

The Sports Industry in the Service Sector During the Covid 19 Pandemic in Bandar Lampung

Satria Armanjaya[✉], Tri Rustiadi, Rumini Rumini

Universitas Negeri Semarang, Indonesia

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Abstract

This research is motivated by the condition of the sports industry in Bandar Lampung during the pandemic. The sports service industry is experiencing the effects of the COVID-19 pandemic that began in early 2020. This is a qualitative study employing a phenomenological design. The investigation was conducted in Bandar Lampung on April 5, 2021. The research collected data from service and rental service actors, Technical Implementing Service Unit of Youth, and Sport Office, Lampung Regency, and the community as sports participants. Techniques for data collection include observation, interviews, and documentation. Data analysis is composed of 4 interacting components: data collection, data reduction, data display, and conclusion. The findings of this study show that the condition of Bandar Lampung's sports service industry is currently being affected by the COVID-19 pandemic. Due to the obstacles encountered in the field, sports service actors are powerless to intervene. With the reopening of their businesses, sports service actors implemented strategies to ensure their businesses continued during the pandemic, including limiting operating hours, restricting visitors, and implementing health protocols. Certain perpetrators of sports services work additional jobs to supplement their income. Online media and offering discounts are two strategies for re-engaging people in sports. The research concludes that the sports service industry in Bandar Lampung was experienced a decrease in income during the COVID-19 pandemic. Actors in sports services can resume operations if they adhere to strict health protocols and continue to be monitored by the regional COVID-19 cluster.

[✉] Correspondence address:

Kampus Pascasarjana UNNES Jl. Kelud Utara 3, Gajahmungkur
Semarang

E-mail: satriaarmanjaya02@students.unnes.ac.id

INTRODUCTION

The development of sports in Indonesia is receiving increased attention for a variety of reasons, one of which is that anyone can participate in sports. The world of sports has entered with the industrial world (Wahyudi, 2018). The industrial revolution 4.0 has had a significant impact on global industry development, particularly the sports industry. Industry 4.0 is a new industrial stage in which the integration of manufacturing processes and product connection enables increased industrial performance (Dalenogare, Benitez, Ayala, & Frank, 2018).

Sport has always been a part of human life (Sandi Akbar, Rustiadi, Tri, 2016). Sport is a necessary biological function that must be repeated in order to preserve physical, mental, spiritual, and social health (Adzilika, 2018). Physical activity can be oriented toward education, which is referred to as educational sports, achievement-oriented, which is referred to as achievement sports, toward recreation, which is referred to as achievement sports, or toward goods and services, which is referred to as industrial sports. Sport is a type of physical exercise that nourishes the body while also promoting physical fitness (Rizqika, Rustiadi, & Sulaiman, 2020).

The Sports Industry is a sector of the sporting goods and services industry. Many sports develop into hobbies that can develop into lucrative careers, since every inch of body type and movement can provide revenue (Rahayu T & J Siahaan, 2003). Many improvements have been made to policies aimed at advancing the sports business during the development of sports. Among the activities of the sports industry are those of a sports business that provides sporting goods and services.

The possibility for the sports industry globally and in Indonesia as a catalyst for economic growth is enormous. As a developing country, Indonesia has pioneered the sports industry (Sugito & Allsabab, 2018). The sports industry is currently advancing, as indicated by the rising sophistication of sporting goods and

services in the realm of sports that are now widely available.

The development of the sports industry appears to be a clear advantage for the community to satisfy their desire for sports. In summary, the world of sport is not limited to its role as a tool for mental and physical development, in maintaining a healthy body, as a source of entertainment, or to competition; sports can also be a source of economic income for people, which may also be a means of increasing people's income and enhance the dignity and status of the nation (Wahyudi, 2018).

The sports industry can be defined as the marketing of goods and services related to sports (Guvercin, 2016). The development of the Indonesian sports industry will continue to require the involvement of the community and the government in order to accomplish superior sports with the support of the local sports industry. Industrialization is necessary for a country's economy to expand rapidly, particularly in developing countries such as Indonesia.

Law No. 3 of 2005 explains that the sports industry is a business activity in the sports sector as goods or services. Businesses that were once synonymous with tangible goods are now more developed in the service sector, if developed properly, they can provide potential enormous profit (Putra, 2018). Compared to the goods sector, the sports industry in the service sector, particularly in Bandar Lampung, is currently significantly developed by the business community. In Bandar Lampung, the sports industry is quite small in terms of goods, as they operate primarily as distributors or traders of sports goods from craftsmen in the sports industry.

