

Sports Management Events On The Social Cultural Phenomenon of The Tambakromo Village, Pati Regency

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Article Info

History Articles

Received:
August 2019
Accepted:
September 2019
Published:
December 2020

Keywords:

*sports event,
socio-cultural,
public*

DOI

<https://doi.org/10.15294/jpes.v9i3.21763>

Abstract

This research aims to study and analyze. The social cultural phenomena of the Tambakromo people before and after they succeeded in overseas areas. The role of youth and the community of Tambakromo Village in organizing sports events. The social cultural phenomenon of the Tambakromo Village community with a sports event held by the youth and Tambakromo Village community. This research is a qualitative research with a case study approach. Data collection techniques are interviews, observation, and documentation. The validity of the data uses source triangulation. The results of this study are that here are striking differences in the lives of the Tambakromo people before and after success in the overseas areas. The sporting event was initiated by the youth and the people of Tambakromo Village who had concerns about sports activities in 2008. There were social cultural phenomena in the Tambakromo community after the holding of the sport event. The first phenomenon is the problem of fundraising, the second phenomenon is motivation in sports activities and the third phenomenon is social harmony.

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[p-ISSN 2252-648X](#)

[e-ISSN 2502-4477](#)

INTRODUCTION

Social and cultural changes in society from time to time always happen. In everyday life, it is often not easy to determine the location of the dividing line between social change and cultural change because there are no communities, both rural and urban that do not have culture. What is clear is that social and cultural change has the same aspects, both of which have to do with an acceptance of new ways or an improvement in the way a society meets its needs.

Social and cultural changes can occur quickly or slowly, social and cultural changes can occur on a large scale or small scale. In addition, social change also occurs because it is desired or not desired or planned, both in urban and rural areas. These two possibilities still occur because social change and cultural change will always be present in social life.

Tambakromo is one of the villages where the community has its own uniqueness when compared to other villages around it. Tambakromo Village is in Tambakromo Subdistrict, Pati Regency. The location of Tambakromo Village is in the northern Kendeng mountainous area which has a calcareous soil structure that is very difficult to store water making the land barren and less fertile. This condition makes the land in Tambakromo Village very unsuitable for agricultural areas. From such natural conditions, it indirectly makes the economic conditions of people in Tambakromo Village become a minus society when compared to other regions in Pati Regency.

Seeing this reality and conditions, made the Tambakromo youth moved to change their destiny by daring themselves to come out of their home regions by looking for a more decent living outside Tambakromo. The Tambakromo youth have a strong character; they are very unyielding to return home if they have not succeeded in overseas to change the fate of their lives.

The courage of the Tambakromo youth to get out of the area began to emerge when the Indonesian nation experienced a monetary crisis in 1998. From year to year the number of Tambakromo residents who migrated outside the

area, especially the young people increased. This increase in the number of migrants from Tambakromo Village occurred because they were motivated by relatives and migrants who experienced economic success.

The initial event of a sports event organized by Tambakromo youth began with an open volleyball tournament in 2008. Many of the open volleyball tournament activities were initially opposed because the Tambakromo community was already accustomed to routine activities namely mandating a dangdut music group, so it was feared to disrupt funding. Besides that, the facilities have not been available because of the implementation at night, the committee did not have the experience in inviting the teams participating in the tournament, to the riots between the supporters of the participating teams.

So many challenges faced by the committee must work hard so that the activities can be carried out well and be able to answer doubts from the Tambakromo community. The doubt was answered when the implementation of the open volleyball tournament was held on the first night. Unexpectedly, the enthusiasm of the audience was extraordinary even able to beat the number of spectators in the dangdut music performance. The audience came not only from the Tambakromo community and supporters of the two teams, but also came from various neighboring districts of Pati Regency. This is because at night the people are not busy with their work, so people have time to watch the open volleyball tournament. From that incident Tambakromo's first open volleyball tournament became a byword for the people of Tambakromo and its surroundings. This is the starting point for Tambakromo youth to carry out larger sporting events, because they gain the trust of the Tambakromo community.

With the successful implementation of the first open volleyball tournament sporting events, there was a lot of input so that the activities of the open volleyball tournament were developed more widely and the variety of competitions was greater so that the Tambakromo community not only became spectators but could also be involved

in the implementation of the activity of the competition.

