

Application Design and Development Futsal Stadiums in Samarinda 2020

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Abstract

The background of this research is its development in the increasingly diverse world of technology and requires field rental service providers to be able to adapt to the competition that is being lived. How service providers are required to provide easy and fast service. This is important because at this time covid-19 is a barrier for someone to warm up the futsal field. The purpose of this study is to develop and analyze: 1. Build a futsal stadium application product for ordering fields using android, 2. The effectiveness of the futsal stadium application in placing orders for service providers. The validation results obtained from material experts i and material experts ii were obtained from the material and content aspects with the percentage from stage i material i giving 73% and material experts ii getting 75%, after revising material i experts giving 90%, and material experts ii gives 91%. In a small-scale trial, the value obtained from service providers is in the very good category with a percentage of 82%. The results of large-scale trials get a very good category with a percentage of 85%. For testing the futsal stadium application product, the average percentage of 90% is included in the very good category. The conclusion in this research is the creation of an android-based futsal field booking application called futsal stadium, and can be downloaded on a smartphone via google drive. The futsal stadium application product can be used to place field orders, as a marketing tool, and speed up transaction times.

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INTRODUCTION

Technology Information is one current technology develop with fast at the moment this . With progress technology information, access to data or available information could in progress with fast, efficient as well as accurate. Example from results progress technology information is development Internet network that allows whole people people around the world use available/ connected data in network the by together.

According to Fellyson (2016:121) "Development and technology should synergize for fulfil challenge development of the times this". For could produce something product certain used research that is analysis needs and for test effectiveness product to function in society wide.

Industry Sport is a processing process goods and services Becomes goods so or half so in field sport with objective forgot profit so that could fulfil needs Priyono, (2012) .

Based on the explanation above, that field industry divided Becomes two that is industry goods and industry service. Likewise with industry sports, where results end or the resulting product can in the form of goods nor service. Industry goods in scope field sport of them is making tools sports, sales equipment sport as shoes, clothes, accessories and so on. Whereas industry service in field sport as making school sport as futsal academy, basketball and so on, procurement of sporting events, rental means sports and so on.

RI Law No. 30 Year, (2005) about System National Sports Article 79 paragraphs 1 and 2 are explained that industry sport include: 1. Facilities and infrastructure produced, traded or for rent 2. Sales service activity branch sport as product packed playing in a professional manner which includes: a. Championship national and international b. Sports pecan regional, regional, national and international c. Agency, service information and consultation sport.

According to Article 80 paragraph 1 of the System Law The National Sports of the Republic of Indonesia Year 2005 explained that development

industry sport implemented through mutual partnership profitable to make it happen activity independent and professional sport. So that objective from industry sport actually is creation independence and professionalism sport in Indonesia.

(Bagus Praakoso et al., 2013) Futsal is the word used by international for game football in room. That word originated from the word FUTbol or FUTebol (from language Spanish or Portugal which means game football) and Salon or SALa (from language France or Spanish meaning in room). Wahyudi, (2013) explain management is a process of planning, organizing, leading, and controlling effort from member organization as well as use all source existing power in the organization for reach objective organizations that have set before. Whereas according to Haryadi et al., (2017) management is as something method for carry out a work program to fit with goals that have been planned and wanted achieved before.

Management facility sport is a process in which there is cooperation through people and source power organization for adjust management strategy so that they could overcome change in interaction on man for reach objective according to Linga P, (2019).

Marketing Sport is a medium of activity enough marketing strong in seize consumer limits. If worked on with seriously, marketing sport {sport marketing has power very powerful pull for marketer in effort strengthen *brand awareness* and *brand image* consumer Ilhamdi, in (Sukarmin, 2015) .

Sector service which is one of the sector ongoing development get attention big from government is one sector very potential development for could integrated with presence technology information. one example application technology information in the service sector is with implement something system that can record all data recording processes, both customer data, booking data, and payment data that are computerization. rental field including in one business moderate sport growing in Indonesia in particular Samarinda, according to Sukarmin, (2015) business sport that alone

business sport is business that includes field sport good that create or produce something product related to with sport or activity service sport and then promote to public or consumer.

