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Regional sports development framework based on local socio-cultural potential and demographics in Aceh, Indonesia

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ABSTRACT

This study aimed to develop a sports coaching framework based on local socio-cultural and demographic potential in Aceh, Indonesia. The study used the Richey & Klein design and development model with five stages: needs analysis, design, development and validation, implementation and evaluation, and revision and dissemination. A total of 360 respondents participated, including officials from the youth and sports office, sports practitioners, coaches, and athletes. The main findings of the study resulted in a new model of regional sports development framework which is a recommendation for regional sports coaching in Aceh Province to increase competitiveness at the national level and the contribution of athletes in the national team. This model can be adopted in other regions with similar characteristics, particularly in Indonesia. It offers a new contribution to the literature by emphasizing the role of local socio-cultural and demographic factors in regional sports development. The proposed sports coaching framework is flexible and can support future sports development, especially in developing countries that face challenges in competing in popular sports such as football. It encourages a shift in focus toward sports with higher potential for success in individual events, based on local socio-cultural and demographic contexts, thereby enhancing opportunities for international achievement.

KEYWORDS

Culture; Demographics; Skeletal System; Sport; Social Factors

1. INTRODUCTION

The development of Indonesian sports over the past two decades has become a contemporary issue that has undergone many developments (Ma'mun, 2016). The development of Indonesian sports began to develop since the Asian Games in 1962 (Rahmawati et al., 2018) and supported through Presidential Regulation No. 86 of 2021 concerning the Grand Design of National Sports (GDNS) (Chaeroni et al., 2023). Another support came through the national sports law Number 11 of 2022 which aims to transform sports development in accordance with the vision and mission of 100 years of Indonesia's independence in 2045 and the Regulation of the Minister of Youth and Sports No.15 of 2023 concerning Regional Sports Design (RSD) which aims to equitably distribute the development of sports infrastructure facilities and mapping the potential of national sports (Natalia et al., 2016).

Indonesia has a strategic side to develop sports in the review of many socio-cultural characteristics (Irfan et al., 2020) and the location of demographics (Solehuddin & Budiman, 2019). Indonesia has 38 provinces spread across 5 islands consisting of Sumatra Island, Java, Kalimantan, Sulawesi and Papua with various ethnic groups totaling around 1,340 ethnic groups. Various tribes and diverse regions have the potential to be developed into superior sports. Socio-cultural potential, for example, some highland communities have strong physical qualities. The potential of the demographics of some regions of Indonesia is highlands that can be developed for kite sports and some marine areas that can be developed for water sports such as diving, kites and others. Some of the countries that have successfully achieved sports achievements with this method are Ghana with its culture of archery, hunting and farming who are then trained to become an athlete (Charway & Houlihan, 2020). Botswana also applies the same model through a national sports policy that is less stable but develops local sports through its socio-culture, these characteristics have similarities in Indonesia.

So far, Indonesia's mainstay sports have the potential for medals at the Asian Games and Olympics in the dominance of archery, weightlifting, Dragon Boat and badminton. This achievement cannot be separated from the background of some athletes from areas that have local socio-cultural and demographics that support sports branches. This achievement has a correlation that socio-cultural and demographic can be developed into sports potential (Coalter et al., 2020). If analyzed, each region in Indonesia has a potential strategic side (Ramadhan et al., 2020). This potential can be explored from 38 provinces in Indonesia and then mapped out each province has sports advantages.

One of the provinces that has local socio-culture and potential demographics is Aceh Province which has diverse characteristics. Judging from socio-culture, Aceh has local culture related to sports such as archery as a local culture related to religion, horse riding which is used as a means of transportation in the highlands and horse racing performances, shooting related to the past of the Acehnese people during the independence conflict, and pencak silat which is a mandatory extracurricular part of Islamic boarding schools. While the demographic potential of Aceh province has not been studied academically and theoretically, the fact is that Aceh has three potential areas, namely 4 districts in the highlands with the potential for aeromodelling, flying, gantole, and skydiving. Then 16 districts on the coast that have many upstream rivers have the potential for rafting, canoeing, and dragon boat sports, and 3 districts in the Indian Ocean offshore have the potential for water sports such as surfing, diving, and jet skiing. The potential of demographics should be able to become a center for the development of superior sports according to local wisdom in the province of Aceh.

