sports also influencing our daily lives, playing a key role in our socialization and entertainment. Sport is an activity that is essential for physical and mental development of society. Sport is not just physical fitness activities to obtain, but is also expected to provide improvements in terms of mental and economic community. Integrated between sport activities, economic and commercial is a positive to support the development of modern sports life. Sports activity is required for today’s modern society with a remarkable degree of mobility to perform their respective activities and requires extra effort and high concentration.

One of the effects of globalization in sports is increasingly more modern sport that came from other countries such as Petanque that come from France. So, finally we expect that sports can become an industry, if can be manage with professional management. We also believe that sport can be a good tool to develop nation and character. For example, the achievement that athletes get, can give a snowball effect to all aspect of life, including economic sectors. So, it can say that with achieving and good performing in sports can become a commodity for economic sector.

Sports are a big business and know it become an industry that called a sports industry. Now, sport industry had become a significant industry in all of countries in the world, include Indonesia. Sport industry became an industry that give a future looks bright with a good synergy for all aspect that include in sport industry and should be managed professionally. We can say that sport will be chain synergy and also attractive for community, because sports have high price and can
attract sponsorship and finally they becoming the future as a big industry that can competitive with other commodity. Sports industry which is become the seed is sports equipment industry with a global brand that is able to penetrate the world market. Some categories that being the focus of the development of sports industry, are: first, the development of creative products and a variety of sports clothing and sports equipment of creative products and a variety of sports clothing and sports equipment for educational sport, recreational sports and achievement sport, which has a national and international standards.

Sports industry has become a significant industry in many countries, including in Indonesia. Sports industry may be in the making of a good sport, sports events and sports industry service industry that includes scouting, sports clubs, sports tourism, education, sports, sports media, sports physiotherapy and fitness center (Pitts et al. 1994). So the development of the sports industry needs to be well planned by the government, society and sports stakeholders in Indonesia including all Institutions Sports Education Teacher. The growth of the sports industry will reduce the problems of sports in our country.

One of sport that has a big opportunity can develop and growth in sport industry in Indonesia is Petanque. History of petanque in Indonesia officially marked at SEA Games XXVI in Palembang on November 11, 2011. At that time, Indonesia sends one team of athlete petanque consisting of 8 people. Name the States Parties grand event were Laos, Cambodia, Thailand, Vietnam, Malaysia, Singapore, Philipina, Brunei Darussalam. Although relatively new sport in Indonesia, including petanque actually a well known sport. Petanque is a form of boules game whose goal threw the iron ball as close as possible to the wooden ball called Cochonnet, and feet should be in a small circle. Ball petanque is not currently manufactured in Indonesia, so as to obtain it must import from Thailand. Therefore expected the ball petanque can be made in Indonesia so the sport petanque can grow faster.

Above all, what is the bottom line now is whether and how to develop the potential of the sports industry and the opportunities of the free market in an era of globalization? Partially, there are the sports industries in Indonesia, but the help of the various parties are still required to maximize results. Therefore, in this discussion the authors suggest that petanque became a new big opportunities in sport industry in Indonesia.

THEORETICAL REVIEW
First we should know what the definition of sports industry is. The term of sport industry is two words of sports and industry that put together. An “industry,” as defined by Porter (1985), is “a market in which similar or closely related products is sold to buyers” (p. 233). Some industries may contain only one product. It is more typical that an industry comprises a variety of product items sold to many existing or potential consumers who vary demographically and psychographic ally, and who may change in need, want, desire, or demand (Porter). So, we can say that industry is an activity for manufacture or produce goods that have a higher value than raw materials.
Sport is defined in many different ways depending on the context in which it is used. In many fields such as sport sociology, physical education, and recreation, sport is used to denote sporting activities such as basketball, hiking, snowboarding, and boating. Sport sociology is the study of people and sport and society. Physical education involves teaching sports to people. The Council of Europe (2011, p.1) defines sport as “all forms of physical activity which, through casual (informal) or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”. The term sport, as used in contemporary sport management and in relation to the sport business industry, is a broad concept term used to denote all people, activities, businesses, and organizations involved in producing, facilitating, promoting, or organizing any activity, experience, or business enterprise focused on fitness, recreation, sports, sports tourism, or leisure (Parks et al, 1998; Pitts, Fielding, and Miller, 1994).

We may now put the two words together and define the term sport industry. The research of Pitts et al. (1994), a study by The Sporting News and Wharton Econometric Forecasting Association Group (Comte and Stogel, 1990), the books of Parks, et al (1998), and a study by Meek (1997) provides descriptions of the many different products and businesses that comprise the sport industry. The products and businesses focus on sports, fitness, recreation, or leisure products. There are many different groups of consumers for these products, and they can be largely categorized as either end consumers or business consumers. Based on this research and the definitions of sport and industry presented earlier, the definition of sport industry follows: The sport industry is the market in which the products offered to its buyers are sport, fitness, recreation, or leisure related and may be activities, goods, services, people, places, or ideas.