Provider service current Futsal field this, still manual in customer data processing, booking and payment. With development network at provider service could utilized in development system on the futsal field, so that allow for built Futsal field booking system by computerization.

Research related to the rental system has been carried out before Panjaitan, (2020) has built a Futsal Field Rental application where this application processes data for futsal field rentals with only one field. With the development of technology and information, Maimunah, (2017) develops a web-based application where the research only applies it to computers and laptops. Weaknesses in this application are only limited to computer and laptop users who can access.

In East Kalimantan, especially in cities Samarinda development the place rental futsal field already the more develop with hurry up, thing the could seen already the more a lot the place rental futsal field in various area. During this if seen the system used in this Futsal rental in the process of service rental futsal field must come place the futsal for booking futsal field, filling in tenant data still use paper note. Payment proof moment this still use many paper so that could occur data loss, so that when make report payment experience difficulty because the data is not complete, and at the same time recap data, manager difficulty because there is many must

have paper collected, so that need accuracy so as not occur error writing. as a result time not enough efficient and a lot of data is lacking accurate.

Therefore an application is needed which can manage field rental data so as to provide convenience for employees in managing field rental data. Processing field rental data using the *website* , and whereas for order use *android* , is a medium of information that is it contains data *base* that can accommodate a lot of rental data, images, multimedia connected to the internet network.

Based on the background of the problem above, the author takes the title " Planning and Making " Application of Futsal Stadiums in Samarinda City ”.

METHODS

Based on objective research, then research this use approach method research and development (Research and Development), namely a research that results used for help implementation work, so that profession the helped with the resulting product from R&D then will the more productive , effective , and efficient Sugiyono, (2016:528). There are several procedure development proposed by several expert. one of them is procedure study development proposed by Sugiyono, (2016) . On research development this refers to the procedure study development according to Customized Sugiyono with need researcher. Procedure study development according to Sugiyono could seen in the picture following.

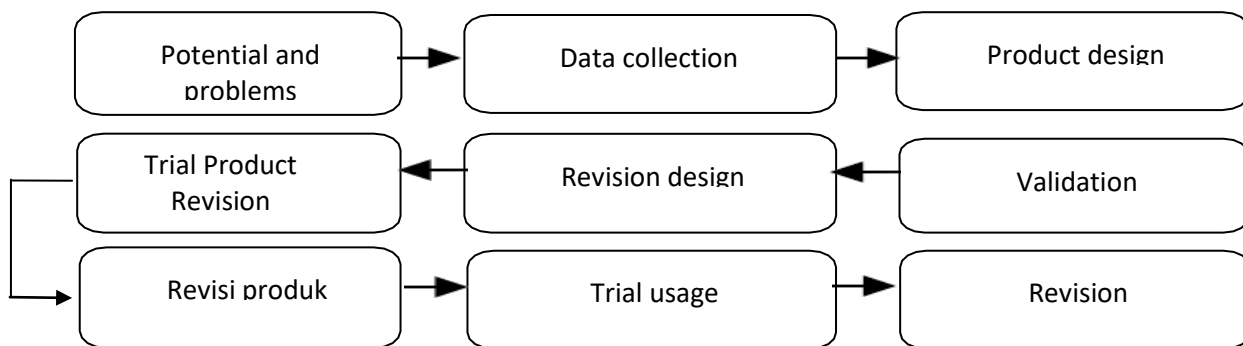


Figure 1. Steps development Method *Research and Development* (R & D) Sugiyono (2016)

Subject research on research this is owner/provider service futsal field in Samarinda City, research this is shared two procedure that is group small and group big in the city Samarinda, East Kalimantan. Which group small consist of 3 providers service futsal field which is in one district , and while for field test covers field 8 providers service field including SS Futsal Samarinda, D'gol Futsal, Vivo Five Futsal, Centro futsal, Lucky Futsal, Eagle Futsal, Futsal Akmal, Orion, Muso Salim Futsal, Suryanata Futsal, and Planet Futsal . in the city Samarinda . Trial in study this using technique method *total sampling* . Arikunto, (2019) “ research population only could done for population finite and subject no too a lot ”.

