

Need Analysis of Developing Digital-Based Promotional Media Designs for the Dissemination of Indonesian Marathon Athlete Profiles

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Abstract-Many people are not too familiar with the profile of a marathon athlete who has succeeded in the championship inside and outside the country. The purpose of this research is to know the achievements that the Indonesian marathon runners have achieved. The type of research used is a type of qualitative research with the number of research objects as many as 3 marathon athletes from various regions in Indonesia. The method of data collection in this study used interviews, observation, and documentation. The findings of the research in the profile research of Indonesian marathon, can be known profile of marathon athletes in Indonesia is not so popular when compared with marathon athlete abroad. In addition, it is necessary to develop marathon athletes digital-based promotional media as early as possible this aims so that the generation of Indonesian marathon athletes will continue to evolve over time.

Keywords: Profile, Marathon Athlete, Athletics

I. INTRODUCTION

Sports are all systematic activities to encourage, nurture, and develop physical, spiritual, and social potential. Sport is also a lot of activities done by the Community, and its existence is no longer considered the eye but has become part of the needs of many people, ranging from parents, teenagers, and children. Exercise becomes one of the means of obtaining good physical and spiritual fitness and can indirectly improve the health level of the wider community.

Sport is a medium of struggle and Unite the nation. Sports can show the world the existence of Indonesia as a nation. In sports can build a nation's character, because a healthy nation is a strong and productive nation. If a nation is desperate to fight for a trophy or medal in a sports championship, then one of the objectives of course is for the achievement and self-esteem of the Nation (Rasyono. 2018).

Competitive sports are able to instill the motivating values of the achievement of students into an achiever, which later becomes the next generation and is expected to be able to face the problems of the nation that increasingly complex in Future. An athlete in achieving achievement takes a strong motivation to achieve the goal, the same thing also happens to students in achieving ideals especially learning ability.

Motivation plays an important role in performance sports. An athlete must be able to maintain his motivation to remain in high levels both in the training process and during the game. Every time the athlete's motivation can change, so it takes an effort to keep motivation awake at an optimal level. Following a regular, tier competition is one of the defining effective objectives. With many competitions, a trainer will make it easier to determine the priorities of the competition. There are times when the competition is used as a warming event to expand the physical condition, or mentally compete with athletes. Thus the athlete will continue to be motivated from every competition he is involved in.

The athletics of a marathon running number is one of the numbers favored by the wider community. This proved to be a marathon running competition, ranging from local, regional, national and international levels. Many people who participated in this marathon event illustrate that this number is enthused by the multitude. Marathon run is not only played at the official championships held by KONI or local governments such as PORWIL and PON, but the marathon running competition is also often used by BII Maybank Bali Marathon, Bank Mandiri Jakarta Marathon, Bareleng Marathon, Bromo Marathon.

The number of marathon events held in Indonesia will certainly be many athletes who are born from the athletic number of this one. But unfortunately the athlete's profile is often not too publicized. So many people are not very familiar with the profile of a marathon athlete who has been successful in the championships in and outside the country. Unlike football athletes who are always published, until everyone is familiar with the profiles of football players from any circles. Unlike the marathon athletes, athletes have defended the Indonesian region and the nation but still a few people who know the marathon runners.

Public mindset on sports as a profession is still low this proved to be a lot of public assumption that sports are just a hobby without thinking the presence of professional sportsmen who can be said to earn income in the form of The material of each championship event followed. Profile means the view from the side, the biographical sketch and the cross section that looked Poerwadarminta (2001). Athletes have to practice every day both morning and afternoon to improve their performance in the Championship event. In addition, athletes should also keep the body primed by paying attention to the intake of nutrients that enter the body.

The popularity of marathon athletes would have had an impact on his upcoming career. By publishing the achievement of public marathon athletes will make motivation for the generation of youth athletes to continue to achieve both nationally and internationally. Based on the problems that have been raised above, researchers are interested in conducting research related to the profile of this marathon running athlete. It is hoped that this public study could better recognize the profile of a marathon runner.

