

The Impact of the Covid 19 Pandemic on Facilities Providers and Sports Activities in Palu City

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Abstract

The motivation for this research is the impact of the COVID-19 pandemic on sports facilities and activities. Objectives 1) Analyze the status of business actors supplying sports facilities 2) Analyzing the challenges faced by commercial actors in the provision of sports facilities 3) Analyzing corporate actors' solutions for providing sporting facilities in the city of Palu. This study used a qualitative research design to investigate phenomenology. This study uses the Palu City Diaspora, sports facilities business actors, and the community as its data sources. Data collection techniques was using observation, interviews and documentation. The four interacting components of data analysis were data collection, data reduction, data display, and conclusion. This study's conditions pertain to the state of sports, particularly the availability of sports facilities and activities. The impact of the COVID-19 pandemic is felt not only by the community as sports players, but also by the government, particularly commercial actors providing sports facilities. Constraints The inability of business actors providing sports facilities and activities to operate is mostly caused by the closure of sports facilities and infrastructure in Palu City. During the covid 19 pandemic, the answer for facility business actors through internet media can help in marketing the rental of sports facilities or services. The research concludes that the condition of sports facilities business actors during the covid 19 pandemic has resulted in a decrease in income. Always improve by creating health measures so that their businesses can reopen throughout the transition from the covid 19 pandemic.

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INTRODUCTION

Without adequate sports facilities, it is challenging to anticipate public or public interest in and participation in sports activities. The greater the number of available sports facilities, the greater the opportunities for people to use and utilize them for sports activities; conversely, the limited available sports facilities, the fewer opportunities people have to use and utilize them for sports activities. Thus, the availability of sports facilities will influence public interest in and participation with sports (Hadiwardoyo, 2020).

Large sports facilities not only provide space for practice, but also for spectators (Sabar, 2013). In general, sports facilities consist of both physical and non-physical facilities. Physical sports facilities include infrastructure and facilities. Non-physical sports facilities consist of infrastructure and facilities such as sports associations, trainers, and PE (physical education) teachers. The availability of these two types of sports facilities in sufficient numbers will not only increase community participation in sports, but will also be capable of altering public perceptions of exercise as merely activities for recreation and health maintenance (Pambudi, 2020).

The progression of sports development is focused on three corridors: 1) educational sports development, 2) achievement sports development, and 3) community sports development/ recreational sports. If a standardization of sports facilities is achieved, the real goals of sport will be effectively attained. Facilities are everything that is used to achieve meaning and purpose. In the meantime, infrastructure is everything that serves as the primary support for the implementation of a process (Purnama & Setyawan, 2019).

Palu City is one of the developing areas in the province of Central Sulawesi that is experiencing relatively rapid development. These changes occur in virtually every aspect

of life, including economic, social, and sports activities. Sport is an integral part of the lives of people everywhere and at all times. Sport is a unifying force for the nation, as it disregards differences in customs, culture, race, and religion (Prakoso, Rahayu, Hartono, & Kusuma, 2020) Sport is an activity whose goals include achieving health, pleasure, and physical fitness, as well as achieving success in its implementation (Tahki, 2017).

In several cities in Indonesia, the government currently provides community facilities for morning and evening exercise. The local government designs and plans city parks and protocol roads that are suitable for sports and exercise. According to the observations of researchers, this strategy is quite effective because people are very enthusiastic about exercise. Due to the location's strategic positioning in city parks, protocol roads, and other areas, the community can afford the location. Additionally, the activities include group gymnastics, leisurely walks, and leisurely runs (Harvianto, 2020).

There are a number of government-provided sports areas and sports facilities in Palu for the public's easy and cost-free satisfaction. However, the government-provided amenities are limited to open spaces, running trails, and walking paths. Users are restricted to those who wish to exercise with their families. Meanwhile, facilities such as swimming pools, futsal courts, badminton, basketball, volleyball, and football, both indoor and outdoor, are available for rent, regardless of whether they are managed by a specific agency or owned by a business entity that provides sports facilities. In Palu, there are also professional teams or clubs that rent for training purposes.

The COVID-19 pandemic in Indonesia was first detected on March 2, 2020, when 2 people were confirmed to have contracted it from a Japanese citizen. On April 9, the pandemic had spread to 34 provinces with East Java, DKI Jakarta and South Sulawesi

as the most exposed provinces (Rosita, 2020) Numerous variables can increase the emergence of new diseases. These factors can result in the evolution of infectious agents into new ecological forms that are easily transmitted to new hosts, making adaptation and distribution among new hosts very easy. Among these factors is urbanization (Apsari, Billah, & Insani, 2020).

