

## Nusantarun Event Management Chapter 6 Wonosobo – Gunung Kidul 169 Km In 2018

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### Abstract

Increasing the achievement of goals both in quality and quantity requires a management. Application to operating a donation event through good marathon running can be carried out well if there is good cooperation and coordination parties. The purpose of this research is to analysing the management design systems, program activities, funds, facilities and infrastructure. Analyzing the management design systems, program activities, funds, facilities and infrastructure. Analyze the movement system or management implementation, program activities, funds, facilities and infrastructure. Analyze the management supervision system, program activities, funds, facilities, and infrastructure. Analyze the evaluation system of management, program activities, funds, facilities, and infrastructure. Analyzing the impact NusantaRun Chapter 6 Wonosobo – Gunung Kidul 169 Km event in 2018. This research uses descriptive qualitative methods. The subjects in this study were the founder of NusantaRun, the running participants, and the surrounding community. This results of this study : The management design system, program activities, funds, facilities and infrastructure are well structured. Management organizing system, program activities, funds, facilities and infrastructure is clear and well organized. The system of movement or management, program activities, funds, facilities and infrastructure has been carried out properly in accordance with the objectives to be achieved. Management supervision system, program activities, funds, facilities and infrastructure have been implemented quite well. The impact of the NusantaRun Chapter 6 event is exemplary, because it can gives a social contribute to the community around Wonosobo – Gunung Kidul.

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## INTRODUCTION

Sport is a physical activity that intends to make body healthy and also it functions to achieving physical fitness. All systematic activities to encourage, foster, and develop physical, spiritual and social potential are very important, as a healthy life program (Priyono, 2012). Sports activities have received attention from the government and all people, both for those who live in cities and in remote rural areas. Various types of sports that are easily accessible to the community usually include cycling, walking, and running (Eunike, 2011).

According to Dshauma (2018), sport's event is the way for people to exercise. Some of these types of physical activity such as running, is an activity that recently popular among urban people ; because it is easy to reach and everyone easily to do that.

Long-distance track running, known as the marathon ; becomes a global phenomenon and one of the most popular sports in the world today. Marathon running becomes an icon for running lovers to emphasize their identity. In this era of globalization, there is a community of marathon runners who have different goals, not just for the purpose of activities (Kadafi & Maysari, 2018).

In 2009, there were many marathon running communities formed in Jakarta with different goals and circles. Over time and the expansion of the meaning of sport as a lifestyle in 2013 in Jakarta there was a large-scale marathon running event sponsored by Nike Indonesia, so that the impact after the event was felt by running lovers in Jakarta so that more and more running communities have sprung up in the capital city in Jakarta the Indonesian state (Wilopo, et al : 2018).

In recent years the marathon runner community in Jakarta has made long-distance running not only a place to get medals and a podium, but because of the expansion of the meaning of sport as a lifestyle and efforts to socialize in a variety of purposes, including sports tourism or sports with the aim of introducing sports activities tourism in certain areas and charity of

charity for education (Jon Herman, 2015). One community that has carried out these activities for the past 6 years is NusantaRun.

NusantaRun is a foundation that organizes unique fundraising events in which three different pillars support each other to make something useful, namely the Power of Contribution, which are; (1) Strengthening the culture of contributing because runners must seek donations that will later be given to social foundations that are NusantaRun's partners. (2) Love for running and transmit this love through NusantaRun. (3) Introduce places that have become icons in Indonesia by holding each year in a different city.

Attempting to run a donation event through good and professional marathon running can be carried out well if there is good cooperation and coordination between one party and another (Kwangsoo Park, 2013). To increase the achievement of goals both in quality and quantity, a management is required. According to Hasibuan (2011) management is the art of regulating the process of utilizing human resources and other sources effectively and efficiently to achieve a certain goal. There are several factors that affect the sustainability of management, namely there are factors that come from outside and inside as well as supporting and inhibiting factors (Hardina Nanda Rizqika, 2015). Marathon running event management can run well and achieve certain goals if you have good planning, organization, movement, and control. According to the results of observations made by the researcher, it was found that there were problems with the NusantaRun Chapter 6 event management.

Based on the description above, the researcher wants to analyze management which is related to planning, organizing, movement, and control in this case for donation collection events through marathon running which has been carried out by Yayasan Lari Nusantara or NusantaRun with the title "NusantaRun Event Management Chapter 6 Wonosobo – Gunung Kidul 169 Km in 2018."

## METHODS

The method that use in this research is a qualitative approach that is qualitative descriptive. Qualitative method is a research method which is based on positivist / interpretive philosophy, it is use to examine natural objects, where the researcher is the key instrument, data collection technique are carried out by triangulation, data analysis is inductive / qualitative, and the results of qualitative research emphasize the meaning of on generalizations (Sugiyono, 2013).

