

# PROLIGA Volleyball Championships as a Sports Industry and Strengthening the Economy

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**Abstract:** PROLIGA Volleyball Championship has become the focus of public attention both domestically and abroad. The purpose of this study is to describe the economic turnover and also the income of the sports industry which has increased with the impact of PROLIGA. The research method uses descriptive quantitative survey techniques. The instrument uses a closed questionnaire. The research subjects were four coaches, three athletes, and two referees that involve in PROLIGA. The results of the data obtained showed that as many as 6 actors were involved in PROLIGA, 66.7% stated that PROLIGA events had a very high impact on economic development and the sports industry. While 3 respondents or 33.3% stated that the PROLIGA championship event was able to improve the economy of the parties involved and develop the sports industry for the surrounding community. None of the respondents stated that the PROLIGA event had no impact on the progress of the economy and the sports industry. Therefore, both national and international volleyball sports events are very good if they are packaged in an entertainment or show like in PROLIGA so that the impact is felt by many parties and will ultimately strengthen the community's economy.

**Keywords:** PROLIGA, sport industry, economy

## INTRODUCTION

The background of this research is to map the impact of a sporting event, in this case PROLIGA. This event is held annually for approximately 3-4 months. Of course with the length of time and also the place of implementation that moves around will have a direct impact on the parties involved. The impact both industrially and economically is felt by coaches, athletes, referees, traders and also sports shops with PROLIGA will increase their income. The novelty of this research from previous research is that this research involved several parties involved in the PROLIGA event, and also the data obtained was very difficult, usually the subject was difficult to want to fill in the data. Researchers will dig up information and process data into the level of impact of the PROLIGA event on the industry and the economy of the parties involved, such as: coaches, athletes, referees, traders and sports shops.

The PROLIGA event also experienced a crisis due to the co-19 pandemic, namely in 2020 when this event had to stop (Arsyifah, & Handayani, 2020). The decision taken was the right one considering to prioritize safety for the parties involved. The games presented in the PROLIGA event

have also been considered to be a competitive competition, this was conveyed by many foreign players who took part in this event. Several players in Indonesia also have good skills and are at the same level as foreign players. The atmosphere or level of volleyball at the PROLIGA event is on par with the World Championships and it has been proven that several Indonesian players are in great demand by foreign clubs to play in their leagues, both Japanese, Arab and so on. The results of the study (Munir, & Muhammad, 2018) show that there are several different indicators between the volleyball Olympic championships and PROLIGA.

PROLIGA players' skills are also very good, they show their best skills to become champions. Capability in all techniques was displayed so as to make the audience, in this case the live audience at the Sports Hall or the audience indirectly through television channels, become amazed. The results of the study (Pratama, et al, 2020) show that the skills that have the highest points to gain points in PROLIGA are open spikes, back attacks, quick spikes, serves, and spring ball spikes.

## METHOD

Quantitative descriptive research method, with survey techniques using the Google Form application to collect information or answers from respondents. The research was conducted in March 2023. The research location was in Yogyakarta where the PROLIGA event was held. The data obtained are the answers from the respondents, including four coaches, three athletes, two referees that involves in PROLIGA. The research procedure begins with compiling a question instrument on the Google form, then distributing it via WhatsApp, done by the respondents then collected by the researchers and analyzed. Data were analyzed using percentage technique. The instrument used is 10 question items with answer choices with a Likert scale. The following instruments are used to collect data:

**Table 1.** Research Instrument

No	Questions
1.	Has your money increased after joining PROLIGA?
2.	Did you buy new shoes after joining PROLIGA?
3.	Do you save part of your PROLIGA salary?
4.	Is part of your PROLIGA salary used for school/college fees?
5.	Do you give part of your salary to help your parents' economic needs?
6.	Did you buy a vehicle (motorcycle or car) from PROLIGA proceeds?