Quantitative data analysis techniques in study this use analysis statistics descriptive, in the form of very less, less, enough, good, very good statements that are modified into quantitative data with scale 5 that is with scoring from numbers 1 to 5. Steps in data analysis, among others: a). Collecting rough data, b). Giving score, c). Score

obtained then converted Becomes mark with scale 5 which is presented in table 1 Widoyoko, (2012).

Table 2. Conversion Evaluation Based on Percentage

No.	Percentage	Mark	Category
1	81 - 100	A	Very good
2	61 - 80	B	Good
3	41 - 60	C	Enough
4	21 - 40	D	Not enough
5	0 - 20	E	Very less

RESULTS AND DISCUSSION

Based on data that has been obtained from Step before, researcher designing *draft* design suitable product with existing problems. Analysis this covers procedure ordering, setting suitable schedule with needs in the field. The results of the analysis that have been obtained used as reference for determine design product.

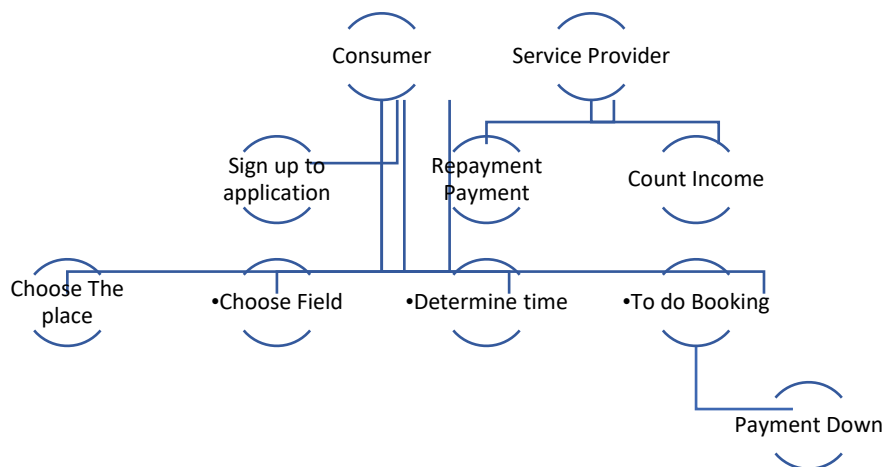


Figure 3. Product Design Draft

According to Ilman, 2017 applications offered in a development in one hand make it easier to find the information needed. The futsal Stadium application that has been installed can be

used directly for the purpose of finding information on prices, locations, and what facilities are provided by the field manager. In one application, it contains a lot of information that is

packaged in a practical way, and easy to operate anytime and anywhere (Wicahyani et al., 2018).

After design product done so next to Step validation the design by the first material expert who became the *validator* in this study was Prof. Dr. Tomoliyus, MS as a lecturer in the affairs of Coaching Education, Yogyakarta State University, Faculty of Science Sports management and sports marketing expertise . The second material expert is Moh. Roziq Bahtir as an expert in the field of Information Science. Obtaining data as following:

Rating from expert material I at stage I with percentage 73% including in category ok , after To do revision researcher continue in stage II to get enhancement with percentage 90% belongs to in very good category . Evaluation from expert II at stage I with percentage 75% belong to in category good , while in stage II the expert material II provides mark percentage 91%. Futsal stadium also through stages evaluation from expert mediaI at stage I with percentage 77% including in category good, assessment in stage II with percentage 90% including in very good category.

The first media expert who became a *validator* in this study was Hadi Suroso is one of the *owners* futsal field and referee licensed . The second media expert is Ali Maksum as an expert in making web and android-based applications. Obtained data as following clearly shows the 18 items of the questionnaire on the aspect of display quality and the quality of the application being developed. Judging from the evaluation of media experts, stage I got a percentage of 77% including the good category, stage II got a percentage of 90% including the very good category. Meanwhile, for expert evaluation, stage I II got a percentage of 73% including in the good category, stage II got a percentage of 90% including in the very good category.

