

Efforts to Improve Fitness Knowledge and Sports Marketing Through Fun Archery in Sleman Regency

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ABSTRACT: *The study aims to determine the potential of Fun Archery which is packaged in a relaxed, cheerful manner but competes according to the existing rules. The research method is carried out through descriptive research. Data collected using a Likert scale. The population is the residents of Kampung Emas Krapyak Seyegan with the sample determined by the Purposive Sampling technique with a sample size of 12 beginner archery athletes. The instrument used is a questionnaire on fitness knowledge and sports marketing with 20 questions. Based on the results of the normality test using the Kolmogorov Smirnov technique, the results obtained are sig 0.237 (fitness knowledge) and sig 0.150 (sports marketing knowledge) $p > 0.05$, it can be concluded that the data is normally distributed. The results of the homogeneity test using the Levene's Test of Equality technique obtained a sig value of 0.213 ($p > 0.05$) so it can be concluded that the data is homogeneous. Based on the results of the fitness and sports marketing knowledge test using a questionnaire, it was found that there were 4 athletes (33.3%) whose self-confidence level was in the very high category, 2 athletes (16.7%) in the high category, 3 athletes (25%) in the medium category, and 3 athletes (25%) in the low category. Then continued with data analysis techniques using simple linear regression techniques. The results of this study indicate that there is a significant relationship between Fun Archery and fitness knowledge, interest, and sports marketing sig 0.000 ($p < 0.05$).*

KEYWORDS: Fun Archery, fitness knowledge, sports marketing

I. INTRODUCTION

Children are individuals who are undergoing a rapid and fundamental development process for their future life at the age of 0-8 years. During this period, children have different characteristics from adults because they grow and develop in many ways, which have characteristics of being egocentric and naive. (Pratiwi, 2015) Playing is one activity that can help children towards better development (Sujiono et al., 2016). Playing will be meaningful for children, games for children are games that can stimulate creativity and must be fun for children (Fitriani, 2018). Games given to children do not have to be expensive, the important thing is that they are safe and of good quality, taking into account the child's age, interests, creativity and safety (Aghnaita, 2017). According to (Gunawan et al., 2016) Games frequently played by elementary school students can be a good alternative for children's health and improve their motor skills. Observations of elementary school students revealed that many children preferred playing games on their smartphones over physical activities and outdoor fun games, resulting in poor physical fitness.

In games, children can develop their intellectual and physical abilities. Through games, children voluntarily do things that make them active, without realizing it, they are doing light exercise while enjoying their free time. Together with a form of recreation to have fun. Fun means fun, while games mean games, so fun games are fun games. According to (Kamaruddin, 2019) Fun games are a process in which a person gains knowledge, skills, and values directly from experience, fostering attitudes of mutual support, commitment, satisfaction, and future-oriented thinking that are not readily available through other learning methods. Meanwhile, according to (Hazizah and Sri, 2019), fun games are categorized as games. They are voluntary activities that provide recreational enjoyment and fun. According to (Hazizah and Sri, 2019), (Yachsie et al., 2023) explaining that playing method training is a physical activity that can create joy for those who do it, playing will be able to develop various aspects, both cognitive, affective and psychomotor.

A good level of physical fitness can be described by several characteristics, including the following: (1) Being able to carry out daily activities, both spontaneous and sudden tasks every day (2) Having the skills to carry out tasks while minimizing fatal errors

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so that they can still be overcome (3) Having cardiovascular endurance so that it is possible to do something tiring, (4) Having an agile body so that it can move freely (5) Having a level of body movement speed so that it can carry out movements quickly (6) then the sixth is having the ability to control or regulate body movements well and smoothly.

Based on the observation results, children tend to like playing with cellphones, which reduces psychomotor skills, lack of knowledge about fitness, and minimal marketing of sports at the location, so that the target community is not interested in the existence of these very complete facilities. So, based on the observation results, it can be concluded that there needs to be an initial step to increase marketing for fitness by using fun archery.

Archery is a combination of art and sport. Art requires patience and perseverance, while sport uses muscles and causes the body to sweat (Nawir, 2011) Archery is also called an endurance sport, besides using optimal physical strength, mental endurance also has an influence (Sezer, 2017). or it can be interpreted as a feeling of never getting tired of releasing arrows. Archery is a precision sport that requires consistency and stable movements so that the arrow hits accurately (Lo Presti et al., 2019). Furthermore, the sport of archery is reviewed from the perspective of the components that influence athlete performance: physical, tactical, technical, and mental. Just as with physical skills, preparing an athlete's mental state also plays a crucial role in improving health and fitness.

II. METHOD

This research is correlational. The instrument is an athlete self-confidence questionnaire with a total of 20 questions about factors that influence in improving fitness knowledge and sports marketing through fun archery. This questionnaire was tested for validity with the product moment correlation formula and Cronbach's alpha reliability test. The subjects of this study were 12 people who own bows and beginner athletes who were determined using a purposive sampling technique. The data collection process was carried out by distributing a questionnaire with 20 self-confidence questions to 12 samples. After the data was obtained, a normality test was first carried out using the Kolmogorov-Smirnov technique while the homogeneity test used the Levene's test of equality technique with a significance level of 5%. Next, a hypothesis test will be conducted using simple regression, to determine the relationship between Fun Archery in improving Fitness Knowledge and Sports Marketing.

