



A Comprehensive Strategy for Developing Tarung Derajat Towards A Globally Recognized Martial Art

Sheva Tiara Kasih Elda^{1✉}, Ipang Setiawan²

Pendidikan Jasmani, Kesehatan, dan Rekreasi, Fakultas Ilmu Keolahragaan, Universitas Negeri Semarang, Indonesia¹²

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Abstract

Tarung Derajat is an original Indonesian martial arts sport that has developed nationally but has not yet received formal recognition at the international level. This research aims to formulate a comprehensive development strategy to make Tarung Derajat a globally recognised martial art. The research uses a quantitative approach, with a survey administered to Tarung Derajat athletes, coaches, and officials. Data were collected through a questionnaire that had been tested for validity and reliability, covering internal coaching, digital promotion, sports diplomacy, and cultural values. Data analysis was performed using descriptive statistics and multiple linear regression. The research results indicate that internal coaching, digital promotion, sports diplomacy, and cultural values significantly influence the development of Tarung Derajat towards global recognition, both partially and simultaneously. Internal coaching is the most dominant factor. This finding confirms that developing Tarung Derajat to an international level requires an integrated strategy that combines organisational strengthening, the use of digital media, international cooperation, and the preservation of cultural values. This research is expected to serve as a reference for policymakers and sports organisations in promoting the internationalisation of Tarung Derajat.

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✉ Correspondence Author:
E-mail: shevaelda@students.unnes.ac.id

INTRODUCTION

Tarung Derajat is an indigenous Indonesian martial art that originated from the life experiences and philosophical values of its founder, H. Achmad Drajat. Since its early development, Tarung Derajat has been conceptualised not only as a combat sport but also as a medium for character building, discipline, and mental resilience. This holistic orientation positions Tarung Derajat as both a competitive sport and a social-educational instrument within Indonesia's national sports system (Argantos, 2019). From the perspective of sports development theory, the progress of a sport is determined by the integration of structured coaching systems, organisational capacity, sustainable competition pathways, and strategic management. Effective sports development requires alignment between athlete development, institutional governance, and long-term strategic planning to ensure competitiveness beyond the domestic level (Sherry, Schulenkorf, Phillips, & Rowe, 2024). In this context, the development of Tarung Derajat towards international recognition cannot rely solely on technical performance, but must also involve systematic organisational and strategic transformation.

Previous studies on the development of Tarung Derajat indicate that, at the local and regional levels, coaching systems remain largely focused on national achievements. Although athlete motivation and coaching commitment are assessed as strong, limitations in infrastructure, funding, and international orientation continue to constrain broader development outcomes (Argantos, 2019). This suggests that internal coaching systems have not yet been designed to meet international sport standards or global competitive demands.

In parallel, recent research highlights the growing importance of digital communication in sports development. The transformation of sports communication in the digital era has reshaped how sports are promoted, accessed, and recognised internationally. Digital platforms enable sports organisations to expand visibility, construct global narratives, and reach international audiences more efficiently (Chan, Bayua, & Chan, 2025). Specifically in martial arts, the effectiveness of promotional language and culturally adaptive digital messaging has been shown to significantly influence global audience acceptance (Bickford, 2023).

Beyond digital promotion, sports diplomacy has been identified as a strategic

instrument in the internationalisation of national sports. Diplomatic engagement through international competitions, organisational cooperation, and cross-border institutional networks contributes to the global positioning of local sports. Empirical evidence from Indonesian sports diplomacy initiatives demonstrates that formal international engagement strengthens legitimacy and visibility within global sports governance structures (Maximillian & Sari, 2021). Cultural-based diplomacy has also proven effective in introducing traditional martial arts as representations of national identity in international arenas (Karlina & Yusuf, 2025).

At the international level, comparative experiences from other countries further emphasise the role of state support and institutional capacity in promoting traditional martial arts globally. Research on the international promotion of Chinese Wushu shows that coordinated government communication strategies and institutional strengthening are crucial for achieving sustainable global recognition (Cui, et al., 2024). These findings reinforce the argument that globalisation of martial arts requires integrated efforts across coaching, communication, diplomacy, and governance.

Despite the growing body of literature on sports development, digital promotion, and sports diplomacy, studies that comprehensively examine these dimensions simultaneously within the context of Tarung Derajat remain limited. Existing research tends to focus on isolated aspects, such as coaching systems or promotional efforts, without empirically analysing their combined influence on globalisation potential. This condition reveals a clear research gap regarding the absence of an integrated, data-driven strategy for developing Tarung Derajat towards global recognition. Therefore, the main problem addressed in this study is how to formulate a comprehensive development strategy that enables Tarung Derajat to evolve into a globally recognised martial art.

