

Management of Fitness Center Health and Sport Center (HSC) Yogyakarta State University



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ABSTRACT: This study aims to determine the management at the Fitness Center HSC UNY which consists of planning, organizing, directing, and supervising. This study uses a qualitative descriptive research approach. The data analysis technique used qualitative data analysis from Miles & Huber Man. The results of the study indicate that planning has been integrated with the objectives of the Fitness Center HSC UNY. Organizing related to the pattern of working relationships between managers, fitness instructors, and as a Front Office approaching conformity to sports management The process of directing employees can be carried out at any time, from leaders such as the Chancellor, Dean, and manager. Evaluation of the UNY Business Unit Entity is carried out every 3 months. The way to improve organizational management is in recruiting employees, the first is to graduate from FIK UNY who comes from the Sports Science study program.

KEYWORDS: static stretching, dynamic, back muscle strength, flexibility.

INTRODUCTION

Sport is one way to maintain health and improve physical fitness. Exercising regularly can be used as a preventive measure from disease, however, the participation rate of the Indonesian people in exercising in general is still relatively low. Data from the Central Statistics Agency shows that in 2015, the number of people who regularly exercised did not reach a third of the total population, only 27.61 percent of the Indonesian population did exercise at least once a week. The market value of the fitness industry in Indonesia is estimated to be around Rp. 2-3 trillion and is projected to increase due to the low membership of the fitness center business in Indonesia, which is around 1% of the total population.

Yogyakarta as one of the big cities in Indonesia, there are many choices of fitness centers ranging from cheap rates to lux fitness centers located in five-star hotels. Yogyakarta State University as one of the universities in Yogyakarta which has various facilities and infrastructure in the field of health and sports, namely swimming pools, sports buildings, athletic tracks and football stadiums, basketball courts, and others. UNY also has a fitness center, namely the Fitness Center Health and Sport Center (HSC) which is open to students and the general public which is located at the Health and Sport Center (HSC) Building which is located at Jl. Colombo No. 1 Yogyakarta.

Fitness Center HSC UNY has several advantages including having various employees who are graduates of S1 and S2 Sports Science, so they understand to serve members in sports. The facilities offered to members not only provide fitness equipment, but there are several exercise programs offered, namely physical fitness, body shaping, weight gain, body building & rehabilitation therapy.

Based on the observations made, most of the Fitness Centers are located on the first floor, but the HSC UNY Fitness Center is very different, located on the third floor. Access to the UNY HSC Fitness Center is still lacking, because it is on the third floor. The location is close to the University, so this place experiences a density of visitors at night, and visitors are quiet, especially in the morning and afternoon. This causes most of the fitness equipment to be used alternately at night, and this has also been complained of by some consumers at the fitness center who stated that this fitness center was very crowded at night and always queued up to use the equipment such as dumbbells, bench press machines and others.

More and more people come here continuously to become fitness members. The author is interested in conducting research on the management of the UNY HSC Fitness Center based on the theory of management functions, namely planning, organizing,

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actuating, and controlling. Management is a process of managing a company both from the human resource system with the approach of planning (planning), organizing (organizing), directing (actuating), and controlling (controlling). Planning is a process for managers to think about human resources before they are implemented. From this thinking it is usually done by various methods, logic is not only based on guesses and hunches. Organizing is part of the manager's job, the manager coordinates human and other material resources. The ability of the organization lies in the ability of managers to determine resources to achieve their goals. Directing is a manager's action to direct, lead and influence subordinates.

Sports management has a strategic position in the program to improve the quality of fitness training at the fitness center. Therefore, to produce good quality, it is necessary to apply managerial processes (planning, organizing, directing and monitoring) in the organization of every substance of fitness center administration effectively and efficiently, so that it really supports the realization of a productive fitness center. Sports management is a combination of skills related to planning, organizing, mobilizing, and supervising the context of an organization whose main products, both services and goods, are related to sports. This combination requires the human resources involved in the organization to be united in a system to work towards achieving goals. Management plays an important role in the management of a fitness center that has a commercial purpose, so this research needs to be done. This raises the question of how planning (planning), organizing (organizing), directing (actuating), and controlling (controlling) which is used as the basis for researchers to conduct research entitled "Management of Fitness Center Health and Sport Center (HSC) Yogyakarta State University".