Over time, this sporting event turned out to have a very positive impact. Not only the people of Tambakromo themselves participated in this sports event, but the people around Tambakromo also took part in the activities of this sports event. And the activities of this sporting event have indirectly brought about changes in the attitudes and social behavior of the community and youth in Tambakromo.

The social behavior of the Tambakromo community and young people who were originally famous for being a tough, brawl, drinking alcoholic, wasteful and rah-rah people are now slowly turning into healthy, smart, thrifty and peace-loving societies.

The power of sport to change lives and as a tool for development has received much attention among academics. The power of sports has been recognized by the public and private sectors. Over the past six decades, developed and developing countries have shown a strong interest in harnessing the power of sport by developing policies that support sports growth by renovating or building sports infrastructure as a means of encouraging personal and community development (Coates, 2007; Hanning, 1998).

For decades, sports tournaments and special events have been recognized as contributions to feelings of national identity, social cohesion and shared pride. People have attended sporting events at stadiums, or participated in international competitions through the media to celebrate national achievements and 'historic' victories. For example, many scientists and political sociologists consider July 4, 1954 as the birthday of the actual Federal Republic of Germany (Alkemeyer, 2003; Nico Schulenkorf, 2010).

In the Law of the Republic of Indonesia number 3 of 2005 concerning the National Sports System in article 1 paragraph 2 which explains all aspects of sports that are interrelated in a planned, systematic, integrated, and sustainable manner as a single unit which includes arrangement, education, training, management, management,

guidance, development and supervision to achieve a national sports goal.

According to Hariyono (2009), a social term that emphasizes relations or interactions between humans, both the relationship of an individual with another individual, individuals with groups or groups with groups. This relationship can be felt by each individual, for example between superiors and subordinates, fellow coworkers, the relationship of a citizen with the head of his village, the relationship of a child with his parents. The relationship can be loose, ample, and close. Other people can observe a relationship or relationship between individuals and individuals, individuals with groups, groups with groups.

Culture is a complex whole, which contains knowledge, beliefs, arts, morals, law, customs, and other abilities acquired by someone as a member of society. Culture is all the results of human effort, both in the form of objects or only in the form of thoughts and in life.

Based on the above definitions of socio-cultural conditions are all conditions that are developed and created by humans with their thoughts and conscience, passed down from generation to generation to and manifested in objects, thoughts, and behaviors that are tangible in social life.

According to Susanto (1994), to study the social and cultural phenomena of society it is necessary to approach an appropriate scientific discipline, namely the science of sociology, if studying the phenomena that occur in the sports world then the disciplinary approach used is the science of sports sociology.

"A review of the Social Impacts of Culture and Sport" conducted by Peter Taylor, Larissa Davies, Peter Wells, Jan Gilbertson and William Tayleur of Sheffield Hallam University England. 2015.

The research, funded by the Culture and Sport Evidence (CASE) program, reviewed the latest evidence based on the social impact of sport and culture. Using a systematic review of relevant literature, this study mainly focuses on four main types of social impact: Improved health, reduced crime, increased social capital and improved

educational outcomes. In addition, links to subjective well-being (SWB) are examined; and several categories of reports of social impacts in the literature where more than one social impact is considered.

Peace And Sport: Challenging Limitations Across The Sport For Development And Peace Sector". Jeremy Aaron Bellotti. 2012.

The study was conducted to determine the impact of the establishment of a sports organization that aims for peace in the world. The organization under study was founded in 2007, Sport for Development and Peace Sector (known more commonly as SDP or 'Sports and Peace'). This research offers a unique exploration of the newly formed SDP organization dedicated to innovative strategies in efforts to build sustainable peace throughout the world through the promotion of sport as an instrument of reconciliation, understanding, and social stability (Bouzou, 2010).

A research study entitled "Sport Events and Social Legacies" conducted by Urmilla Bob Kamilla Swart. 2011. This research explains that sporting events are increasingly being used both in the context of development and to promote development, especially economic growth, increasing social cohesion (living in harmony and unity and being faithful in pursuing group goals) and healthy lifestyle and profile location as a tourist destination.