II. METHOD

The type of research used in this research is qualitative research. Research on the profile of Indonesian marathon runners on January 2018 to April 2019. This research was conducted in the city of Yogyakarta, Jakarta and Padang city. The informant or objects in the study are selected based on specific reasons, *In order to gather information that creates a greater understanding of how student experience having a sport psychology consultant, data was collected from individuals who directly experienced the phenomena of interest* (Patton, 2002). The objects used are taken in the need of 3 athletes of Indonesian national marathon originating from West Java, West Sumatera and East Nusa Tenggara. The techniques and data collection tools use observation methods, interviews, and documentation. The Data that has been obtained will be analyzed qualitatively and described in a descriptive form (Patton, 2001). The data analysis technique used in this study is to use the steps as suggested by Burhan Chamin (2003), as follows:

- A. Data Collection
- B. Data Reduction
- C. Display Data
- D. Conclusion Drawing and Verification
- E. Triangulasi

III. RESULT

The results are a summary of the data from interviews and discussions to the parties related to Indonesian marathon athletes. The research results of marathon athletes ' profiles will be explained in general and tangible as research findings. Discussions in general in the sense of the researcher does not describe each subject but rather describe the research results systematically Based on themes found in research or focus research that state statements of the subject of research.

A. Profile of Indonesian Marathon athletes

Besides functioning as a fulfilling human health, exercise is often used as a hobby. One of the tasks of an athlete is to achieve the highest possible achievement to scent a country, region, or institution he bought. Athletes who have prepared in a mature course will bring maximum results. Based on the research findings from the interview process with the study subject, Researchers found that to be a marathon athlete is not an easy thing to do athletes have to sacrifice a lot of time and effort in the exercise process this aims to make the goals and efforts of athletes achieve the champions can be accomplished well.

The classification of the subjects in describing the marathon achievement is not only the first podium position, but the best time to compete is the main goal of the marathon athlete in achievement. The average subject that became the informant of the research practice in the same place is in Pengalengan Camp, West Java. It is considered most effective in increasing the quality of athletes ' exercise because Pengalengan is a suitable area for training especially for long-distance athletes or marathons. Pengalengan is considered to be suitable as a camp for long distance athletes because the geographical condition is located on a plateau in the form of the event, it is very suitable for athletes in the training process.

In the process of interviews with the research subject of Indonesian marathon athletes, researchers tried to ask when the beginning began to become a marathon athlete and when the best achievement as a marathon athlete. The results showed that athletes in starting his career as a marathon athlete were not from an early age (young age), but started since the age of the athletes had entered the age of 20 years. The 3 subjects interviewed by the researcher had different answers on when to become a marathon athlete. The first subject said that it took approximately 4 years before he gained the best performance in the marathon event. While the second and third subjects say, it takes only 1 year to win the event of a marathon.

Based on these findings, it is important to know that each athlete has different time ranges in reaching the marathon number. The time difference in achieving performance in the marathon event is based on when

the athlete starts the first run exercise. The first subject said that to start a running exercise began since he was a teenager while the second and third subjects began training from an early age (young age). This shows the time difference of each subject in achieving a marathon performance.

B. Motivation of Indonesian Marathon athletes

The motivation of athletes is the most important aspect in sports performance coaching. Achievement will be optimal if there is exercise process and supported by strong motivation. That is, practicing alone is not enough without the direction/purpose and intensity of the optimal effort. Motivation is very closely related to personal aspirations or encouragement to achieve achievement in athletes. It is certainly different between an athlete with another athlete.

The results showed that the research subjects had different motivations in becoming marathon athletes. 2 of the 3 subjects that the researcher interviewed said that economic demands and social status are the ones that make athletes have the motivation to keep running. While other subjects say there are inspiring figures that make athletes to keep running. Motivational sources are the individualized characteristic of an athlete. But the difference has the same goal of equally wanting to be the best athlete, especially in marathon events.

