

## SWOT ANALYSIS OF SOUTH SUMATRA FUTSAL ACHIEVEMENT AT THE NATIONAL SPORTS WEEK EVENT

Endie Riyoko<sup>1\*</sup>, Bambang Budi Raharjo<sup>2</sup>, Harry Pramono<sup>3</sup>,  
Sulaiman<sup>4</sup>

<sup>1</sup> Universitas Negeri Semarang

<sup>2</sup> Universitas Negeri Semarang

<sup>3</sup> Universitas Negeri Semarang

<sup>4</sup> Universitas Negeri Semarang

\*Corresponding author: [endieriyoko140589@students.unnes.ac.id](mailto:endieriyoko140589@students.unnes.ac.id)

**Abstract:** This research aims to analyze the achievements of the South Sumatra futsal team at the National Sports Week (PON) using the SWOT method (Strengths, Weaknesses, Opportunities, Threats). SWOT analysis is used to identify strengths, weaknesses, opportunities and threats that influence the performance of South Sumatra Province Futsal Association. Data for this analysis was collected through interviews with coaches, players and team administrators, as well as direct observation of the matches that had been played. In addition, secondary data from match reports and official statistics are also used to support this analysis. The results of the analysis show that the strength (Strengths) The mainstay of the South Sumatra futsal team is high fighting spirit, solid teamwork and effective game strategy. Weaknesses identified include limited training facilities, lack of experience in national events, and minimal financial support. Opportunity (Opportunities) for the South Sumatra futsal team includes the potential for developing young players, increasing the popularity of futsal at regional level, and the possibility of getting new sponsors. Threat (Threats) faced include intense competition with teams from other provinces, changes in national sports policies, and internal problems such as player injuries. This research suggests several strategies to improve the achievements of the South Sumatra futsal team, such as improving the quality and quantity of training facilities, sustainable youth player development programs, and active efforts to attract sponsor support. By implementing these strategies, it is hoped that the South Sumatra futsal team can achieve better achievements in the upcoming PON event.

**Keywords:** SWOT, Futsal, Achievements, National Sports Week, South Sumatra.

## INTRODUCTION

Improving the quality of life and human welfare, national development in the sports sector is carried out in a planned, systematic, integrated, tiered and sustainable manner, and is oriented towards achievement and improving the welfare of sports players, so that the development and management of sports is directed at achieving the quality of public health and fitness, equitable access to and fulfillment of sports infrastructure, increasing performance and improving the sports climate, as well as sports governance that is in line with societal developments and world sports competitions. Therefore, sports must be able to guarantee equal distribution of sports opportunities, improve quality, as well as the relevance and efficiency of sports management on an ongoing basis to face challenges in accordance with the demands and dynamics of changes in sports, including strategic changes in the international environment (UU No 11 Tahun 2022, 2022).

Sport is part of the achievements of a nation that grows and develops in accordance with developments in science and technology. Therefore, sport has an important role as a medium to bridge overall human development (Putra, 2016). A form of effort to improve the quality of human life, development of society and world sports competition is the sport of futsal. Futsal is a sport that is currently very popular and popular with all levels of society. Many are carried out by the community, their existence is now no longer looked down upon but has become part of the activity (Wani et al., 2023). This popularity is not only limited to the recreational level, but has also spread to the competitive level, including the National Sports Week (PON). PON is the biggest sporting event in Indonesia (Pandunata et al., 2022) which is a benchmark for the sporting achievements of every province, including South Sumatra. The achievements of the South Sumatra futsal team at PON are an important indicator to assess the extent of futsal development in the area.

Based on the achievements above, AFP Sumsel's achievements in promoting AFP South Sumatra's clubs to the Indonesian Professional Futsal League are inversely proportional to the achievements of the South Sumatra futsal team which competed in the National Sports Week championship. South Sumatra Futsal was only able to excel in the 2012 PON XVIII Riau championship and was able to enter the top 6 round. As time goes by, in this national scale competition, the AFP South Sumatra futsal team has never appeared at a PON event again since 2016 until now. However, the achievements achieved by the South Sumatra futsal team at PON were not completely optimal. Various factors, both internal and external, influence the performance of this team. Therefore, an in-depth analysis of strengths, weaknesses, opportunities and threats is very necessary to identify aspects that need to be improved and developed.