Research conducted jointly between researchers from three universities namely Paul Hover (Mulier Institute), Koen Breedveld (Mulier Institute), Frank van Ekeren (Utrecht University), Bake Dijk (Utrecht University), and Hans Slender (Hanze University of Applied Sciences) with the research title "Creating Social Impact With Sport Events". 2016. It was explained that sport was then seen as an important social tool, it was not difficult to see how sporting events gave rise to an explosion of enthusiasm and excitement, there was little research on how that energy was translated and incorporated into larger social processes, and could contribute to completing some pressing social problems such as integration, inequality, and exclusion. To date, most research on the

impact of sporting events on the economy, while comprehensive evaluations of social impacts are relatively scarce.

METHODS

This research is a qualitative study using a case study approach. Data collection techniques used were interviews, observation, and documentation. The data collected is validity tested using source triangulation. Data analysis techniques include data collection, data reduction, data presentation and drawing conclusions.

RESULTS AND DISCUSSION

The results of research on organizing a sporting event in Tambakromo Village are. There are striking differences in the lives of the Tambakromo people before and after success in the overseas areas. The difference lies in people's attitudes and ways of life. Before Tambakromo people knew the overseas world, their lives were very simple with a background as a farming community (agrarian), with a mediocre economic situation. Meanwhile, after the Tambakromo people knew the overseas world, their lives changed dramatically. From a very simple life, after they managed to become very advanced. Sports events began to be initiated by village youth who had a concern for sports activities in 2008. At the beginning of the activity, many doubted the youngsters' activities. However, in the end with patience and determination in organizing sporting events, young people succeeded in proving their achievements by successfully organizing sports events. There is a phenomenon of social and cultural change in Tambakromo society after the holding of sports events by young people and the community. The first change was the issue of fundraising, initially being forced to volunteer. The second change is on the issue of people's motivation in sports activities, initially there was no enthusiasm in sports now very passionate in sports. The third change is to the problem of social harmony in the community, initially

Tambakromo people like rah-rah, drunk and very easily ignited emotions now Tambakromo people are very harmonious and have a high tolerance.

CONCLUSION

The social and cultural phenomena of the Tambakromo people before and after they succeeded in overseas areas. There are striking differences in the lives of the Tambakromo people before and after success in the overseas areas. The difference lies in people's attitudes and ways of life. Before Tambakromo people knew the overseas world, their lives were very simple with a background as a farming community (agrarian), with a mediocre economic situation. Meanwhile, after the Tambakromo people knew the overseas world, their lives changed drastically. From a very simple life, after they managed to become very advanced. The pattern of socio-cultural life and people's lifestyles is also the case, from a simple society to a society that likes to spree and squander money.

The role of the youth and Tambakromo village community in organizing sports events. Sports events began to be initiated by young people and villagers who have a concern for sports activities in 2008. Prior to 2008, the annual activities of the Tambakromo community, especially successful overseas communities, were to respond to the dangdut orchestra and began gradually turning into sporting event activities. At the beginning of the activity, many parties doubted the actions of the young men. However, in the end with patience and determination in organizing sporting events, young people succeeded in proving their achievements by successfully organizing sports events. This success received full support from the entire community and finally the holding of the sporting event is still ongoing.

The social and cultural phenomenon of the Tambakromo community is the presence of sporting events held by young people and the Tambakromo Village community. There is a phenomenon of social and cultural change in the Tambakromo community after the holding of sporting events by young people and the

community. The first change is in fundraising. Before the sporting event was held, there was a habit of coercion by young people in raising funds to hold a temporary dangdut event at a community sports event to the fullest in accordance with their abilities. The second change is on the issue of people's motivation in sports activities. Before the holding of a sports event, the Tambakromo community was not at all interested in sports activities. They prefer the annual activities that are rah-rah and spend more money. Motivation of community sports is more visible because the sporting event they organized turns out to have brought its own achievements to Tambakromo Village. And the compilation change is on the issue of social harmony in the community, where prior to the holding of the Tambakromo community sporting event, it is very well known as an area that likes to be rah-rah, busy-drinking and very easily ignited emotionally, there are problems or inter-national relations among dukuh nations. After the sporting event was held, now the Tambakromo community is known as a society that likes peace, achievement and has a very high collection.

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