C. Achievements of Indonesian Marathon athletes

Achievement is the result of an athlete's accomplishment for hard work during the training process. Being an achievement marathon athlete is not only the first podium accomplishment but the best achievement of a marathon athlete is the best time record or a personal record of the previous marathon event.

The results show that Indonesian marathon athletes are not only stunned by the podium champion. But the athletes emphasize the best time during the marathon event. 2 research subjects say that the Yogyakarta marathon event is the best event for athletes in achieving the best time record. Even one of the subjects said that with the preparation of just 4 weeks the subject can get the best time record in the marathon event. Achievement will not be achieved if it is not combined with the correct practice pattern, rest and balanced nutrients. Therefore, the arrangement of these components should be considered a marathon athlete so that the goal of achieving maximum achievement can go well.

D. Component of Indonesian Marathon athlete training Program

Training programmes are an important aspect of an athlete in improving performance. The implementation of a planned and systematic exercise program is one of the key successes of training programs for athletes. But the one athlete exercise program with the other athletes has different individual differences. Based on the results of interviews with research subjects it can be known that the average running distance of a subject is about 140-250 KM per week. The types of exercises performed by Indonesian marathon athletes in addition to using interval training methods also use long run method as a marathon specification. The research subject mentions that the trainer has arranged a training program according to the direction and objectives of the race event so that the subject only prepares physical and mental conditions only. In addition to the tapering a week before the event events are also an alternative athlete to maximize their performance in the marathon event that will be followed.

E. Economic life of Indonesian Marathon

Sports activities are unlikely to be detached from the economic principles, because on the journey of economic needs, in this case funds or money is needed in sports activities, more particularly at large events, e.g. PORDA, PON, Olympiade or Other events.

Based on the results of the researchers interview with the research subject can be known that 2 out of 3 research subjects said it does not have a job or can be said to be unemployment. The daily life of research subjects (marathon athletes) are only exercises in the morning and afternoon without any side workers that will add to the economy of the subject. One of the research subjects said that he was a member of the army at SECAPA Bandung.

In addition to being a marathon athlete one of the subjects mentions him also a member of the TNI. The research subject also said that there is special treatment for TNI members who have sports achievements. The subject said that he was not obliged to attend the morning or afternoon ceremonies so that the dispensation could be done for practice.

IV. DISCUSSION

In the discussion section of the researcher will explain the results of the research on a situation referring to a person's data or something that is in the form of Indonesian marathon athletes. The results of a qualitative descriptive conducted by the researcher showed that every subject/informant interviewed researchers always gained an understanding and a different view as an Indonesian marathon athlete. The number of Indonesians who still lack the profile of Indonesian marathon athletes made the motivation for researchers to do this research.

A. Profile of Indonesian Marathon athletes

A profile is a graph, diagram or description of a sentence that depicts or explains the characteristics and circumstances of a person that can be measured and observed. In this study, which is meant by profiles, is an overview of the state of marathon runners 42,195 KM from various training programs and customs to the race and transition period. Marathon is one of the race numbers in athletics sports. Many marathon run fans are not only limited to athletes but also among the urban communities that make the event marathon as a modern lifestyle. Marathon event is always interesting to be followed because the prize offered from each event has a promising nominal (money) that makes the community compete for the podium.

The number of marathon events in Indonesia has succeeded in delivering quality marathon athletes. Where the Indonesian marathon athletes not only make the marathon run event as a race only, but the marathon run is the source of the search eye. This is in accordance with the results of a researcher interview with a research subject that says the marathon run is an economic source of living in everyday life. The elite of Indonesian marathon athletes today are not yet well-known among the public. Only a few Indonesian marathon athletes are widely known among the public, for example, Agus Prayogo. People are less aware of any of the mobile marathon runners in Indonesia. When compared with international marathon elite (overseas) athletes are certainly different. Fame of overseas marathon athletes can be likened to the fame of the Star football field.