The strengths of the South Sumatra futsal team may include fighting spirit and good teamwork, while weaknesses may come from limited training facilities and financial support. Opportunities could come from the increasing popularity of futsal and youth development programs, while threats could come from intense competition with teams from other provinces. Coaching has a crucial role in the world of sports, especially futsal. Futsal development must start from an early age through talent search and scouting, nurturing, as well as science and technology-based sports education and training effectively and efficiently, because this determines the development of the world of sport it self. (Kesehatan et al., 2017). Great achievements in sports can only be achieved through a systematic, planned, regular and continuous coaching process. Therefore, achieving peak performance needs to be translated into a comprehensive concept in a tiered development pattern. A systematic, planned, regular and continuous coaching process needs to be evaluated because a field of work can be carried out well or badly if the evaluation has been tested.. (Hidayat et al., 2023).

The South Sumatra Provincial Futsal Association is one of the sports organizations that facilitates South Sumatra futsal in coaching and developing talent in the sport of futsal, with the aim of helping players achieve peak performance. Therefore, it is necessary to analyze strengths, weaknesses, opportunities and threats.

By understanding this SWOT analysis, it is hoped that more effective strategies can be formulated to improve the performance of the South Sumatra futsal team in the PON event. This research aims to provide comprehensive insight into the factors that influence team performance, as well as provide recommendations for further development. Thus, it is hoped that this article can contribute to improving futsal achievements in South Sumatra and strengthening their position on the national stage.

## **METHOD**

This approach aims to provide a clear and comprehensive picture of the condition of the South Sumatra Futsal Team through SWOT analysis. Population: All members of the South Sumatra Futsal Team, including players, coaches and management. Sample: Taken by purposive sampling, which is to choose individuals who are considered to have knowledge and experience that is relevant to this research. Data collection techniques: Data is collected through various methods to get in -depth and accurate information: Interview: conducted with coaches, players, and team management to get their views on strengths, weaknesses, opportunities, and threats faced by the team. Observation: Observing the training and team matches directly to assess the technical and non-technical aspects that affect the team's performance. Documentation: Collecting secondary data from match reports, official statistics, and other related documents. Data Analysis

Techniques: Data collected is analyzed using SWOT analysis techniques: Internal Analysis: Identifying Team Strengths and Weaknesses Based on data obtained from interviews, observations, and questionnaires . External Analysis: Identifying opportunities and threats faced by the team by considering relevant external factors.

## RESULTS

**Table 1.** Results

No	Strengths
1.	High Fighting Spirit: Players have strong motivation and dedication to achieve victory.
2.	Solid Teamwork: Players demonstrate good coordination and cooperation on the field, which is important for futsal game strategy.
3.	Effective Game Strategy: Coaches have the ability to design and implement effective game strategies, adapting to the opponents they face.
4.	Individual Skills: Some players have superior technical skills, such as ball control and goal-scoring ability.
No	Weaknesses
1.	Limited Practice Facilities: Lack of adequate practice facilities, such as fields and equipment, hinders player development.
2.	Lack of Experience in National Events: The lack of experience competing at the national level makes the team less prepared to face the pressure of big competition.
3.	Minimal Financial Support: Limited funds for training, transportation and other team needs.
4.	Limited Youth Player Development: Lack of programs for sustainable youth player development.
No	Opportunities
1.	Potential for Young Player Development: There are many young talents in South Sumatra who can be developed into professional players.
2.	Increasing Popularity of Futsal: Futsal is growing in popularity regionally and nationally, opening up opportunities to attract greater interest and support.
3.	Possibility of Obtaining New Sponsors: Potential to attract sponsors from local and national companies who are interested in the development of futsal.
4.	Training and Competition Programs: There are training and competition programs at regional level that can improve player abilities and experience.
No	Threats
1.	Competition with Other Teams: High level of competition with futsal teams from other provinces that have greater resources.
2.	Changes in National Sports Policy: Policies that do not support the development of futsal can become an obstacle.
3.	Internal Problems such as Player Injuries: Injuries to key players can disrupt the overall performance of the team.