Some previous research that strengthens the above narrative includes “Country profile of Ghana: sport, politics and nation-building” (Charway & Houlihan, 2020), Ghana has succeeded in building sports by prioritizing political power policies and then focusing on developing sports according to culture and demographics with a focus on athletics, boxing, football, hockey and table tennis. Ghana, which is a former colony from Europe, also tried to follow the European sports culture which was adopted into the sports culture in Ghana. Furthermore, the same African country, namely South Africa “Country profile: Sport in South Africa” (Jacobs et al., 2019) which focused on the development of football, South Africa was able to host the World Cup in 2010. East Asian countries such as Japan, Korea and China have made sports culture a welfare of their citizens so that improving sports culture is mandatory (Ma & Kurscheidt, 2019). Other research (Vaughan et al., 2022), explaining socio-culture is able to develop sports talents, blessings arise from an environment that then continues to become a sports culture in certain sports.

This research is original research that fills the literature gap on the model of the framework of sports development through socio-culture and demographics in Indonesia with an area study in the province of Aceh. This research aims to offer unique and new contributions that have not been explored before so as to make a significant contribution to research on the potential of local socio-cultural and demographics in the future. Developing countries that have not been able to compete with developed countries that focus on sports technology in popular sports such as football, tennis and badminton that apply high technology and expensive infrastructure, can adopt this model to

increase competitiveness in certain sports. Developing countries need to focus on individual sports with good long-term coaching strategies through a systematic and measurable sports development framework. This research aims to produce or develop a framework model and analyze according to the needs of the research problem.

2. METHODS

2.1. Study Design

The research uses Design and Development Research Richey & Klein's theory with five stages of development procedures (Tracey, 2009). The steps in the implementation of the research include (i) the needs analysis stage, (ii) the design of the development process, (iii) model development and validation, (iv) implementation and evaluation, (v) revision and dissemination of the model (Yildiz, 2020). The steps of the research implementation procedure are described in Figure 1 below according to the five stages of Richey & Klein theory.

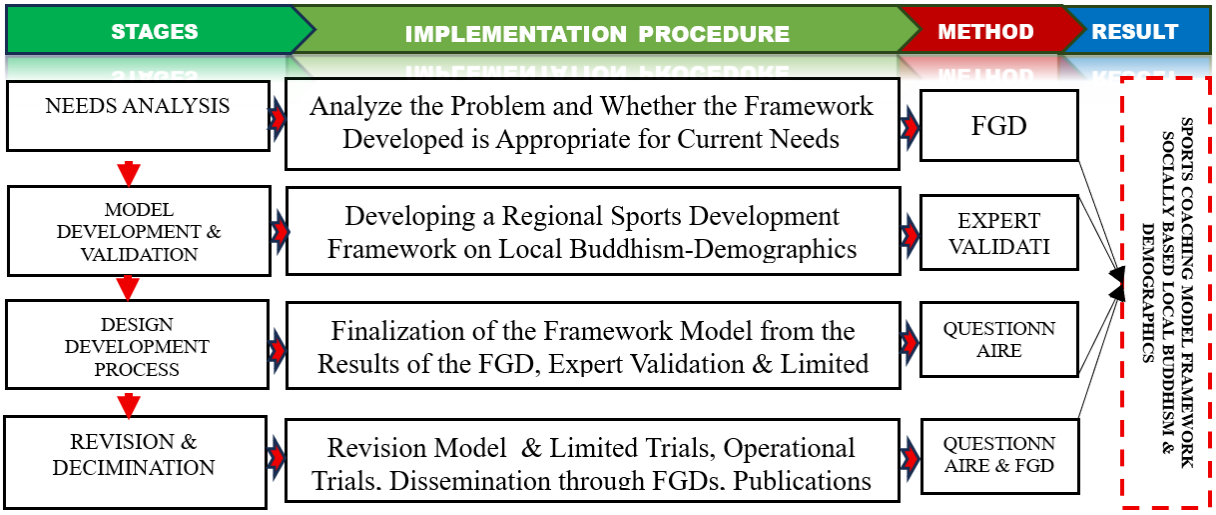

Figure 1. Research design for the development of a sports coaching framework model