Due to the impact of the COVID-19 pandemic, business actors providing facilities in the city of Palu, particularly in the sports sector, suffered enormous losses. One of the sports-related businesses is the leasing of sports facilities. This is due to the existence of a pandemic outbreak and the Palu city government's policy of limiting community activities in accordance with central government regulations as part of efforts to stop the spread of the corona virus (covid19) in Indonesia in general and in Palu in particular.

Research results by (Wildani & Gazali, 2020) shows that many large-scale sports must be stopped. The decline in revenue from the provision of sports facilities is one of the reasons why sports activities are not conducted properly. Initially, sports activities were able to be conducted effectively because sports facility providers provided the best service. This cannot be done at this time due to the rapid increase in Covid-19 transmissions.

METHODS

The approach used in this study is a qualitative research with a phenomenological design. The process of collecting data in this study, used the methods of observation, interviews and documentation (Rumini, 2015). The subjects in this study were the Sports and Youth Officials of Palu City, business actors in the rental of sports facilities, and the community as sports actors.

Table 1. Research Data Collection

Research Variable	Indicator	Data Source
Sports Service Conditions	Before Covid 19	
	After Covid 19	Sports Service Actors
Sports Service Obstacles	Closing of sports facilities	Palu city youth and sports office
	Sports activities at Home	Document Society
Sports Service Solutions	Implementation of health protocols	
	Giving Discount	

In this study, the data validity technique involved triangulation of source data and techniques. The data obtained from the business actors leasing ORDispora Community facilities by the researcher. The document was then rewritten using words that remained relevant to the development of the information the researcher obtained through observation, interviews, and documentation.

The data analysis technique used in this study is based on an interactive analysis model developed 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

Condition

Effects of the Covid 19 Pandemic

With the emergence of the COVID-19 Pandemic, of course, it will have a significant impact on all business actors, both in the provision of facilities and sports activities, including businesses that are owned in the form of providing sports facilities. As a society, we must comply with government

regulations or appeals to temporarily close this archery field rental in Palu to prevent the spread of covid. The COVID-19 outbreak or pandemic has had a significant impact on a variety of sports, as sporting events cannot be held, athletes in the city of Palu stop practicing, and sports facilities must be closed for a period of time. Consequently, this pandemic has a very large impact for sport world.

Based on the findings of the conducted interviews, it can be concluded that the COVID-19 pandemic has had a significant impact on numerous fields and conditions in the world of sports, particularly the provision of sports facilities and activities. As a result of the Corona virus pandemic, the business of providing sports facilities has suffered severe losses. Some sports establishments had to temporarily close in order to prevent the rental of abandoned equipment. Because it had not been used for months, a number of the sports equipment provided by those responsible for providing sports facilities began to deteriorate, resulting in additional financial losses for business actors for providing sports facilities..

Income

At the start of the COVID-19 pandemic in March 2020, almost no revenue was generated because all sports infrastructure had to be shut down for three months. Now, thank God, many gyms have reopened, albeit with visitor restrictions. For a one-time gym rental fee of \$15,000, members pay 140,000 per month. During a pandemic such as this, there are still people who come to rent, although the number is much smaller than the number of people who rented before the covid 19 outbreak. The number of people who came during the pandemic was also uncertain; sometimes there were none, and with such circumstances, the income was also uncertain, if for the first few months of the pandemic we were closed. This eternal sport's field rental rate is 300 thousand members / 3

hours / three times playing, and 25 thousand non-members / hour.

Based on the results of the interviews, it can be concluded that business actors in the field of providing sports facilities have had no income for the past few months due to government regulations mandating the temporary closure of all sports facilities. However, many business actors that provide sports facilities have reopened their businesses. However, the owners of sports facilities have reported that visitors are not as numerous as they were before the pandemic. Obviously, this has a significant impact on our income, said the owner of the sports facility.