The emerging sports service industry in Bandar Lampung cannot be separated from the many obstacles that may arise. 2020 has proven to be a difficult year for sports industry actors, particularly in the service sector, as the COVID-19 pandemic spreads rapidly throughout the world. The COVID-19 virus has harmed Bandar Lampung's sports industry.

Since the virus was identified in early January 2020 in Wuhan, China, many people in various regions of the world have been positively infected and have died because of this COVID-19 outbreak (Nicola et al., 2020). Indonesia is one of the countries affected by the COVID-19 outbreak. According to Indonesian data, 27,549 persons died in the 34 Covid-19-positive provinces, including 1,663 died (Muhyiddin, 2020). The COVID-19 pandemic has impacted every sector of the Indonesian economy, most notably the service sector's sports industry. The pandemic's impact on the sports industry is significant.

Corona Virus Disease (COVID-19) continues to cause turmoil in practically every country in the world. Although activities are gradually resuming their normal course, much has changed in daily life (Ilmi, Darma, & Azis, 2020). Numerous sports service actors in Bandar Lampung have suspended their efforts to anticipate the COVID-19 virus's rapid spread. Additionally, government policy dictates that sports service actors in Bandar Lampung temporarily close their businesses. The findings of the research conducted by (Wildani & Gazali, 2020) also shows that many large-scale sports activities forcibly stopped.

The goal of this study is to achieve accurate and accountable results. This study examines the condition of sports service actors, the hurdles they confront, the strategies they employ, and the remedies they implement to ensure that sports service actors continue to earn revenue throughout the COVID-19 pandemic. In this study, sampling was conducted using informants who were deemed to be understandable and trustworthy as a source of data, which comprehend the issue in detail.

According to the facts discovered in the field, sports service actors lost income during the pandemic, they felt the pandemic's enormous influence on their sports services, events in Bandar Lampung were canceled, all sports activities outside the home were halted, and the government shut down sports infrastructure. All government-planned sports programs have been canceled in order to deal with COVID-19.

Bandar Lampung's sports service actors have seen an over 50% decrease in revenue and a few of them have shuttered their businesses because of the ongoing COVID-19 pandemic.

METHODS

This study employs a qualitative method with a phenomenological design. The researchers collected data for this study by observation, interviews, and documentation (Rumini, 2015). The subjects of this study were futsal field rental service actors, badminton court rental service actors, swimming pool rental service actors, gym rental service actors, archery field rental service actors, private swimming service actors, sports massage service actors, gym instructor service actors, and service actors football coaches, Lampung Provincial Young, Sport Office, and the community as sports actors.

Table 2.1 Research Data Collection

Research Variable	Indicator	Data Source
Sports Service Conditions	Pandemic Impact	
Sports Service Obstacles	Income	
Sports Service Obstacles	Expenditure	
Sports Service Obstacles	Government policy	
Sports Services Strategy	Closure of Sports Facilities at Home	OR Service Actors of Lampung Province
Sports Services Strategy	Operational hours restrictions	Dispora
Sports Services Strategy	Visitor Restrictions	Community Document
Sports Services Solutions	Implementation of Health Protocol	
Sports Services Solutions	Other Jobs	
Sports Services Solutions	Online Media Providing Discount	

Data validation technique in this study was accomplished through the use of triangulation of source data and techniques. The

researchers collected data from actors providing futsal field rental services, badminton court rental services, swimming pool rental service actors, gym rental service actors, archery field rental service actors, private swimming service actors, sports massage service actors, gym instructor service actors, and actors providing football coach services, as well as from the Lampung Province Young and Sports Office.

This study's data analysis technique is based on an interactive analysis model established by (Miles, M. B., humberman, A.M., & Sldana, 2014) data analysis consists of 4 interacting components, namely, Data Collection, Data reduction, Data Display and Conclusion. The four components are a continuous cycle.

RESULT AND DISCUSSION

Sports Service Conditions

COVID-19 Pandemic Impact

The research subjects included actors from Futsal Twins field rental services in Tanjung Karang Barat District, actors from Tawakal Badminton court rental services in Rajabasa District, Pahoman swimming pool rental service actors in Pahoman District, Empire Gym rental service actors in Labuhan Ratu District, and LHC archery field rental service actors in Labuhan Ratu District. Ratu, a Unila FC football coach service agent in Rajabasa District, said that the COVID-19 epidemic has damaged all lines of the sports industry in Bandar Lampung's service sector.