METHODS

This study uses a descriptive qualitative research approach. This study aims to obtain in-depth information in the form of data regarding the management of the Fitness Center Health and Sport Center (HSC) Yogyakarta State University in the month of observation carried out on January 1 – March 29, 2020 and the interview was held on 26 February – 06 March 2020. The sampling technique uses snowball sampling or the sample develops according to existing needs or circumstances. The subject of this research is the management of the Fitness Center HSC UNY, which consists of managers, fitness instructors, and front office. Data collection instruments are tools that are selected and used by researchers in their collecting activities so that these activities become systematic and facilitated by them. The forms of supporting instruments used in this study are as follows: Observation, Interview and Documentation. With the instrument grid as follows:

Table 1. Grid of Documentation Guidelines

Observed aspects	Looking for indicators	Source
Fitness Center HSC UNY HSC UNY . Fitness Center Building Documentation	HSC UNY Fitness Center Building	Documentation
	State of the UNY HSC Fitness Center	
	Equipment at the UNY HSC Fitness Center	
	Visitors to the HSC UNY . Fitness Center	

The data collection technique in this research section uses data triangulation in order to enrich and reproduce the data obtained with good credibility. Then continued with data analysis techniques by means of data reduction, data display, and conclusion drawing/verification. This research uses two kinds of technique triangulation and source triangulation. Both are used together with the aim that the resulting data can be trusted. In the triangulation technique, the researcher combines the data from observations and in-depth interviews. In triangulation of sources, researchers combine data from various sources including research subjects, namely managers, fitness instructors, and front office.

RESEARCH RESULTS AND DISCUSSION

This research was conducted at the Fitness Center HSC UNY which is located at Jl. Colombo No. 1 Yogyakarta, HSC Building Lt. 3. Observations were carried out on January 01-March 29, 2020 and interviews were conducted on February 26-March 06, 2020. The subjects of this study were the employees of the UNY HSC Fitness Center. The sample of this study amounted to 6 people.

Profile of UNY's HSC Fitness Center

Fitness Center GOR FIK UNY was established on March 1, 2009 located at GOR UNY until 2018 which later changed to Fitness Center Health and Sport Center located in Health and Sport Center Building UNY in 2019, inaugurated by the Dean of the Faculty of Sports Science UNY by Prof. Sumaryanto, M.Kes., also coincided with the resumption of Sunday morning gymnastics in front of the GOR FIK UNY. Besides being used to facilitate education and academic research of UNY, this Fitness Center is also used to

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serve the general public. HSC UNY Fitness Center in March 2019 the fitness center moved to the HSC building on the 3rd floor to be exact.



Figure 4. Location of the UNY HSC Fitness Center Building
(Source: Personal Documentation)

Fitness Center HSC UNY has a spacious, comfortable and clean place to do sports. The HSC fitness center has organizations such as Managers, Front Offices, and Personal Trainers who always help members do sports at the fitness center. They are very friendly and helpful to all members, so many members come and enjoy doing sports at the UNY HSC Fitness Center. In addition to being supported by good management, the HSC Fitness Center also has various facilities and services offered such as physical fitness training programs, body shaping, weight gain, body building & therapy rehabilitation. In addition to the exercise programs above, there are also various sports facilities including a treadmill, electric gym. machin, rest room, and others.

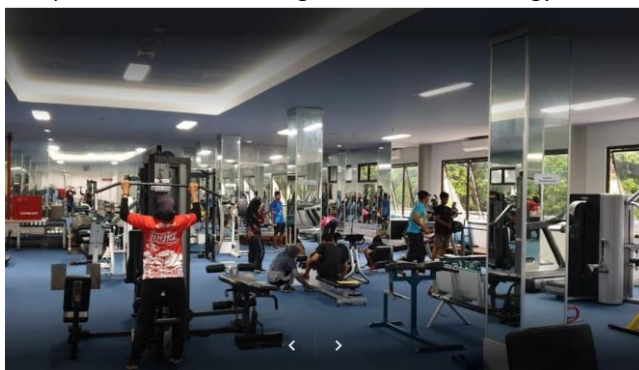


Figure 5. UNY . HSC Fitness Center Facilities
(Source: Personal Documentation)