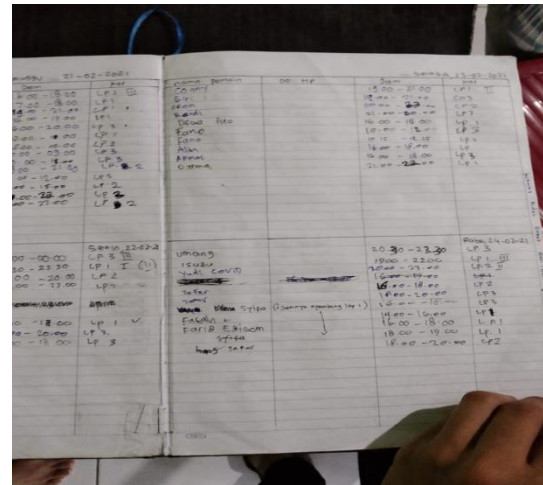


Figure 1. Business Actor's Income

Expenses

The expenses involved with the swimming pool are quite high, as we must also purchase chlorine to maintain its cleanliness and sterility. The price of chlorine per 15 liters is \$145. Our ponds require 15 liters of chlorine per day. The swimming pool incurs maintenance costs during the pandemic. At the onset of the COVID-19 pandemic, expenditures and income were stable as usual, as there was no government circular letter restricting outside activities in Palu City. However, a few months later, Covid-19 in Palu City worsened significantly, this has an impact on field income, resulting in the need to lay off a number of employees.

Based on the results of interviews with informants, it can be concluded that certain sports service actors, such as building rental services, massage services, coach services, and badminton court rentals, do not incur significant costs during this pandemic. During the COVID-19 pandemic, their income is still sufficient to perform light maintenance on the existing services. During this COVID-19 pandemic, swimming pool services continue to incur substantial daily expenses to maintain pool water, while their income is minimal.



Figure 2. Mandatory expenses for swimming pool business actors

During this covid 19 pandemic, the high cost of purchasing chlorine as a pool water treatment is a significant burden for the owner of swimming pool rentals. As depicted in the image, the rental of the futsal field at Novega Palu does not entail a significant cost, as the rental owner can clean the field every day without incurring a cost.

Problems

Government Policy

The policy issued by Minister of Youth and Sports of the Republic of Indonesia Circular Number: 6.11.1/Menpora/VI/2020 is currently an impediment for business actors in the field of providing and sporting activities in the city of Palu. Obviously, this government-issued policy is aimed solely at combating or preventing the transmission of

covid 19 in early 2020. And as of now, they have begun to be able to operate their business by adhering to government conditions. The government's policy of temporarily closing the facilities we rent out during the pandemic impedes our ability to conduct business in the sports facilities sector. Despite the fact that our only source of revenue is field leasing, the government has been prohibited from operating during this pandemic. Obviously, this is an obstacle for us business actors in the provision of badminton court rental facilities.

Based on the results of interviews conducted with the aforementioned data sources, it is possible to conclude that a number of government policies have prevented business actors providing facilities and sports from earning income or revenue during the pandemic. Palu City's sports infrastructure and facilities had to be shut down, which was the policy that most hindered the ability of business actors to provide sporting facilities and activities. The sole purpose of the policy is to break the transmission chain of the COVID-19 virus.



Figure 3. Government Regulations Regarding the Covid 19 Pandemic

The above regulation issued by the Minister of Youth and Sports of the Republic of Indonesia Circular Number: 6.11.1/Menpora/VI/2020 addresses the Governor, Regent and regional officials that in order to fight the COVID-19 virus, they must reduce outdoor activities, and urges to temporarily closing sports facilities to reduce the mobility of the transmission of the covid 19 virus.

Closure of Infrastructure

During the pandemic, the closure of sports facilities is one of the obstacles we must overcome. Not only must sports facilities belonging to industry players be closed indefinitely, but so must the sports infrastructure that we manage on behalf of the government. As a provider of gym instructor sports facilities during this pandemic, the closure of sports infrastructure, particularly the gym, prevents me from working.

The conclusion that can be drawn from the interviews with the informants is that the closure of sports infrastructure is an obstacle that business actors must overcome in order to provide sports facilities and activities in the city of Palu. With the issuance of this policy, sports service actors have closed their businesses for several months since the outbreak of COVID-19.

At the beginning of the covid 19 pandemic, the Novega field was forced to close the facility for several months. During this time, there was no sporting activity in the rental facilities it owned. The sole purpose of the government's request to close sports facilities in early 2020 is to prevent the spread of the COVID-19 virus.