At the beginning of the pandemic, the sports service industry was totally shut down for three months due to government rules mandating the closure of Bandar Lampung's sports infrastructure. Individuals are only permitted to exercise and use facilities at their residences. For the time being, Bandar Lampung's sporting activities have ramped up gradually, while still adhering to health protocols and visitor limitations.

Revenue

According to the researcher's observations and interviews with many sources, sports industry actors in the service sector in Bandar Lampung during the COVID-19 pandemic all agreed that they experienced a decrease in income during the pandemic.

Table 3.1 Table of Decrease in Sports Service Revenue during the Covid 19 pandemic

Sports Services	Decrease in Revenue
Futsal field	70
Badminton court	60
Pool Rental	80
Gym Rental	65
Archery Field	75
Private Pool	80
Sports Massage	90
Gym Instructor	65
Football Coach	70

At the beginning of the pandemic, sports service actors were earned nothing for about three months due to the government's closure of all sports venues and infrastructure. After approaching the fourth month of the pandemic, sports service actors have been permitted to open their companies under strict protocols. However, their services continue to receive fewer visitors than they did prior to the COVID-19 pandemic.

Expenditure

According to the results of interviews with researchers and resource individuals, there are various divergent viewpoints among sports service industry actors, with a clear distinction between swimming pool rental services and other businesses that must continue to operate during the COVID-19 pandemic. The owner of the swimming pool rental service must continue to maintain the pool water using chlorine at a cost of 150 thousand / 20 liters and pay employees to vacuum the dirt in the pool water. On the other hand, if there is no revenue, swimming pool rental service actors must continue to spend maintenance costs.

While the results of interviews with field rental service actors and services such as futsal

field rentals, gyms, sports massages, and coaches indicate they have few expenses during this pandemic, particularly for light treatments that can be performed without paying employees or incurring additional costs. According to the perpetrators of field rental services and these services, spending during the COVID-19 pandemic does not indicate it does not exist; rather, it means that expenses that require less cost than pool rental service owners exist.

Obstacles to Sports Service Actors during the Pandemic

Government Policy

The sports service industry actors in Bandar Lampung have been vocal about their dissatisfaction with the government's policy requiring them to close their facilities during a pandemic; the difficulties they face are expected to be brought to the attention of the government and all other parties involved in this matter. The resumption of sports activities in Bandar Lampung cannot be separated from the government's cooperation with the owners of Bandar Lampung's sports service industry.

Closure of Sports Facilities

The findings of the research subject interviews indicated that sports service actors had concerns about the closure of infrastructure in the city of Bandar Lampung in an attempt to contain the spread of the COVID-19 virus. They were unable to deliver services due to the closure of sports infrastructure.

According to the researchers' observations of field research subjects, they remained closed during the COVID-19 pandemic. According to the owner of empire gym services, the authorities monitored sports facilities that attempted to reopen at the start of the three-month pandemic. For three months following the appearance of the COVID-19 virus, sports service actors suspended operations.

Sports Activities at home

During the COVID-19 pandemic, the public is required to participate in athletic activities at home. To help contain the spread of

the COVID-19 virus, which is accelerating in Indonesia. Currently, people are fearful about the COVID-19 virus. With the assistance of government-issued regulations governing recreational sports at home. Due to these obstacles, industry actors aspire for a government policy that will allow individuals to participate in sports outside of the home, allowing them to earn more money from the service industry they are already operating.

Strategy for Sports service actors

Operating Hours Restrictions

According to interviews with many sources from the Technical Implementing Service Unit of Youth, and Sport Office Lampung Regency, operating hours restrictions must be implemented during this pandemic. The Technical Implementing Service Unit of Youth, and Sport Office is aided in its execution by the *BHABINKAMTIMNAS* (Local police) of each region in monitoring the existing infrastructure in Bandar Lampung and limiting operating hours to avoid the creation of new clusters in the Bandar Lampung community. The actors in the sports service industry who are just opening their business must devise a strategy for adopting this operating hours restriction.

Visitor Restrictions

Visitors restriction is one strategy for keeping the rental facility operating during the COVID-19 pandemic. The owner has no difficulty executing it because visitors to the empire gym rental service and the Tawakal badminton court have been quite few during this pandemic, compared to pre-pandemic levels. The owner has scheduled visits to members of the empire gym rental in order to appropriately impose visitor restrictions. People are more cautious while participating in sports activities outside the home during this pandemic; they are less willing to take risks; and if the sports arena they are visiting is already packed, they opt to return home or seek alternative locations to avoid causing a COVID-19 cluster.