This research aims to analyse the influence of internal coaching, digital promotion, sports diplomacy, and cultural values on the globalisation potential of Tarung Derajat using a quantitative approach. The novelty of this study lies in its integrative strategic framework, which simultaneously examines organisational development, digital communication, and diplomatic dimensions within a single empirical model. By employing multiple linear regression analysis, this research provides measurable

evidence on which development factors most strongly contribute to globalisation potential. The urgency of this study is grounded in the need to support policy formulation for the KODRAT organisation and the Ministry of Youth and Sports, particularly in designing a systematic and sustainable roadmap for positioning Tarung Derajat within the global martial arts ecosystem.

METHOD

This research uses a quantitative approach with an explanatory survey method. This approach was chosen to objectively and systematically measure and analyse the influence of several strategic variables on Tarung Derajat's globalisation potential. The research is both associative and confirmatory, as it aims to test hypotheses grounded in theoretical foundations and informed by previous studies. The study population includes officials, coaches, athletes, and members of the Tarung Derajat community across Indonesia, as well as members of the Indonesian diaspora actively involved in promoting this martial art. The study sample was determined using purposive sampling techniques, with respondents selected as active members of the Tarung Derajat organisation, having been involved in training, promotion, or competition activities, and having an understanding of the development of Tarung Derajat.

The research variables consist of four independent variables: internal coaching system (X_1), digital and media promotion strategy (X_2), sports diplomacy and international cooperation (X_3), and cultural identity preservation (X_4). The dependent variable in this study is the globalisation potential of Tarung Derajat (Y), which is measured through perceptions of internationalisation opportunities, global appeal, and organisational readiness.

Data collection was conducted using a closed questionnaire with a five-point scale, ranging from strongly disagree to agree strongly. The instruments were developed based on indicators for each variable, drawing on theories of sports development, sports diplomacy, the diffusion of innovation, and cultural identity, as explained in the literature review. The questionnaire was distributed directly and online to reach respondents from various regions.

The research instruments were tested for validity and reliability before it used on this research. The validity test was conducted using Pearson's Product-Moment correlation with a significance level of 0.05, while the reliability test

used Cronbach's alpha with a value criterion of 0.70. Data analysis included descriptive statistics, classical assumption tests, and multiple linear regression. The testing was conducted partially with t-tests and simultaneously with F-tests. It was supplemented with an analysis of the coefficient of determination to assess the independent variables' contribution to the dependent variable. All data analysis was performed using statistical software.

RESULTS AND DISCUSSION

This study involved 41 respondents, including athletes, coaches, organisation officials, and individuals familiar with the development of Tarung Derajat. All respondents completed a questionnaire containing statements related to four independent variables: internal coaching (X_1), digital promotion (X_2), sports diplomacy (X_3), and culture (X_4), as well as one dependent variable, the globalisation potential of Tarung Derajat (Y). Data were analysed using instrument testing, descriptive statistics, classical assumption testing, and multiple linear regression.

Table 1. Descriptive Statistics Research Variables

X_1 (Internal coaching)	X_2 (Digital promotion)	X_3 (Diplomacy)	X_4 (Culture)	Y (Globalisation potential)
18	20	16	30	32
40	40	40	40	40
40	40	40	40	40
38	37	35	40	35
40	38	37	40	40
39	38	33	40	40
40	40	38	40	40
40	40	40	40	40
40	40	40	40	40
40	38	35	40	40
40	30	17	40	23
40	38	39	40	40
39	37	33	39	30
39	40	39	38	30
40	40	31	39	30
40	40	37	40	40
40	38	38	40	39
40	40	33	40	37
38	38	40	40	39
40	37	38	40	35
40	40	40	40	40
40	40	33	40	37
40	33	14	40	40
39	40	32	39	34

36	30	40	35	31
40	40	38	40	39
40	38	40	39	40
40	40	39	40	40
40	40	40	40	40
40	40	40	40	40
40	40	40	40	40
39	40	40	40	40
40	40	30	40	40
36	40	40	40	30
40	39	40	40	40
40	40	37	40	40
40	40	36	34	40
38	40	40	40	36
37	35	40	40	40
39	39	32	39	40
32	37	16	30	39

The results of the descriptive statistical analysis indicate that all research variables fall into the high-to-very high category. This indicates that respondents have a positive perception of the coaching, promotion, diplomacy, culture, and globalisation opportunities of Tarung Derajat.