The research was conducted in the province of Aceh which consists of 23 regencies/cities divided into three regional zones, namely the highland area (central Aceh), the coastal area (Eastern Aceh) and the southern part of the open sea). The division of the area is based on the local socio-cultural of the area and the demographic location of the area. More clearly the study area and the division of the research zone can be seen in figures 1,2,3 and 4 below.

Figure 2. Research Areas

Figure 3. South Aceh

Figure 4. Central Aceh

Figure 5. EastAceh

2.2. Procedures and Instruments

The research process was carried out in several stages, namely the Need Analysis Stage to obtain a model framework design carried out a focus discussion group (FGD) together, sports academics, the district/city youth and sports office (Dispora) and the regional sports committee (KONI), sports practitioners, coaches and athletes. The design of the sports coaching framework goes through several stages starting from an expert validation test consisting of 3 experts (sports policy experts, sports academics and government agencies of the Youth and Sports Office). In addition to providing input and notes in the form of portfolio sheets, experts also provide input on the sports development framework through a Likert scale questionnaire assessment instrument (4 points). Reliability test using Cronbach Alpha to analyze the reliability of respondents' answers with SPSS Version 27.0 statistical synthesis (IBM, n.d.) and GraphPad Version 10.4.2 (GraphPad, 2024).

The sampling criteria are limited to the criteria of sports academics which include the head of the Regency/City Youth and Sports Office, Regency/City Regional Sports Committee (KONI), sports practitioners consisting of coaches and athletes so that the questionnaire is really filled out by the right respondents to obtain valid data. All respondents filled out a questionnaire through the Google form and submitted answers with a specified deadline from November 1 to November 30, 2024. All respondents were used in different stages, starting with limited trials, main trials and operational tests. The trial was limited to 60 respondents from the youth and sports office and the Indonesian national sports committee at the district/city level. The main trial of 100 respondents who came from sports practitioners, namely coaches and athletes, had at least once coached and played at the national level. The operational trial (implementation) was aimed at athletes of the Aceh Student Sports Education and Training Center (PPLP) with 200 respondents from all sports. The main purpose of

this operational test is to target model users, namely athletes under 17 years old who undergo a training center at PPLP assisted by the Aceh Provincial Youth and Sports Office.

3. RESULTS

3.1. Focus Group Discussion (FGD) Results and Needs Analysis

The conclusions of the FGD results at the needs analysis stage in Table 1 combine the topics of the review to develop a framework for regional sports development related to socio-cultural potential and demographic location. The acquisition of data from the results of the FGD is a guideline for designing a model that will be used as the basis for developing a framework model for regional sports coaching.

Table 1. Problem Focus mapping results through FGD

No.	Indicator	Answer (Yes)	Answer (No)	Total
1	Decentralized sports development in the regions	10	50	60
2	Development of regional leading sports centers	12	48	60
3	Mapping of superior sports according to socio-culture	55	5	60
4	Mapping of featured sports by demographic location	55	5	60
5	Coaching sports branches according to regional potential	56	4	60
6	Regional sports mapping framework	57	3	60

3.2. The Developed Sports Coaching Framework Model

Figure 6 shows a conceptual or structural model of how regional sports development is organized. The results of the FGD implementation became the basis for compiling and designing a framework for regional sports development according to the local socio-culture and regional demographic location. Furthermore, the framework model developed was validated by three experts to get input and suggestions before testing according to the research stage. The design of the national sports development framework can be seen in Figure 6 below.