Implementation of Health Protocol

During this COVID-19 pandemic, actors in the sports service industry are required to follow health protocols. The owner of the gym instructor business explained that health protocols must be followed prior to participating in sports activities; before heading to the gym, people must wash their hands, take their body temperature, and wear masks; this is to avoid contracting viruses from the outside.

According to the results of interviews with the owner of the Twin futsal field, the adoption of health protocols is a strategy used by sports service operators. Strict protocols for sports services controlled by the government can assist the government in combating the COVID-19 virus and can persuade the public as well as sports actors to begin exercising at the facilities they have provided.

Sports Service Solutions

Other Jobs

While the sports services are not occupied with people during the pandemic, the owner of the archery field rental service establishes a chicken restaurant to earn revenue during the pandemic. Other jobs are the best choice for maintaining money for sports service actors during this pandemic. The proprietor of a badminton court rental service in Tawakal is seeking a solution by raising stone magpies during the pandemic. Although the sports service industry participants in Bandar Lampung are now permitted to operate, they still cannot make as much money as they were before to the COVID-19 pandemic. Other jobs that could be run as a solution during the pandemic include increasing the revenue of actors performing sports services.

Online Media

According to field studies, 90% of the value of using online media during a pandemic, particularly in the sports industry, is because of the rapidity with which information or notifications may be disseminated. This information or notification can then be utilized to promote sports service industry. Amid the

COVID-19 pandemic, we must be able to leverage online media for a variety of purposes, including child learning, marketing, and sales.

Additionally, during the COVID-19 pandemic, sports massage service actors used online media to re-market their services. Through online media, sports massage service actors could immediately spread notifications that their sports massage services had resumed operation. Online media is extremely effective in this industrial 4.0 era, particularly now that the COVID-19 virus has spread to every continent.

Providing Discount

Providing discounts is one way to entice visitors away during the COVID-19 pandemic. The discount offered by sports service actors for the empire gym rental is in the form of a price reduction for first-time visitors and member visitors. Despite the COVID-19 pandemic, there is still a lack of public interest in sports activities that do not involve the use of given facilities. Offering discounts may be one way to entice visitors to return to visit rentals provided by Bandar Lampung's sports service industry actors.

The sports industry is growing at a rapid pace at the moment, and sports businesses appear to be a clear advantage for the community to satisfy their need for sports needs. Sport has developed into an industrial image with significant added value since it contributes to the image of the nation's character (Priyono, 2012).

We cannot separate the sports services industry from various obstacles that may occur. It was proven in 2020 when the COVID-19 outbreak emerged which quickly spread throughout the world. Coronavirus diseases 2019 COVID-19 is a disease caused by a virus called Severe Acute Respiratory Syndrome Coronavirus-2 SARS-CoV-2 (Agustina & Sulaiman, 2020).

The emergence of the COVID-19 outbreak has affected the sports service industry actors, especially in Bandar Lampung. Government policies make it an obstacle for sports service actors. The physical distancing

policy is an effort to break the chain of the spread of Covid-19 which impacts the pattern of limiting human activities in various sectors of life (Ashadi, Mita Andriana, & Pramono, 2020).

Sports service actors apply the strategies by enforcing health protocols, restricting visitors, and limiting operating hours. As a result, it is projected that people will continue to exercise throughout the COVID-19 pandemic. A powerful immune system is one of the COVID-19 virus's defenses (Furkan, Rusdin, & Shandi, 2021).

Research by (Lim & Pranata, 2020) showing a physically active lifestyle is recommended to ward off the health and mental consequences of the COVID-19 pandemic. The government is currently reopening sports facilities but still implementing strict protocols. This policy is well received by sports service actors. With the reopening of sports facilities, sports actors disseminate information through online media and many of them provide discounts to attract sports actors to use the services they provide.

CONCLUSION

The study's conclusion is that the condition of sports service actors has decreased throughout the pandemic, and they must continue to provide sports services. The government's policy of shutting down sports infrastructure and requiring community members to conduct sports activities at home during the pandemic has become an obstacle, resulting in a decline in the turnover of sports service actors in Bandar Lampung. The strategy employed by sports service actors is to restrict operating hours, restrict visitor numbers, and enforce health protocols only to ensure that their businesses can continue to operate throughout the pandemic. Some sports service actors take on other jobs to support their income during the pandemic. Online media and discounting are also used to promote and re-engage people's interest in the sports facilities they provide.

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