The trend of a marathon run among urban communities has been benefiting from sports equipment companies, such as shoes, clothes, glasses and watches. In an effort to promote the products of sports equipment companies rely on elite marathon Indonesian athletes. For example, Brand Nike shoes are marathon athletes Agus Prayogo and Jauhari Johan as the brand ambassador of the Products. This will certainly give the athlete an advantage to become widely known among the community.

Besides competing for a podium at the marathon run. Indonesian marathon athletes are also competing for sponsorship of sports equipment products. Thus, the community will find out who the athletes run a potential marathon of Indonesia. Because the sponsor will certainly choose qualified athletes as the brand ambassadors.

B. Indonesian Marathon Athletes Motivation

Motivation is formulated as a boost, both from inside and outside the athlete, to achieve a specific goal to meet or satisfy a need. The role of motivation in the performance coaching process can be in the analogy as a fuel to move the mind and body members adequate to encourage athletes to behave actively to excel in the sports branch that is in his life.

The different motivations of marathon athletes are individual athletes that in achieving the desired objectives have different reasons. The reason for this is what makes the motivation for the marathon run to continue to practice achieving the best performance. Some of the research subjects interviewed by the diffuser said the average motivation of Indonesian marathon athletes is economic demands. So that the Indonesian marathon athletes make a marathon run as a source of income for each athlete.

A marathon lift motivation effort does not loose links with family support, coaches, and governments. The family as a person nearby the athlete must provide moral support as an athlete's encouragement to continue to improve their achievements in the marathon run. Moreover, not only focus on physical condition, but also need to pay attention to the psychological factors of the marathon in the form of motivation in achieving achievements, especially in the marathon running events. The government needs reward for achieving marathon athletes as an effort to increase the motivation of athletes in training.

Motivation plays an important role in performance sports. An athlete must be able to maintain his motivation to remain in high levels both in the training process and during the game. Every time the athlete's motivation can change, so it takes an effort to keep motivation awake at an optimal level. Following a regular, tier competition is one of the defining effective objectives. With many competitions, a trainer will make it easier to determine the priorities of the competition. There are times when the competition is used as a warming event to expand the physical condition, or mentally compete with athletes. Thus the athlete will continue to be motivated from every competition he is involved in.

C. Indonesian Marathon Athletes Achievement

Achievement of athletes is the result of the addition between practice and motivation, so that this motivation is considered important in achieving the goal of the most accomplished athletes. Achievement is the result that has been achieved after doing various efforts. The peak achievement of athletes in various sports branches, between the age of 18-24 years. Because coaching athletes to achieve peak achievement takes approximately 8-10 years, then the orientation of sports coaching should begin in children aged about 13-14 years.

The achievement of Indonesian marathon athletes can be said to be low in southeast Asia, this proved to be the low achievement of Indonesian marathon athletes especially in Asia Games event. The construction of marathon athletes must be carried out as early as possible in order for the generation of Indonesian marathon athletes to continue to evolve over time. There needs to be a centralized exercise program for select

and selected mobile running athletes based on both 10K and 5K championships. From the run the championship can be identified by prospective marathon athletes, especially for athletes who are still categorized as young age.

D. Component of Indonesian Marathon athlete training Program

Training programmes are an important aspect of an athlete in improving performance. The implementation of a planned and systematic exercise program is one of the key successes of training programs for athletes. But the one athlete exercise program with the other athletes has different individual differences. This type of practice is often done by Indonesian marathon athletes in addition to using interval training methods also use long run method as a marathon specification. The need for coach knowledge in organizing the training program in accordance with the direction and objectives of the race event so that the achievement of athletes achievements can run with maximum. In addition to the tapering a week before the event events are also an alternative athlete to maximize their performance in the marathon event that will be followed.