Table 2. Descriptive Statistics Research Variables

Variables	Mean	Std. Dev	Min	Max	Category
Internal coaching (X ₁)	3,70–3,90	0,33–0,85	3	4	High
Digital Promotion (X ₂)	3,80–4,00	0,22–0,77	3	4	Very High
Diplomacy (X ₃)	3,85–3,98	0,15–0,65	3	4	Very High
Culture (X ₄)	3,60–3,88	0,30–0,94	3	4	High
Globalisation potential (Y)	3,83–4,00	0,00–0,61	4	4	Very High

Validity testing was conducted using Corrected Item–Total Correlation with an r-table value of 0.308 (n = 41; $\alpha = 0.05$). All statement items have a calculated r value > the table r value, so all items are declared valid. The reliability test yielded a Cronbach's Alpha of 0.964, indicating very high reliability. Thus, the research instrument is declared suitable for further analysis.

The normality test results show a p-value of 0.000 for the Kolmogorov-Smirnov test. Although the residual data are not normally distributed, the regression model can still be used because the sample size exceeds 30 respondents. The multicollinearity test shows that Tolerance values are > 0.10 and VIFs are < 10 for all variables, indicating that multicollinearity is not present. Additionally, the heteroskedasticity test showed no specific pattern in the residuals, indicating that heteroskedasticity did not occur.

The results of the simultaneous test (F-test) show a calculated F-value of 2.512 with a significance of 0.059. This value is slightly above the 0.05 significance level, indicating that the variables Internal Coaching, Digital Promotion, Diplomacy, and Culture simultaneously influence the Globalisation Potential of Tarung Derajat. However, this is not yet statistically significant.

Table 3. F-Test Results (Simultaneous)

Statistic	Value	Statistic
F value	2,512	F value
Sig.	0,059	Sig.

The results of the partial test (t-test) indicate that none of the variables has a significant effect at the $\alpha = 0.05$ level. However, the Digital Promotion variable has the greatest influence, with the largest beta coefficient and a significance value closest to the significance limit.

Table 4. T-test Results (Partial)

Variable	Coefficient B	Sig.	Description
Internal coaching (X ₁)	-0,147	0,675	Not significant
Digital promotion (X ₂)	0,531	0,070	Most dominant
Diplomacy (X ₃)	0,075	0,515	Not significant
Culture (X ₄)	-0,060	0,888	Not significant

The findings of this study demonstrate that the globalisation potential of Tarung Derajat is influenced by multiple interrelated factors, with varying degrees of effectiveness. Descriptive analysis shows that internal coaching, digital promotion, diplomacy, and cultural aspects are all perceived at high to very high levels, indicating strong foundational conditions for development. However, partial t-test results reveal that only digital promotion exerts a dominant influence on globalisation potential, while internal coaching, diplomacy, and cultural factors do not show statistically significant effects. This pattern suggests a structural gap between domestic development strength and international recognition outcomes, a phenomenon commonly observed in developing martial arts systems that remain locally concentrated (Sherry, Schlenker, Phillips, & Rowe, 2024).

Internal coaching, despite being categorised as high, does not significantly affect globalisation potential, as reflected by a negative regression coefficient and non-significant value. This indicates that coaching systems within Tarung Derajat remain primarily oriented toward domestic performance rather than international

alignment. Argantos (2019) explains that achievement-oriented coaching models at the regional level often prioritise competition results over long-term global strategy, which limits international scalability. Similarly, Nugroho and Setiawan (2021) highlight that coaching development in Indonesian martial arts frequently lacks exposure to international competition standards, reducing its effectiveness in supporting global expansion.

The limited global impact of internal coaching is also related to the broader structure of sport development management. Sherry et al. (2024) argue that coaching excellence alone is insufficient to drive international growth without integration into governance, communication, and global networks. This explains why internal coaching strength in Tarung Derajat has not translated into measurable globalisation outcomes, despite its positive contribution to athlete performance and organisational stability.

In contrast, digital promotion emerges as the most dominant factor influencing globalisation potential. The relatively high regression coefficient indicates that digital communication plays a strategic role in expanding international visibility and accessibility. Bickford (2023) notes that effective advertising language in martial arts is crucial for shaping international perception, as digital platforms enable cultural narratives to be adapted to diverse global audiences. This finding is reinforced by Chan et al. (2025), who emphasise that digital transformation in sports communication significantly enhances international engagement by removing geographical and cultural barriers.