UNY HSC Fitness Center Planning Function

Based on the results of the interview with FA, the Manager of the Fitness Center Division showed that the short-term work program plan for the Fitness Center HSC UNY has been well laid out under FIK UNY starting from the first, second, third, and fourth quarters, always monitoring what has been done every quarter. conducted. After the 1st, 2nd, 3rd, 4th quarters were implemented, the corrections were made. The long-term work program plan is held in a meeting with the leadership to determine the work program target for 1 year. Realizing the vision and mission depends on the human resources and facilities, the human resources consist of the Front Office and Trainers. In terms of facilities, it is very supportive and the tools are modern. Marketing also uses various media, both print and non-print. FA, stated that the way to realize the vision and mission is to work together with FIK UNY and UNY itself to facilitate education, especially those related to physical fitness. Advertising is essentially persuading the public to use an advertised product. With brochures, social media, and using print media to support the achievement of the stated goals, namely marketing targets by increasing the number of members. Planning will result in efforts to achieve something in a more coordinated way. Organizations that do not carry out planning are very likely to experience conflicts of interest, waste of resources, and not succeed in achieving goals because parts of the organization work independently without clear and directed coordination. Planning in this case holds the directive function of what the organization must achieve. Based on the results of the interview with FA, the Manager of the Fitness Center Division showed that the short-term work program plan for the Fitness Center HSC UNY has been well laid out under FIK UNY starting from the first, second, third, and fourth quarters, always monitoring what has been done every quarter. conducted.

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Functions of Organizing Fitness Center HSC UNY

The organizational structure in providing services to members for either Front Office or Instructors, Instructors serve members in training while the Front Office serves in administration. There are special guidelines in serving members, namely working with UNY leaders as stated in the Chancellor's Decree such as the duties of managers, Front Office, and Instructors. Services to members of course have special guidelines. Provide services to members by allowing members to enter the HSC fitness center. The front office will help members to explain and provide information of course administration so that they become members both internally and externally. From the internal side, UNY students and lecturers are asked to show their identity because the price is different from general members. Front Office records and makes member payment receipts. After making payment, the Front Office will take the member to the Personal Trainer. The Personal Trainer will measure whether it's weight, body fat, to check the health of members. Members will be introduced to fitness equipment and an exercise program is made. The Personal Trainer will create a program for members according to the member's needs. After completing the exercise the member will return the locker key and take the card made by the Front Office. The Personal Trainer will create a program for members according to the member's needs. After completing the exercise the member will return the locker key and take the card made by the Front Office. The Personal Trainer will create a program for members according to the member's needs. After completing the exercise the member will return the locker key and take the card made by the Front Office.

UNY HSC Fitness Center Briefing Function

The directive function is the main function of management that can be carried out after the planning functions and organizational functions have been carried out. In the management structure, top management will provide direction to management at levels below it. Management at the middle level will provide direction to management at lower levels. Directing is a management function that stimulates actions so that they are actually implemented. Because these actions are carried out by people, direction includes giving orders and motivation to the personnel who carry out these orders. Directing is to get or get employees to do what they want, and should do. Based on the results of interviews with the FA, the Manager of the Fitness Center Division showed that the process of directing employees can be carried out at any time, from leaders such as the Chancellor, Dean, and manager. For briefing from the manager, it can be done every day through the WhatsApp Group if there is something crucial and for other briefing processes it is carried out once a month through a special internal meeting for Fitness Center employees which aims to correct the work of the previous month's employees. Briefing by the FIK leadership is carried out once a year. The method is for the facilities to work optimally, of course, at all times or before closing, for example, the gym will be cleaned for our own equipment such as a treadmill, we will use silicone to clean the sweat, then we always check the equipment first if there is any which if for example there is sweat or something slides on the tool, of course we will fix it first before tomorrow morning we reopen so that members feel at home using fitness equipment. Supervision in the management of an organization/company has an important role both internal and external supervision. Through monitoring activities, it is hoped that it will be immediately known if there are deviations in the running of the organization's management that are not in accordance with the predetermined plan. In general, the notion of supervision is a process to ensure that all activities carried out are in accordance with the established plans. A more complete definition of supervision is an effort that is systematically arranged to determine work references in the information feedback system planning process, compare work results with work references, analyze deviations,