Simply put, the tapering can be defined as a weight reduction exercise before the race. Tapering need to be done in order for runners to finish the race with maximum results, as mentioned in the journal *Medicine & Science in Sports & Exercise*, during the last three weeks is a maintenance effort fitness condition, no need to worry Aerobic capacity will not be lost ". Tapering must be done by all runners. Besides it is necessary because it is useful in restoring the condition of the body (recovery) after a hard practice phase, tapering can also be utilized as an energy collecting period so that runners can stand in the start line in a fit and prime condition, as well as Can reach the finish line with maximum results

F. Economic life of Indonesian Marathon

Generally speaking, the economic meaning is a study of the management of individual material resources, the community, and the country of destination to improve welfare. If we thoroughly review the economic activity in principle occurs also in sports activities, where in the activities of direct contact directly or indirectly with the principle of economic activity namely, production, consumption and distribution.

Marathon is one of the sports branches that are currently in demand by people in various circles. Marathon events Both national and international scale have always attracted the interest of people to participate in the event especially in Indonesia. In Indonesia, there are many marathon events with gifts up to billions of rupiah. With this little gift that motivates marathon runners to train hard in order to win a marathon.

V. CONCLUSION

Based on the findings of research and discussion on the profile research of Indonesian marathon, it can be concluded that the existence of marathon in Indonesia has been a lifestyle among urban community. The popularity of marathon events can be likened to football and badminton matches. But still a little among the people who knew the athletes to run a pontensial marathon in Indonesia. The profile of marathon athletes in Indonesia is not as popular as compared with Atelt marathon abroad.

Marathon events such as Bali Marathon, Jogya Marathon, Jakarta Marathon, Lombok Marathon and Bandung Marathon are some of the major marathon events in Indonesia. There are not a few Indonesian marathon-running athletes who hang their lives in the marathon. Marathon running Event provides a positive impact for the life of marathon athletes especially the economic life of athletes. The nominal amount of prizes offered by the marathon organizer provides motivation and passion for athletes to continue practicing for the podium and record of the best time.

The average marathon athletes in Indonesia focus on early morning training and they usually don't have a job. Only a few marathon athletes in Indonesia have a job, the average of these athletes work as TNI forces and work in government service. Economic factors are one of the motivations of athletes in following a marathon event. The insisting on living as well as the fulfillment of household needs is the reason for athletes to continue to train diligently to achieve a proud achievement in marathon events and other official athletic championships.

Achievement of achievements is not far from the word financial athletes in living the daily life. Regional and local government support for the welfare of athletes, especially marathon athletes, is a hope for marathon athletes who rely solely on their lives through a marathon without any permanent occupation. The future of athletes needs to be considered especially for athletes who achievers both nationally and internationally. It is as a mass expectation ahead of athletes especially for athletes who do not have a job that after not being a marathon athlete athletes can still fulfill his daily needs. The work in question is a job given by the Government to the achievement of achievements during an athlete.

The Indonesian marathon athlete is said to be an athlete who has a sponsor of sports products, especially products shoes and clothes run. From this it is the popularity of an athlete to be known by the wider community. But getting sponsors is not an easy thing. Therefore, athletes have to train seriously so that

their achievements increase so as to attract the attention of sports product producers to make the athlete its ambassador.

In addition to external factors regarding the profile of Indonesian marathon, also internal factors. The internal factors in question are the athlete's nutrients, athlete's rest hours, and athlete's motivation. Nutrition is a major factor for marathon athletes to provide energy during the training and competition process. Carbohydrate consumption becomes the main energy factor of athletes in running the training process. Coaches need to pay attention to internal factor athletes as monitoring performance enhancement athletes. In addition, the moral support of the family or coach also needed a marathon athlete as an athlete's motivation in meraih achievements.

A marathon lift motivation effort does not loose links with family support, coaches, and governments. The family as a person nearby the athlete must provide moral support as an athlete's encouragement to continue to improve their achievements in the marathon run. Moreover, not only focus on physical condition, but also need to pay attention to the psychological factors of the marathon in the form of motivation in achieving achievements, especially in the marathon running events. The government needs reward for achieving marathon athletes as an effort to increase the motivation of athletes in training.

VI. ACKNOWLEDGMENT

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