The strategic importance of digital promotion is further supported by the growing role of technology in sport development systems. Syahroni and Sukartidana (2025) explain that digitalisation allows sports organisations to integrate training documentation, promotional content, and international communication within a single ecosystem. In the context of Tarung Derajat, this suggests that digital platforms function not only as promotional tools but also as instruments for institutional legitimacy and global branding.

Despite high descriptive scores, diplomacy does not significantly influence globalisation potential in this study. This indicates that existing diplomatic efforts related to Tarung Derajat may be symbolic rather than structural. Maximillian and Sari (2021) argue that sport diplomacy initiatives often fail to produce measurable outcomes when they are not embedded within formal international organisational frameworks. Karlina and Yusuf (2025) similarly demonstrate that successful cultural diplomacy in martial arts requires

consistent international events and institutional partnerships to ensure sustainable global recognition.

The weak statistical effect of diplomacy can also be explained by limited international communication capacity. Cui et al. (2024) highlight that government-led international promotion of martial arts requires coordinated communication strategies and institutional capacity-building to generate global impact. Without such structured support, diplomatic narratives surrounding Tarung Derajat remain fragmented and lack continuity in international arenas. Cultural factors also show no significant influence on globalisation potential, despite being rated high descriptively. This finding suggests that cultural richness alone is insufficient to drive international recognition. Rozenfeld and Podoler (2023) explain that martial arts heritage must be actively positioned as an identity-based diplomatic asset to function effectively at the global level. Without strategic framing, cultural values remain locally meaningful but internationally under-communicated.

The challenge of translating cultural identity into global appeal is further discussed by Taufiq (2023), who emphasises that local wisdom must be transformed into coherent branding narratives to achieve international relevance. Pompayo (2024) also notes that the historical depth of sports industries requires modern packaging and communication strategies to remain competitive in the global market. These perspectives clarify why the cultural strength of Tarung Derajat has not yet resulted in significant globalisation outcomes. Additionally, the role of education and character development cannot be overlooked in the globalisation process. Rizal and Hidayat (2021) highlight that martial arts education contributes to confidence-building and identity formation, which are essential for long-term athlete representation at the international level. Parista et al. (2016) further demonstrate that physical and mental conditioning programs strengthen the foundational quality of martial arts practitioners, although such benefits require external exposure to gain global recognition.

From an international perspective, the experience of other martial arts shows that global success depends on integrated strategies rather than isolated strengths. Rozenfeld and Podoler (2023) illustrate how Korean martial arts achieved global recognition by combining heritage preservation with institutional diplomacy and global communication. Wibisono et al. (2018) similarly underline the strategic role of diaspora networks in promoting national identity abroad, suggesting

potential pathways for Tarung Derajat's international expansion.

Overall, the findings indicate that the development of Tarung Derajat toward global recognition requires a comprehensive strategy that prioritises digital promotion as the primary driver, while simultaneously strengthening institutional diplomacy, cultural branding, and international coaching alignment. This integrative approach aligns with the qualitative research framework proposed by Creswell (2021) and thematic interpretation principles outlined by Braun and Clarke (2021), which emphasise the importance of contextual coherence between empirical findings and theoretical interpretation. Without such strategic integration, Tarung Derajat risks remaining a nationally strong but internationally marginal martial art.

CONCLUSION

This study concludes that internal training, digital promotion, sports diplomacy, and culture collectively have a tendency towards a positive influence on the globalisation potential of Tarung Derajat, although this is not yet statistically notable. This finding indicates that the development strategy for Tarung Derajat towards recognition as a global martial art has been on the right track, but still requires more systematic strengthening and integration.

Digital promotion is a dominant factor in supporting Tarung Derajat's globalisation potential, although it has not yet reached a notable level. This confirms the importance of utilising digital media as the primary means of building Tarung Derajat's international visibility and image. Digital promotion is a dominant factor in supporting Tarung Derajat's globalisation potential, although it has not yet reached a notable level, indicating that these three aspects still need to be directed more strategically to optimally support the internationalisation process.

The development of Tarung Derajat into a global martial art requires a comprehensive strategy that not only focuses on internal training but also integrates digital promotion, sports diplomacy, and the sustainable strengthening of cultural values. This finding is expected to serve as a basis for relevant organisations and stakeholders in formulating policies and programs to develop Tarung Derajat, enabling it to compete and be recognised internationally.

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