Figure 4. Futsal Facility Closure

Sports Activities at Home

Providing facilities and sporting activities in the city of Palu is naturally hampered by the government's issuance of regulations governing the exercise of individuals at home. Now, however, people are beginning to exercise outside, although they do so infrequently due to their fear of outdoor activities. The government encourages the public to exercise at home, which is one of the obstacles we face as owners of sports facilities; consequently, during this pandemic, there are no outdoor sports activities.

Based on the results of the previous mentioned interviews, it can be concluded that the demand for sports activities at home discourages visitors to the businesses that provide sports facilities and activities. During the pandemic, individuals who participate in sports do so only at home using makeshift sports facilities.

Solutions

Online Media

Currently, using online media as remarketing can be a solution for letting people know about the services we provide. however, they should not be opened after a few months. Utilize online media such as Instagram and wa to promote your private swimming service. Online media can aid in marketing the rental of sports facilities or services during the covid 19 pandemic, as shown in the image above of Thor gym hammer rental services remarketing their sports services via Instagram during the covid 19 pandemic.



Figure 5. Utilization of Instagram Online media

Giving Discount

Here, we apply the discount by reducing the rental price for one-time visitors

from 15,000 to 10,000, and for members from 160,000 to 130,000. With the expectation that more gym-goers will visit our rental location during this pandemic. As a marketing strategy, discounts are beneficial during this pandemic. Sporting facility providers in the city of Palu offer discounts to entice individuals to use their facilities.

Based on the results of the the above interviews, it can be concluded that the provision of discounts by business actors offering sports facilities as a solution encourages athletes to use the the sports facilities they offer. During this pandemic, the public's interest in sports is very large, so giving discounts is considered very good to attract visitors to the sports services they have during this pandemic.

Table 2. Discount on Sports Facilities during the Covid 19 Pandemic

Sports Services	Before	After
Badminton court	40 thousand/hour	35 thousand/hour
Futsal field	120 thousand/hour	120 thousand/hour
Archery Field	30 thousand/come	25/come
Gym	20 thousand/person	15 thousand/person
Swimming pool	15 thousand/person	15 thousand/person
Private Pool	200/student	150/student
Masagge	75/person	75/person
Soccer Coach	5 thousand/one practice	5 thousand/one practice
Gym Instructor	150/member	150/member

DISCUSSION

Industry 4.0 is a new industrial stage in which manufacturing operating systems and information and communication technology (ICT) are integrated to form Cyber-Physical Systems (CPS) (Wang et al., 2015; Jeschke et al., 2017). Based on previous research, the GRL private swimming sports service players believe that online media can aid in remarketing their services after several months of inactivity.

Digital technology enables business actors to provide their services to customers, including internet-based services embedded in their products (Dalenogare et al, 2018). The

online media of today is extremely useful in all fields, especially the sports industry. Online media can rapidly disseminate information or notifications that can be used to promote sporting goods or services.

During the current COVID-19 pandemic, players in the sports services industry are required to implement health protocols. The 2019 coronavirus disease (COVID-19) pandemic is compelling the world population to change their daily routines, including their exercise habits (Lim & Pranata, 2020). In response to the results of the study, the owner of the gym instructor service explained that health protocols must be followed before participating in sports

activities. Before entering the gym, customers must wash their hands, take their body temperature, and wear masks to prevent the transmission of viruses.

Obviously, these obstacles are also encountered by business actors providing facilities and sporting activities, who are typically microbusinesses (Wahyudi, 2018). During this pandemic, there are no facilities for renting funds that are typically provided to help with infrastructure maintenance costs. Due to the closure of sports infrastructure in Palu, residents can only engage in sporting activities at home.

CONCLUSION

This research concluded that the condition of sports services in Palu during the covid 19 pandemic was such that sports service actors felt the impact of the covid 19 pandemic from the time it first appeared in Palu in June 2020. They had no income for several months at the beginning of the covid 19 pandemic because he had to close his business. During the COVID-19 pandemic in the city of Palu, the government issued a policy that was extremely unfavorable to business actors involved in the provision of sports facilities and activities. To prevent the spread of the COVID-19 virus through sporting venues, businesses that provide sports facilities and activities are required to temporarily close their doors. Online media is a solution for players in the sports services industry; by utilizing online media, they can rapidly market their sports services industry to things that deserve to be crowded. Repromoting the sports service industry, which was shut down at the onset of the covid 19 pandemic, via online media is regarded as extremely effective. During the covid 19 pandemic, business actors providing facilities in Palu City offer discounts to visitors in order to entice them to participate in sports at their establishments.

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