III. RESULTS

Based on the results of the relationship analysis of Fun Archery to improve Fitness Knowledge and Sports Marketing as follows:

Table 1. Normality test

		Fitness Knowledge	Sports Marketing
N		12	12
Normal Parameters	Mean	2.42	205.33
	Standard Deviation	1,240	75,476
Test Statistics		.207	.147
Asymp. Sig. (2-tailed)		.237	.150

The results of the normality test using the Kolmogorov Smirnov technique obtained sig 0.237 (Fitness Knowledge) and sig 0.150 (Sports Marketing) $p > 0.05$, therefore the data obtained were normally distributed.

Table 2. Homogeneity test

F	df1	df2	Sig.
2,508	3	8	.213

From the homogeneity test table using Levene's test of equality, the result of the sig value of 0.213 ($p > 0.05$) can be concluded that the data is homogeneous. After conducting normality and homogeneity tests, the data will then be tested for hypotheses using the simple regression method.

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Table 3. Frequency Distribution of Fitness Knowledge

		Frequency	Percent	Cumulative Percent
Valid	Very high	4	33.3	33.3
	Tall	2	16.7	50.0
	Currently	3	25.0	75.0
	Low	3	25.0	100.0
	Total	12	100.0	

The results of the frequency distribution table of Fitness Knowledge, the results of the test using the questionnaire showed that there were 4 athletes (33.3%) whose level of Fitness Knowledge was in the very high category, 2 athletes (16.7%) in the high category, 3 athletes (25%) in the medium category, and 3 athletes (25%) in the low category.

Table 4. Hypothesis testing

Model	Sum of Squares	df	F	Sig.
Regression	55123.869	1	73,120	.000
Residual	7538.798	10		
Total	62662.667	11		

Based on the table above, the sig regression section yielded a sig value of 0.000 ($p < 0.05$). This data result concludes that there is a significant relationship between Fun Archery and improving Fitness Knowledge and Sports Marketing.

IV. DISCUSSION

Fun archery, or archery in a relaxed atmosphere, has become one of the popular activities that attracts the attention of many people (Putranto et al., 2018). This activity not only offers a fun experience, but also plays an important role in increasing fitness knowledge (Jannah, 2017). By applying the principles of sport, fun archery can be an effective platform for educating the public about physical and mental health, as well as creating attractive marketing opportunities in the world of sports. One of the main benefits of fun archery is improved physical fitness (Fahrizqi et al., 2021). This activity involves various muscle groups, especially in the arms, back, and shoulders, which are needed to draw the bow (Suffa et al., 2018; Syafii, 2020). Regular exercise helps increase muscle strength, endurance, and torque (Yachsie, 2019). Furthermore, fun archery also trains balance and motor coordination, which are crucial for many other physical activities. This way, participants not only have fun but also gain significant health benefits.

Mental health is also a priority in the recreational pursuit of archery. This activity provides an opportunity to relax and focus, which can reduce stress levels (Samah et al., 2019). In an increasingly busy world, many people are looking for ways to improve their mental wellbeing (Vendrame et al., 2022). Archery is fun, with its recreational nature, allowing individuals to truly enjoy the moment and practice concentration. This adds value to efforts to promote holistic fitness (Lombard, 2024; Simsek & Ertan, 2014). In an educational context, fun archery can serve as an effective tool for improving fitness knowledge. Through workshops and training sessions, participants can learn about proper archery techniques, the importance of warming up before exercise, and a performance-supportive diet (Vendrame et al., 2021). With this educational program, fun archery becomes not just a recreational activity, but also a platform to raise public awareness about the importance of physical and mental fitness.

From a marketing perspective, fun archery has great potential to attract public attention. This activity can be promoted as a fun recreational option for families and the community (Piqué et al., 2015). In addition, holding archery events or competitions can create a bigger buzz among the public, increase participation, and attract new interest (Vynogradskyi, 2020). With the right marketing strategy, fun archery can become a popular alternative sport. Collaboration with schools and communities can also increase the marketing success of fun archery (Das Neves Salles et al., 2025). Integrating archery into extracurricular programs at school can attract the interest of the younger generation, promoting an active lifestyle from an early age (Sarro et al., 2021). Additionally, working with local sports communities to organize training sessions or competitions can broaden reach and increase participation (Ogasawara et al., 2023). With community support, fun archery can grow into a more well-known activity. The use of social media and digital marketing is crucial in promoting the fun sport of archery. Platforms like social media can be used to share fun moments, tutorial videos, and participant testimonials. Engaging content can attract more people and create a supportive online community. With the right approach, fun archery can not only improve fitness knowledge but also become a popular sport.

V. CONCLUSIONS

Fun archery not only serves as a fun recreational activity but also has great potential to increase fitness awareness and promote the sport. Through involvement in archery, participants can experience significant physical and mental benefits, such as increased strength, balance, and stress reduction. Furthermore, this activity can be incorporated into educational programs that promote awareness of the importance of fitness. With effective marketing strategies, including collaboration with schools and communities, and the use of social media, the fun sport of archery can attract a wider audience, becoming a desirable alternative sport and contributing to a healthy lifestyle.

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