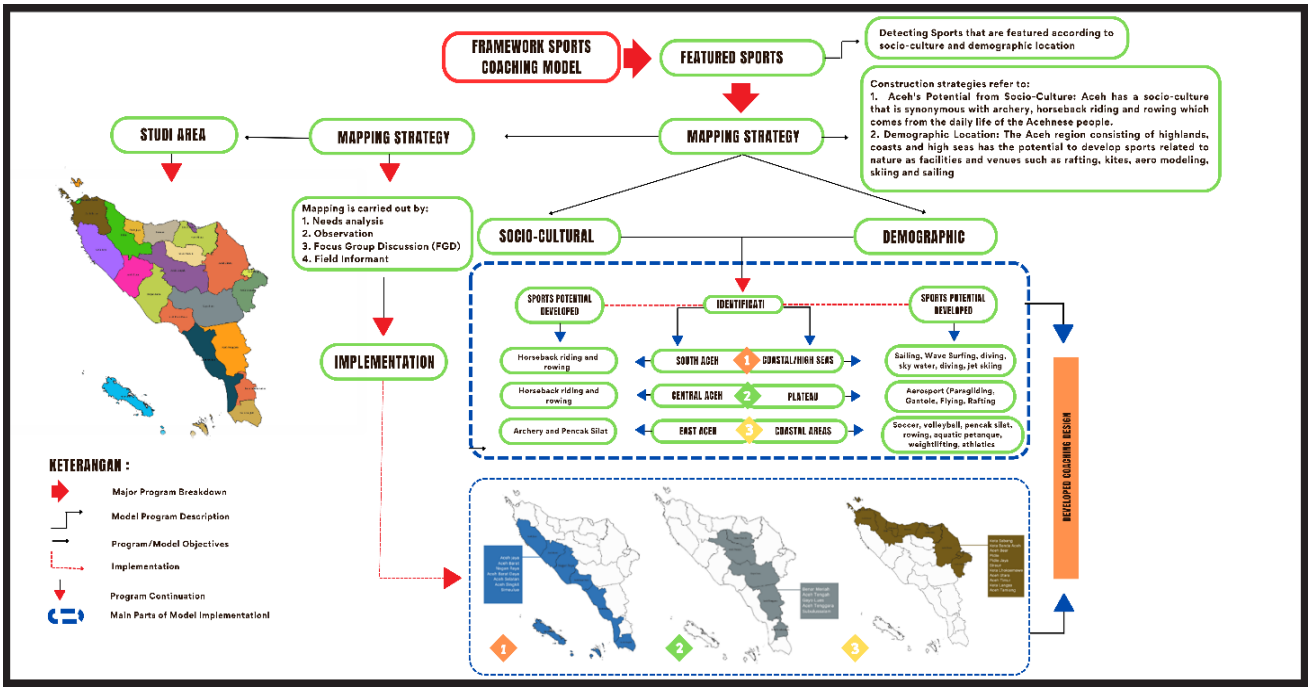

Figure 6. Regional Sports Development Framework Model

3.3. Model Validation Results

The results of the analysis and FGD became a guideline in compiling a Model Framework according to the stages of the research methodology and then passing tests from experts. Expert validation using a Likert scale questionnaire was analyzed by 3 different experts. Expert 1 is a material expert from sports policy providing validation of the 93.75 model assessment. Expert 2 from sports academics gave a model validation rating of 95.8. Expert 3 is a government institution of the Youth and Sports Office giving a model assessment of 91.6. The products validated by experts are improved to get a model that meets the needs of the research. The validation results of the three experts can be seen in Figure 7 below.