4.	Economic Crisis: Unstable economic conditions may affect financial support and sponsorship for teams.
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## DISCUSSION

Based on the results of the SWOT analysis, strategies are formulated to exploit strengths and opportunities, as well as overcome weaknesses and threats. This strategy must be specific, measurable, achievable, relevant, and time-bound (SMART). The strategy that had been formulated was then implemented by the South Sumatra futsal team by involving all team members and stakeholders, especially the South Sumatra Province Futsal Association. Periodic evaluations are carried out to assess the effectiveness of the strategies implemented and make adjustments if necessary. Based on the SWOT analysis, several strategies that can be implemented to improve the performance of the South Sumatra futsal team are:

1. Leveraging Strengths to Seize Opportunities: Using individual skills and effective game strategies to attract sponsorship and community support and Increasing collaboration with futsal academies and schools to develop youth player development programs.
2. Overcoming Weaknesses by Taking Advantage of Opportunities: Submit proposals to local governments and potential sponsors to obtain greater financial support and build better and more complete training facilities with support from the government and sponsors.
3. Using Strength to Confront Threats: Develop more adaptive game strategies to face strong competing teams and carry out special training to reduce the risk of injury and increase players' physical endurance.
4. Minimizing Weaknesses and Avoiding Threats: Implementing more effective and efficient team management to overcome internal problems and increasing competitive experience through participation in local and regional tournaments.

## CONCLUSION

### Strengths (Strength)

**Individual Skills:** Some players show high technical skills, such as ball control and goal-scoring ability. These individual skills become a valuable asset for the team in the match and an experienced Coach is also a strength, because he is able to design effective strategies. **Fighting Spirit and Teamwork:** The South Sumatra futsal team has a high fighting spirit and solid teamwork and this factor is important in team sports such as futsal, where coordination and support between players greatly influences the outcome of the match. **Effective Game Strategy:** The coach is able to implement an effective game strategy, which is adjusted to the opponent's strengths and weaknesses and this strategy helps the team optimize performance during the match.

## **Weaknesses**

**Limited Training Facilities:** One of the main weaknesses identified was limited training facilities. Inadequate facilities hinder player preparation and development and inadequate training equipment is also a problem, reducing the efficiency and effectiveness of training sessions. **Minimal Financial Support:** Teams face the problem of minimal financial support, which affects various aspects, such as the quality of training, transportation, and other basic team needs. The lack of financial support also limits opportunities to take part in tournaments or friendly matches which are important for increasing player experience and skills. **Lack of Experience in National Events:** The minimal experience of competing at the national level is a weakness, because players are not yet used to the pressure of big competitions such as PON and the lack of a sustainable youth player development program is also a factor that hinders the regeneration and improvement of the overall quality of the team.

## **Opportunities**

**Increasing Popularity of Futsal:** Futsal is increasingly popular at regional and national levels, opening up opportunities to attract greater interest and support from the public and sponsors, and increasing popularity can also attract more young talents who want to join and develop in this sport. **Young Player Development Program:** The existence of youth player development programs at local and national levels provides opportunities to develop and produce quality players who can strengthen the team in the future and collaboration with futsal schools and academies can expand the recruitment base and improve the quality of players from an early age. **Potential Sponsor Support:** Potential to attract sponsors from local and national companies who are interested in the development of the sport of futsal and Sponsor support can help overcome financial problems and provide better facilities and equipment.

## **Threats**

**Competition with Other Teams:** Competition is tough with teams from other provinces who have greater resources and more experience in national events and other teams may have access to better training facilities and stronger financial support. **Changes to National Sports Policy:** Changes in national sports policies that do not support the development of futsal can be an obstacle and new regulations or changes in government funding allocation for sports can also affect the support the team receives. **Internal Problems such as Player Injuries:** Injuries to key players can disrupt overall team performance and team management that is less effective in dealing with internal problems can also hinder team development and performance.



## Conflict of Interest

Identifying and resolving conflicts of interest is an important step in ensuring that research and development of the South Sumatra futsal team's achievements is carried out with integrity and objectivity. By adopting practices of transparency, clear policies, independent monitoring, and role rotation, teams can reduce the influence of conflicts of interest and focus on the main goal, namely improving team achievements and performance at the National Sports Week.

## Acknowledgment

This research would not have been carried out well without support and contributions from various parties. Therefore, we would like to thank the South Sumatra Province Futsal Association, Resource Persons, Regional Government, Private Parties, Academics and Sports Practitioners, and to All Parties Involved Directly and Indirectly. Hopefully this research can provide great benefits for the development of futsal in South Sumatra.

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