Sport industry according to Undang-Undang RI No. 3 2005 is: business act in sport areas in goods or service form. Sport industry can be formed as facility and infrastructure that be produce, sell and or rent for society. Which means of that people who doing goods industry and or sport service must be pay attention to sport actor’s welfare and sport progress. In Undang-Undang RI No 3 2005 also says: guidance and sport industry development held by partnership that advantage as mutual so that can form sport act that be autonomous and professional. Certainly region government in developing sport industry give easy way in formed guidance units and sport developing.

In the Law of The Republic of Indonesia on National Sports System No. 3 2005 article 4, say that sports industry is the field of sports business activity in the form of goods and / or services. Sports industry can take the form of infrastructure and facilities which produced, bought and sold, and / or leased to the public. And in article 36 about coaching and development of sports industry says that: carried out through mutually beneficial partnerships in order to materialize the activities of an independent and professionals sport.

The sporting goods industry is an example of an industry comprising many different but related products. It comprises all products sold as goods, equipment and apparel for use in sports, recreation, and fitness activities. This industry can be subdivided into several segments using different ways to define those
segments. There are three model of industry segments that conceptualizing the sport industry, are:

1. **Product Type Model.**
   Pitts et al. (1994) developed a segmentation model of the sport industry based on the types of products sold or promoted by the businesses or organization within them. The industry segmentation approach is especially useful to sport marketers, who are typically responsible for formulating competitive strategies. Sport marketers can use their understanding of the sport product segments as they make decisions such as choosing the segments in which they wish to position their products.

Pitts et al. (1994) proposed three product segments of the sport industry, there are:

   a. Sport Performance segment. Sport performance as offered to the consumer as participation to spectatorial product. This includes such varied products as school-sponsored athletics, fitness clubs, sport camps, professional sport, and municipal parks sport programs.

   b. Sport Production segment. Those products needed or desired to produce or to influence the quality of sport performance. Examples of this segment are basketballs, fencing foils, jogging shoes, sports medicine clinics, swimming pools, and college athletic conferences.

   c. Sport Promotion segment. Those products offered as tools to promote the sport product. These are includes products such as T-shirt, giveaways, print and broadcast media, and celebrity endorsement.

2. **Economic Impact Model**

   Meek (1997, p.6) took another approach to describing the sport industry. First, Meek proposed that the industry can be defined by describing three primary sectors:

   a. Sport entertainment and recreation such as events, teams, and individual participants; sports and related recreational activities;

   b. Sport products and services such as design, testing, manufacturing, and distribution of equipment, clothing and instruments;

   c. Sport support organizations such as leagues, law firms, and marketing organizations

3. **Sport Activity Model**

   Li, Hofacre, and Mahony (2001, p.6) proposed a model of the sport industry based on the single characteristic that differentiates sport industries from all other industries: sport activities (i.e., games and events). These authors defined the sport industry as:

   a. The firms and organizations that produce sport activities

   b. The firms and organizations that provide products and services to support the production of sport activities, and

   c. The firms and organizations that sell and trade products related to sport activities.

According to the Law of the Republic of Indonesia No. 3 Year 2005 on National Sports System 2005 article 4, that the sports industry is the field of sports business activity in the form of goods and/or services. Sports industry can take the
The picture below:

The framework of competitiveness of sport industries. The framework includes four factors: (1) market demand, (2) competition, (3) technology, and (4) government policy. The four factors are depicted in the formula: SWOT = Strengths, Weaknesses, Opportunities, and Threats. In this example, we will analyze the sports industry of Indonesia using the SWOT framework.

- **Strengths**
  - Indonesia has a rich history of sports, particularly soccer, basketball, and running.
  - Indonesian people have a strong passion for sports.
  - The government supports the development of sports infrastructure.

- **Weaknesses**
  - Limited financial resources for sports development.
  - Limited access to advanced technology.
  - Lack of qualified coaches and sports management.

- **Opportunities**
  - Growing market for sports-related products and services.
  - Increasing interest in international sports events.
  - Opportunities for sports tourism.

- **Threats**
  - Competition from other Asian countries.
  - Economic downturns affecting sports funding.

In conclusion, Indonesia has a competitive advantage in sports due to its rich history and strong passion for sports. However, there are also significant challenges to overcome, such as limited financial resources and access to advanced technology. To capitalize on these opportunities, it is crucial to invest in sports infrastructure, improve coaching and management, and foster a culture of sports among the population.
The framework of Complementarities Sport Industrial Partnership

![Diagram](image-url)
Sports in our country need to think about industrial policy encourage developed the sports industry through public, private and media, promote and attract to send our sport ideas and plans. In Indonesia, there is a developed sports industry, which is the best in the world. The law applied in Indonesia is the basis for the development of the sports industry. The government, although not very strong, has the support of the sport industry, which can make the economy of Indonesia. So, what should we do to encourage the development of the sports industry? However, encourage the sport industry is to improve our economy. As a consequence, the modern creed in the sport is so important. We have to support and encourage the development of the sports industry. The government should provide the best support. We can get from the government, both financial support and support from many other areas like media and support from the government support. This is the framework work for the sports industry. Without the support of the media, the sport industry is not possible. Therefore, we need to encourage the development of the sports industry.
Meek, A., *an Estimate of the Size and Supported Economic Activity of the Sports Industry in the United States*. *Sport Marketing Quarterly*