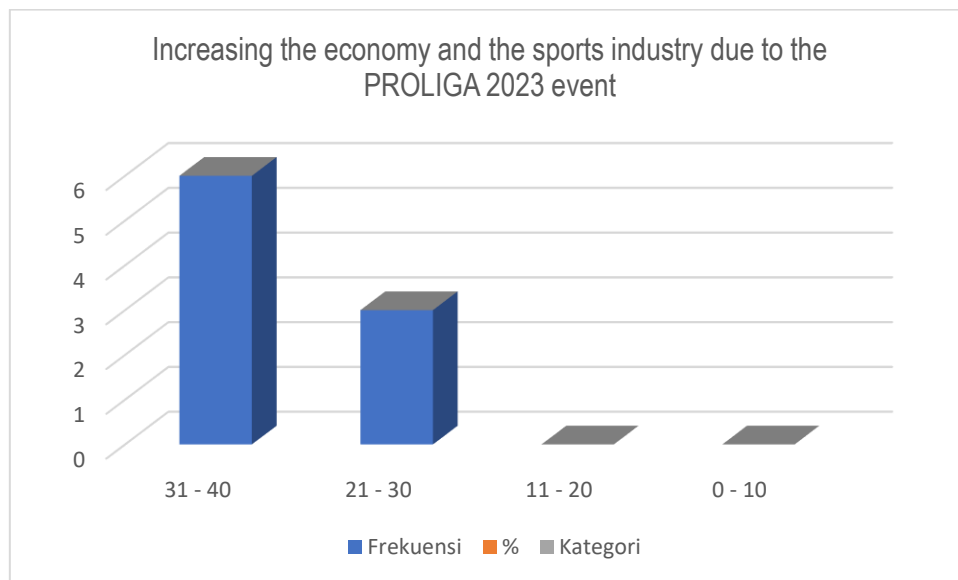
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7. Did you buy volleyball equipment from PROLIGA?
  8. Did you buy a jersey or shoes at a dealer around the PROLIGA venue?
  9. Do you think that the presence of PROLIGA in the sports industry will increase income?
  10. Do you think that having PROLIGA for volleyball athletes will increase the economy?
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## RESULTS

The results of the study show that the increase in the economy and also the sports industry for actors and related parties in the 2023 PROLIGA event is stated in table 2 below:

**Table 2.** Data tabulation results

Intervals	Frequency	%	Category
31 - 40	6	66.7	Very High
21 - 30	3	33.3	High
11 - 20	0	0	Moderate
0 - 10	0	0	Low



**Picture 1.** The impact of PROLIGA on the economy and the sports industry

The results of the data obtained showed that as many as 6 actors were involved in PROLIGA, 66.7% stated that PROLIGA events had a very high impact on economic development and the sports industry. While 3 respondents or 33.3% stated that the PROLIGA championship

event was able to improve the economy of the parties involved and develop the sports industry for the surrounding community. None of the respondents stated that the PROLIGA event had no impact on the progress of the economy and the sports industry.

## **DISCUSSION**

This section answers the hypothesis/research objectives described in the background section and interprets the results that have been obtained. In this section more effort is made than in the background, methods and results section. In this section is focused on answering the question of why facts and data have been obtained. At its core this section is like the principle of a pyramid of special sections then extends which is supported by relevant studies. According to (Tirto, et al, 2021), the duration of a volleyball game is the fastest 70 minutes, and each set is the longest duration of 41 minutes according to (Tirto, et al, 2021), so that this time duration can be used by sponsors to offer the services or goods offered. The use of statistical technology in PROLIGA matches makes volleyball events even more interesting to watch, then will increase the income of the volleyball championship committee (Adib, & Muhammad, 2019). The increase in regional and national volleyball competition events which are also broadcast live on television media has greatly contributed to the development of this sport, so that clubs and also community development emerged (Divina, et al, 2020).

Volleyball games present skills or skills of volleyball players, one of which is the ability to spike or hit, based on research (Budiman, 2017) that the dominant ability liked by the audience is the ability to spike. A team's victory in a PROLIGA event is largely determined by the team's skills, and can be seen from the results of statistical data (Salafiyah, 2013). Apart from the big PROLIGA events, there are also championships between clubs, both division I and also the main division, which is the pinnacle of competition for coaching clubs in Indonesia. The existence of clubs in several regions as coaching pockets must always be maintained (Hidayat, et al, 2021). The use of statistics in volleyball apart from predictions is also to set team strategies in matches (Waluyo, et al, 2016). Minimizing mistakes made by the team in volleyball is also a factor in the team's success in volleyball championships (Giatsis, et al, 2015).

## CONCLUSION(S)

The conclusion in this study is that with the PROLIGA competition being held by PBVSI, it can increase economic growth and also the sports industry for actors and parties involved in the competition.

## Conflict of Interest

The author(s) declare that they have no conflict of interest.

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