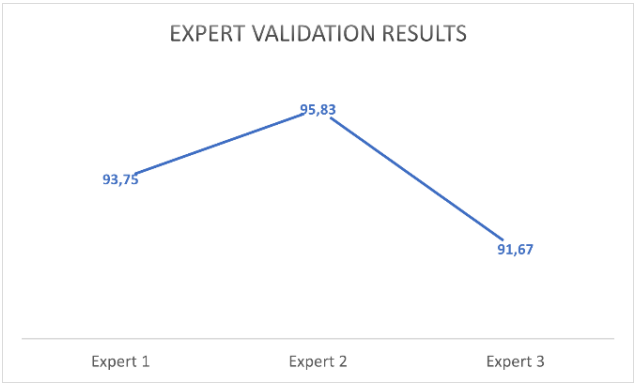

Figure 7. Expert Validation Results

After going through a validity test from 3 experts through questionnaires and descriptive inputs, the product was improved. The results of each expert became a reinforcement to review the suitability of the relevant model with the developed sports coaching model. Furthermore, the product was externally validated to test the effectiveness of the instrument using 30 random respondents from sports practitioners. The validity results with the moment correlation test r calculated 0.272-0.503, the r value was calculated compared to the r table with a significance of 5% of 0.254. So, the R calculation is greater than the R table, then the Category instrument is valid to be disseminated to assess the research product. Reliability was measured using Alpha Cronbach statistics SPSS Version 27.0 in Table 2. The recommended Alpha Cronbach threshold score from the test results is 0.70.

Table 2. Statistical Reliability Test

Alpha Cronbach	N Number of Items
0.723	20

3.4. Product Test Results

The product trial stage was carried out as many as three trials, starting from limited trials, main trials, and operational trials. The results of the trial presented in Table 6 show that the results of the trial were limited with 60 respondents giving answers of 50% good products, 38.3% adequate, 11.7 less as presented in Table 3 and Figure 8. The results of the limited trial provide an initial indication that the model developed is appropriate and requires improvements in the design of the Framework must cover all regions in Aceh totaling 23 districts/cities to obtain local socio-cultural characteristics and the potential for valid leading sports demographics.

Table 3. Limited test results of the developed model

No	Interval	Predicate	Frequency	Percentage
1	81%-100%	Very Good	0	0%
2	61%-80%	Good	30	50%
3	41%-60%	Enough	23	38,3%
4	21%-40%	Less	7	11,7%
5	0%-20%	Very Less	0	0%
		Total	60	100%

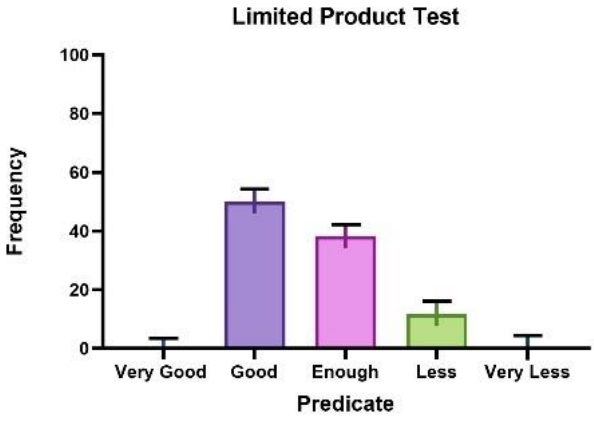

Figure 8. Limited Product Test

The results of the main trial involving 100 respondents gave 76% very good, 15% good, 9% adequate answers as shown in Table 4 and Figure 9. The results of the main trial received a fairly good response from respondents with some updated questionnaire questions. The main inputs that need to be completed from the results of the main trial include the sports coaching framework model must be related to local socio-cultural and demographics. So, the solution offered from this framework is that each region will focus on the development of one potential branch, so that there will be an equal distribution of sports coaching in each region in the province of Aceh.

Table 4. Main Product Test

No	Interval	Predicate	Frequency	Percentage
1	81%-100%	Very Good	76	76%
2	61%-80%	Good	15	15%
3	41%-60%	Enough	9	9%
4	21%-40%	Less	0	0%
5	0%-20%	Very Less	0	0%
		Total	100	100%

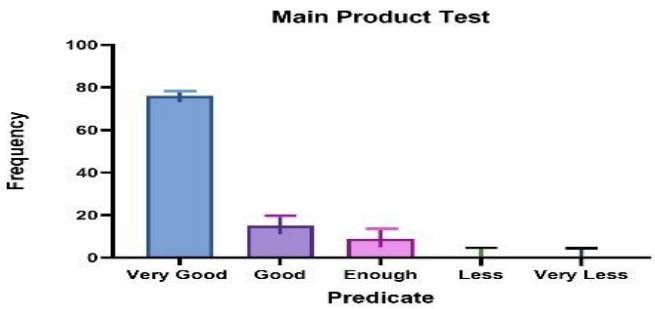

Figure 9. Operational Product Test

Furthermore, the operational trial is the final part of the refinement of the model shown in Table 5 involving 200 respondents giving an average answer of 83% very good, 9% good and 8% adequate. The respondents in the specific operational trial were athletes from the Aceh Student Sports Education and Training Center (PPLP). The sample was selected because it relates to the center for early childhood sports coaching under U-17. All early age athletes are the result of the selection of the best athletes in all 23 districts/cities in Aceh. The results of the operational trial concluded that the model is feasible and qualified to be adopted and made into a model for regional sports coaching.