After through Step validation expert material and product media expert Futsal Stadium app to trial stage. Where is the trial aim for know and identify various problem as weakness, weakness or no effective product for use by the provider service.

Table 2. Multimedia Quality in the Trial Small Group

Aspect Evaluation	Results	Category
Aspect Appearance	79.17	Well
Content Aspect	78.67	Well
Aspect Programming	90.66	Very Good

Table 3. Multimedia Quality in the Trial Group Big

Aspect Evaluation	Results	Category
Aspect Appearance	88.75	Very good
Content Aspect	86	Very good
Aspect Programming	78.5	Well

Order process futsal field on trial group scale small with percentage 82 % with very good category, on trial group scale big with percentage 85% with very good category, for testing product got results percentage 90% with very good category.



Figure 4. Memu Appearance *Android*

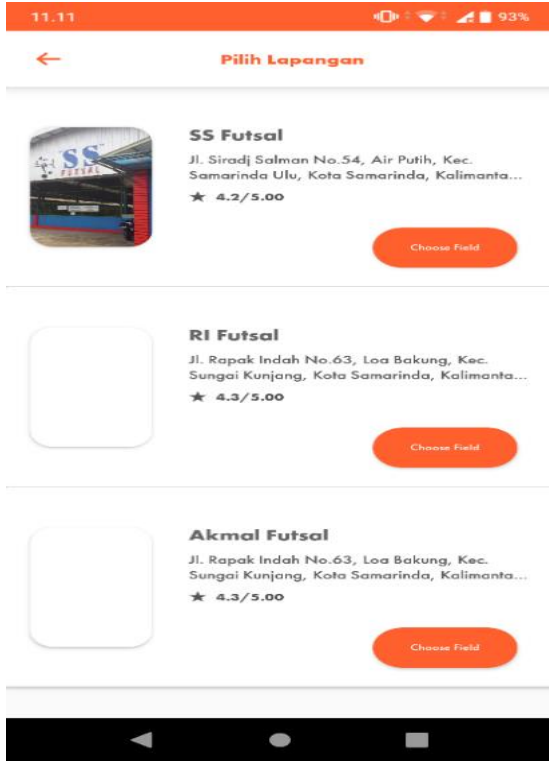


Figure 5. Menu Select The place Provider service