Planning

Based on the results of the study, it was shown that the planning at the UNY HSC Fitness Center had been combined with the objectives of the UNY HSC Fitness Center. The main goals and objectives of the UNY HSC Fitness Center are members, which consist of lecturers, students, and the general public, so that members become the main planning factor. The planning of the UNY HSC Fitness Center consists of a long-term and short-term work program that has been well laid out with reference to sports management. In planning there are specific goals. These goals are specifically written down and accessible to all members of the organization. Planning covers a certain period of the year. Obviously, there are specific program actions to achieve this goal, because management has a clear understanding of what part they want. This is in accordance with the opinion of Johnson, et al. that planning is a series of predetermined actions. By planning various visions, missions, strategies, goals and objectives of the organization which at the initial level use decision making which is also the core of management. Planning is a guide to where the goals that have been previously set. Through planning, uncertainty can be reduced, focusing more on goals and facilitating monitoring.

Organizing

Based on the results of the study indicate that the organization related to the pattern of work relationships between managers,

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fitness instructors, and as a Front Office is close to conformity with sports management. This is supported by the opinion of Terry & Leslie that organizing is: «Organizing is the establishing of effective behavioral relationship among persons, so that they may work together efficiently and gain personal satisfaction in doing selected tasks under given environmental conditions for the purpose of achieving some goal or objectives». If the HSC Fitness Center building includes sub-divisions that contain the main manager, secretary, equipment section, staffing section, and treasurer. The duties of each employee have been carried out clearly in the Chancellor's Decree.

Briefing

Based on the results of the study, it showed that the direction developed by the Fitness Center HSC UNY was carried out by building a work team through a personal approach to employees. Based on this, that the function of directing the Fitness Center HSC UNY is in accordance with management theory. Terry & Leslie provide the understanding "actuating is setting all members of the group achieve and to strike to achieve to objective willingly and keeping with the managerial planning and organizing efforts. Direction also serves to regulate their behavior, so that these members can work together and work effectively Directing serves to regulate human behavior. The process of directing employees can be carried out at any time from leaders such as Chancellors, Deans, and managers. Briefing by the FIK leadership is carried out once a year.

Supervision

Based on the results of the study, it was shown that the supervision at the HSC UNY Fitness Center was carried out well. The operational and marketing processes in the Fitness Center HSC UNY are very influential between one another. Human Resources Planning for human resources at the HSC UNY Fitness Center includes the activities of the recruitment process, the selection of these human resources according to the needs, and whether the person concerned is good and suitable for the task to be given.

Research Limitations

Research limitations on the implementation of research that has been carried out by researchers cannot be separated from various limitations. Therefore, researchers need to explain several things related to the limitations of the research carried out, including: In disclosing the financial sector, the researcher does not ask this question, because finance and salary are internal rights of the company, so it is unethical to ask this question, the researcher does not conduct interviews. to members of the UNY HSC Fitness Center.

CONCLUSIONS

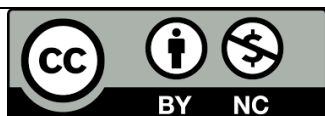
The research shows that (1) Planning has been integrated with the objectives of the UNY HSC Fitness Center. (2) Organizing related to the pattern of working relationships between managers, fitness instructors, and as a Front Office approaching conformity with sports management (3) The process of directing employees can be carried out at any time, both from leaders such as the Chancellor, Dean, and manager. Directions from managers can be done every day via WhatsApp Groups. (4) Supervision at the UNY HSC Fitness Center is carried out properly. Managers carry out the evaluation process every day, while the faculty evaluates once a month along with financial reports and targets achieved. Evaluation of the UNY Business Unit Entity is carried out every 3 months. The way to improve organizational management is in recruiting employees, the first is to graduate from FIK UNY who comes from the Sports Science study program. Every year Managers are given training on SOPs, entrepreneurship conducted by BPPU.

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