Table 5. Operational Product Test

No	Interval	Predicate	Frequency	Percentage
1	81%-100%	Very Good	166	83%
2	61%-80%	Good	18	9.0%
3	41%-60%	Enough	16	8,0%
4	21%-40%	Less	0	0%
5	0%-20%	Very Less	0	0%
Total			200	100%

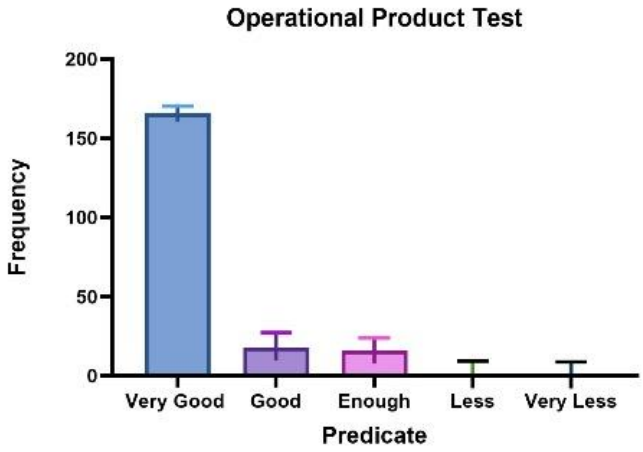

Figure 10. Operational Product Test

4. DISCUSSION

The results of the research that went through several stages of development and validation as well as trials provide a new reference for regional sports design models that can be implemented through the mapping of superior sports based on local socio-culture and demographics. Every region in Indonesia needs to be empirically studied for the potential of areas with superior sports potential (Whigham & Bairner, 2018). Regional sports development can improve sports progress (Amara &

Theodoraki, 2020), Sports development not only focuses on the development of sports infrastructure facilities but also utilizes the surrounding culture to become potential findings (Bennie et al., 2019).

Some developed countries are building sports in an explicitly sustainable manner through the massive use of funds by building training camps as China did in supporting achievements at the Olympics and building large-scale training camps (Fang et al., 2023). Indonesia as a developing country with a large area has not been able to keep up with the sports development system of developed countries in Asia, Europe and the United States. Achieving the peak of achievement as campaigned by the Indonesian government towards a golden Indonesia 2045 requires a structured method, including through the DBON sports development policy, the national Sports Law and the DOD.

Indonesia is rich in various cultural characteristics and demographic locations that must be explored so that the goal of national sports development is achieved slowly. Developing countries that apply socio-cultural methods and regional demographics to become a force for sports development such as Ghana and southern Africa with traditional community cultures such as hunting, running, and swimming are able to be developed into superior sports. Another developing country that is building sports with its country's potential policy is India (Khasnis et al., 2021), New Zealand (Heather et al., 2021) and Australia (Lucas & O'Connor, 2021). If we refer to what developing countries are doing to build sports potential towards world achievements, Indonesia has the same potential. The results of the study provide clues to one of the provinces in Indonesia that has the potential for regional areas located in the province of Aceh.

Aceh Province, which is located in the western part of Indonesia, has the potential for highlands, coastal areas and areas that are directly bordered by the Indian Ocean. In addition to the potential location of the region, Aceh also has a culture that has become part of a unity of society in Aceh (Aswita et al., 2018), such as horseback riding, archery, swimming and shooting. This potential should be a new method to increase the competitiveness of sports achievements. Recently, a study that utilizes the potential of local culture to be developed into tourism sports was successfully developed (Rangkuti et al., 2024). This means that there are many regional potentials in Aceh that can be developed into achievement sports through regional sports policies.