Figure 7. Writing Name and Selecting Booking

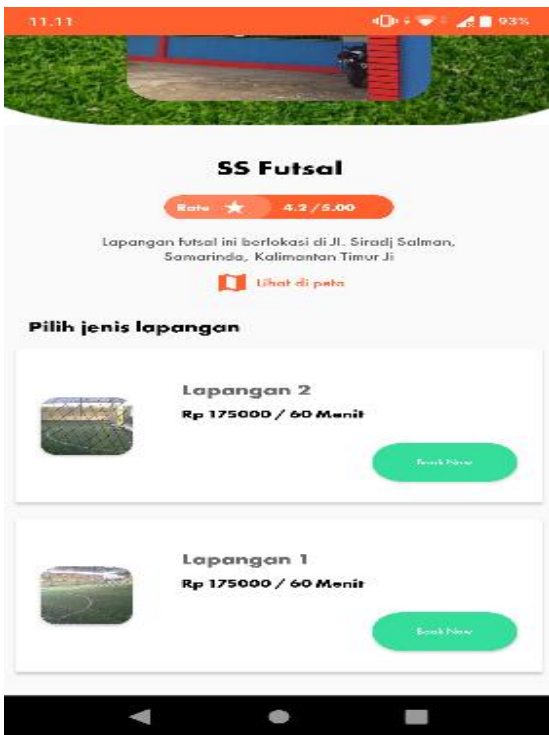


Figure 6. Menu Select Type Field Provided Service Provider

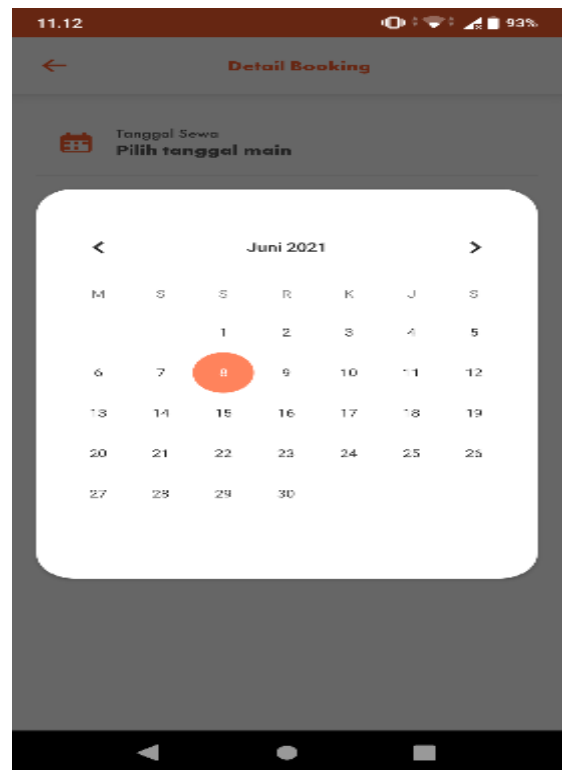


Figure 8. Menu Select Order Date and Time



Figure 9. Doing Payment

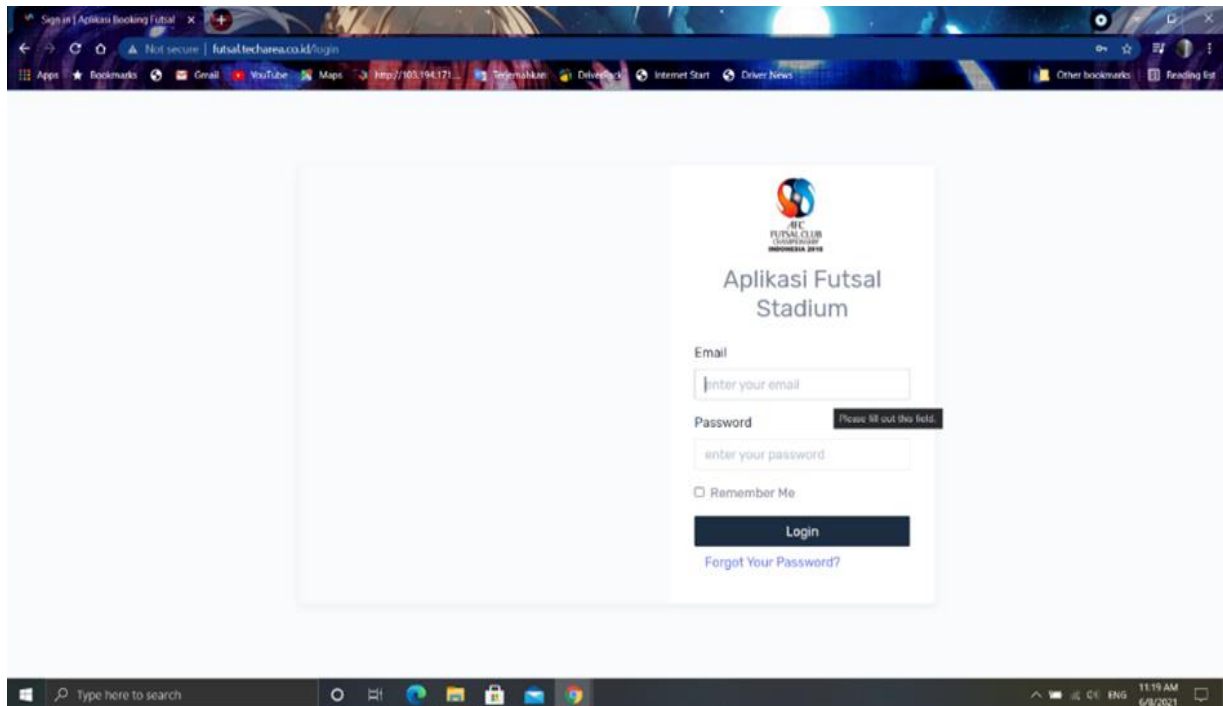
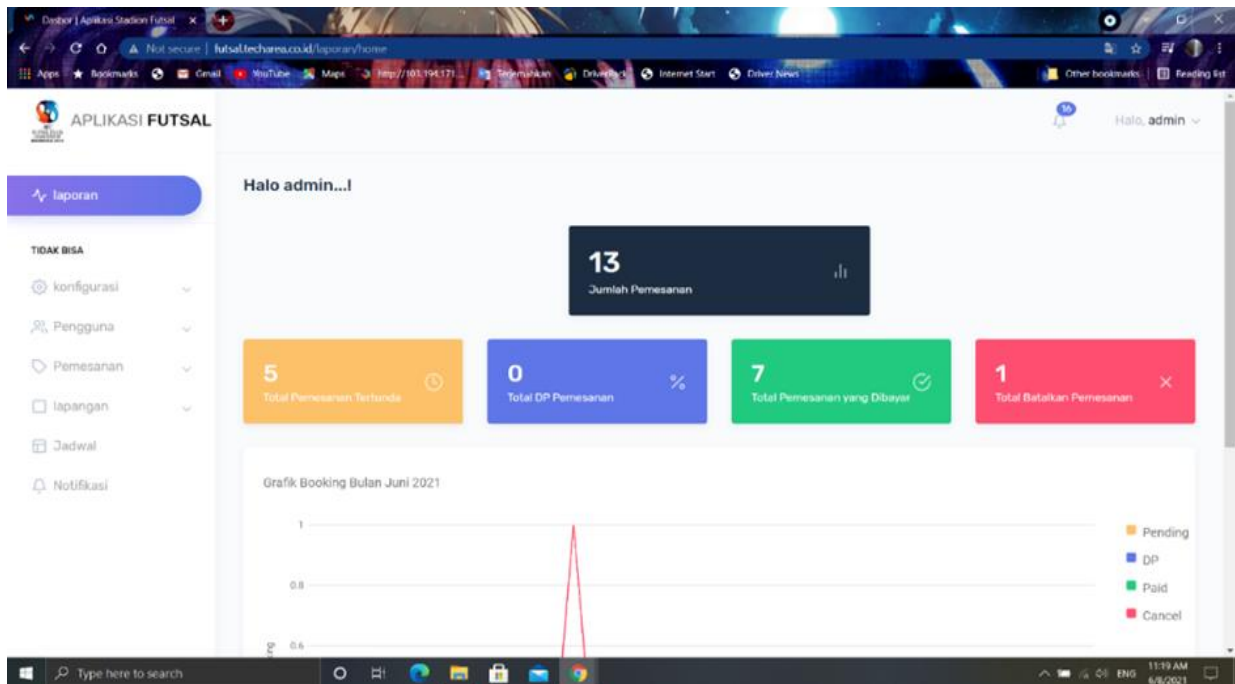


Figure 10. Web Futsal Stadium



Picture 11. Menu Web

Applications that have been made own base from mix ordering , according to (Gulid, 2011) “In the service sector, the marketing mix includes the additional PS , which are people, physical evidence, and process” . It means mix marketing traditional defined by the four P (product, price, place, promotion). Product is point center from activity marketing because product is results from something companies that can offered to the market for consumption and is tool from something company for reach objective from the company (Viranti & Ginanjar, 2015) , According to (Guidance, 2021) price is mark swap something declared product _ in unit monetary and price that is amount must value _ fulfilled by customer for got something product or services , while according to Farida et al., (2016) the place is related with access the place for distribute product , and Promotion is a form of marketing communication. Which is a marketing activity that seeks to disseminate information, influence , persuade, and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the

products offered by the company concerned (Novitriansyah & Susi, 2017).

CONCLUSION

Based on results research and discussion about development product Futsal Stadium application, it has been produced product application *Futsal Stadium* which is web -based with the link <http://futsal.techarea.co.id> which aims to: fill in owner data field, and downloaded based on *android* on *google drive* with name *Futsal Stadium v1.1.apk* with the amount of 6.91 MB that is used the place for order field.

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