Researcher in developing concepts and collecting data are not based on certain hypotheses and do not test hypotheses. In decision making and decision – making techniques at each stage of the analysis by measuring each evaluation focus, which is summarized in a matrix.

The informants of this study were 2 NusantaRun founders, 1 NusantaRun stakeholder, 5 running participants, 5 Wonosobo communities, 5 Gunung Kidul communities, and 1 program coordinator for the Kampus Guru Cikal. The instruments that use in the research data collection technique are interviews, observation, and documentation. In the data validity test technique, this study uses two methods, namely : triangulation techniques and observation persistence. Meanwhile, the data analysis technique uses four stages, namely : data collection, data reduction, data presentation, and drawing conclusions (Sugiyono, 2009).

## RESULTS AND DISCUSSION

Based on the results of research with observations, interviews and documentation of data that has been collected and carried out in research related to event management NusantaRun Chapter 6 Wonosobo – Gunung Kidul 169 Km in 2018.

First, the result of research relates to the management design system is that the recruitment of the event organizing committee is carried out once a year and the registration is voluntary and has a high commitment to this event. The planning or design of the activity program has been prepared

by the organizing committee in a good and structured manner, but will change according to conditions that occur in the area where the event is held. Funding planning comes from participant registration, donors, and sponsorship. Not only prepared by the committee, the planning of facilities and infrastructure was also prepared by the running participants according to the checklist provided by the committee.

Second the organizing system always changes every year due to the other activities volunteers have, some of them maybe busy or rush in their own activities. Organizing a well – organized and structured activity program; which people who are experts in their fields. Funding organization manages ideally and transparent. Organizing the facilities and infrastructure is fine, this is proven by cooperation of all parties includes the NusantaRun team, sponsorships, and running participants in achieving common goals.

Third, the management implementation system always changes every year, however it does not mean they are not committed to organizing this event. The implementation of the activity program has carries out very well. The implementation of funding has been managed transparently, and on the other hand, it has created new innovations to contribute. The implementation of facilities and infrastructure is very details more than the expectation considering that this event takes up to several days.

Fourth, the management supervision system is running well, as evidenced by the coordination between the founder and all coordinators to carry out their duties. Supervision of activity programs has carries out well, this is proven by the existence of : supervision, coordination – lead actions and innovation which stimulate goals to be achieved. Funding supervision is properly done, its proven by the presence of supervision that involves platforms and human resources who are professionals in their fields. Supervision of facilities and infrastructure is properly done. This is proven by the presence of supervision involving all parties.

Fifth, a routine management evaluation system is passed through improvements and

innovations so that future events can run better. Evaluation of program activities is properly done in various routine meetings. Funding evaluation also done in a fine way considering that this event that related to charity. Evaluation of facilities and infrastructure is properly done, it is because the evaluation is passed on with understanding of the importance of facilities and infrastructure in the continuity of an event.

Sixth, the impact of the 169 Km NusantaRun Chapter 6 Wonosobo – Gunung Kidul event in 2018 for the surrounding community related to regional promotion is that this event has influenced regional promotion, contributed to social, positive influence, and influenced the culture of sports. The impact of the event for Kampus Guru Cikal which received donations was very influencing and had a very positive impact on the sustainability of the educational programs carried out by the Kampus Guru Cikal in the areas around Central Java and Yogyakarta.

## CONCLUSIONS

Based on the result data and research discussion with observation, interviews and documentation related to the management of the NusantaRun Chapter 6 Wonosobo – Gunung Kidul 169 Km event in 2018, it can be concluded as follows :

First, in the case the background, vision and mission have clearly been strengthened by an organized management planning structure, funding activity program and infrastructure. With proper and mature planning it will facilitate the implementation of this fundraising event. However, in management planning, it said to be inadequate because of the permanent management structure.

Second, the management organizing system, program activities, funds, facilities and infrastructure is well – organized which is involving people who are experts in their fields, so that the organization runs accordingly.

Third, the implementation of management, program activities, funds, facilities and

infrastructure is running well because of the theory in terms of management is properly implements to its plans and tasks. From the implementation that went well, the target set by this event is achieved.

Fourth, supervision of the management of the management of activity programs, funds, facilities and infrastructure is running well, this is the role of the founder and the coordinators is very large.

Sixth, the impact of the event on the surrounding community is quite good, because it also gives a contribution to the social environment in the area. Besides, the event also gives an impact on sports culture. In connection with the impact of this event, the Kampus Guru Cikal said that is very good, where the donation was intended to really help educators, students, special schools, and inclusive schools who received assistance

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