The sports development framework model developed based on socio-cultural characteristics and demographic location is designed flexibly and can be adopted in other regions in Indonesia or in other countries that have the same potential. Some of the regions that have the same 3 regions as

Aceh in Indonesia are North Sumatra, West Sumatra, parts of Sulawesi and Papua. The development of sports in the region can not only increase competitiveness (Davies et al., 2019), but also encourage economic growth to the surrounding community (Kay, 2010).

Building sports requires various policy strategies to identify the potential of a region within a single country (Mäkinen et al., 2019). Some countries such as Canada are overhauling sports through sports culture, education and innovation (Camiré & Trudel, 2010). Meanwhile, in Australia, sports development is carried out by identifying the culture of the local community and then being used as a sports branch coach (Eime et al., 2016). The potential of every sports development from various countries should be able to be an overview of the model of the sports coaching framework in Indonesia. Of the 38 provinces in Indonesia, Aceh province has an interesting potential to become a study area because it has a socio-cultural and concrete demographic location.

The Indonesian government must focus on developing potential regional sports, no longer developing favorite sports that are difficult to compete in the Olympics such as football and other team branches. Sports that are in accordance with socio-cultural and demographic characteristics that have medal potential such as archery, traditional boating, and rock climbing have the opportunity to be achievements. This strategy needs to be an opportunity for the younger generation to become role models for the next golden generation (Hallmann et al., 2020). Sport is an investment (Moore, 2021), with the development of regional sports can have an impact on health, and talent (Lang et al., 2020). Sport also reduces crime (King & Church, 2015), The potential of the region encourages economic progress that has an impact on the surrounding community (Norris & Norris, 2021). Sports development that starts from the regions finds new seeds The results of this study only develop regional sports design in the province of Aceh, if a total of 38 provinces in Indonesia can be developed with the potential of regional superior sports according to socio-culture and demographic location, Indonesia is predicted to become a country that competes in the Olympics such as China, America and European states.

5. CONCLUSIONS

The model of the regional sports development framework through local socio-culture and demographic location is a new solution in Indonesia to develop superior sports in the Indonesian region. Of the 38 provinces in Indonesia, Aceh Province has 23 regencies/cities with potential with its area consisting of highlands, coastal areas and offshore areas. Each region in Aceh has potential characteristics based on socio-culture and demographics that can be explored into a leading sport.

The results of the analysis show that highland areas based on demographics have the potential to develop sports such as Aero sport, Paragliding, Gantole, Flying, Skydiving, Aeromodelling and Rafting. Socio-cultural identification has the potential for equestrian sports because mountain communities use horses as transportation and have a traditional horse racing culture. Coastal areas have the potential to be a center for the development of aquatic sports, rowing and dragon boats, in addition to the demographic location of these three branches, which are part of the culture of the community. The offshore area has the potential to develop sports branches of Sailing, Wave Surfing, Diving, Sky water, diving and jet skiing. The area that has great potential for this sport is the one that has waves and the sea is very beautiful is Sabang City, Regency, Simeulue, Aceh Singkil, and South Aceh.

The regional sports development framework model carried out in Aceh province has not fully explored the potential of local socio-cultural and demographics due to the limitations of the research that not all locations in the 23 districts/cities are directly and empirically reviewed. Some of the data used through the FGD became supporting data to design the developed model. The developed model has flexibility for future research both at the local level in Indonesia and in other countries because it has relevant objectives for developing countries that focus on non-favorite sports. This model also does not rule out the possibility of being adopted and redesigned into a more actual design in the future according to the characteristics of a region or country.

The regional sports development framework is a recommendation to the Aceh government and can be used in other regions in Indonesia such as West Sumatra, South Sumatra, Sulawesi and Papua. This model is expected to be a step to support Indonesia's sports achievements in accordance with the goals of Presidential Regulation No. 86. Year 2021 concerning the Grand Design of National Sports, the National Sports System Law No. 11 of 2022 and the Regulation of the Minister of Youth and Sports No. 15 of 2023 concerning regional sports design.

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CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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