

Marketing Strategy of Sports Fitness in Tanah Bumbu Regency

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Abstract: Visitors, fitness center service providers (fitness centers) are still not optimal in marketing sports fitness. The purpose of this study was to analyze the 7P marketing strategy to increase sport fitness consumers. The method used is descriptive qualitative. Data collection using observation, interviews, and documentation. The results of the study that marketing Citra Borneo Gym; Product offers appropriate services, (Price) in accordance with market prices, (Place) is strategic and determines whether or not there are many visitors to sports fitness, (Promotion) through social media, special price promos, social media and delivering from person to person, (People) in quantity is not sufficient, (Process) services from managers are friendly but still not fully implemented, (Physical Evidence) strategic location and equipped with various facilities.

Keywords: sports fitness, marketing strategy, sports industry

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INTRODUCTION

The current era of globalization requires people to be able to adjust so as not to be left behind by technological advances. Technological advances if not balanced will certainly have a negative impact on some people because with the change to a more modern lifestyle this makes people too comfortable with the situation which results in a lack of movement. Cases of lack of movement can lead to various diseases, this matter is tried to remember if Monday to Saturday people regularly work, so the efficient time is on holidays (Darmawan et al., 2021).

Fitness centers have become a lifestyle for the community, marked by the proliferation of fitness centers that have developed in various regions and are the most popular places for various groups to exercise on the grounds that fitness is very flexible, supported by modern facilities, making it easier for people to obtain their respective goals,

for body maintenance, health, rehabilitation, achievement, social needs. The number of fitness centers is not surprising if there is quite fierce competition in running a business (Yuniana & Nasrulloh, 2019). Fitness is a very promising business opportunity so that people can still exercise regularly between work but there is still a lack of the right marketing strategy to use in introducing fitness in a sustainable manner.

Marketing is an individual or group effort to introduce products that are sold, made, or transferred to other parties (Yuliana, 2020). Marketing management has the aim that companies can generate as much profit as possible, through fulfillment and service to consumers by providing the goods and services needed (Aris Ariyanto, Rejeki Bangun et al., 2023). Meanwhile, marketing in the field of sports the process entails achieving the marketing objectives of sports entities through effective and efficient and renewable means in the field of sports “product, price, place, physical evidence, people with other people, and process” (Charumbira, 2014).

Over time and the many problems that arise, the elements of the marketing mix are not only about product, price, place, and promotion, known as the 4P strategy. There is also a development of strategies used, namely: people, process and physical evidence which is called the 7P strategy (Nafi’ah & Suryaningsih, 2022).

The problems in this study, the researcher analyzed using the 7P analysis marketing strategy at Citra Borneo Gym, one of the fitness centers in Satui District, Tanah Bumbu Regency so that the researcher was interested in conducting research with the title “Marketing Strategy for Sports Fitness in Tanah Bumbu Regency”.

METHOD

This research is part of the concentration of marketing management science. The subjects of this research are managers, and fitness members at Citra Borneo Gym Satui District, Tanah Bumbu Regency, South Kalimantan. Field Research Approach with Techniques: Observation through observing daily activities to fitness center members who do sports, direct, in-depth, unstructured, and individual interviews, interviews conducted by researchers as students and active in sports fitness, and documentation.

RESULTS

The results obtained that there was a decrease in the number of visitors to the fitness center in 2019 after COVID-19 there was a significant increase, but it was not stable, this was because the strategy used was still lacking.

Table 1. Number of Fitness Center Visitors

| Citra Borneo Gym | Years | | | |
|------------------|-------|------|------|------|
| | 2019 | 2020 | 2022 | 2023 |
| | - | 20 | 40 | 80 |

1). *Product*

The products offered at Citra Borneo Gym in Tanah Bumbu Regency are focused on fitness center services offered in accordance with having 19 types of equipment available at Borneo Gym.



Picture 1. The product of Citra Borneo Gym

2). *Price*

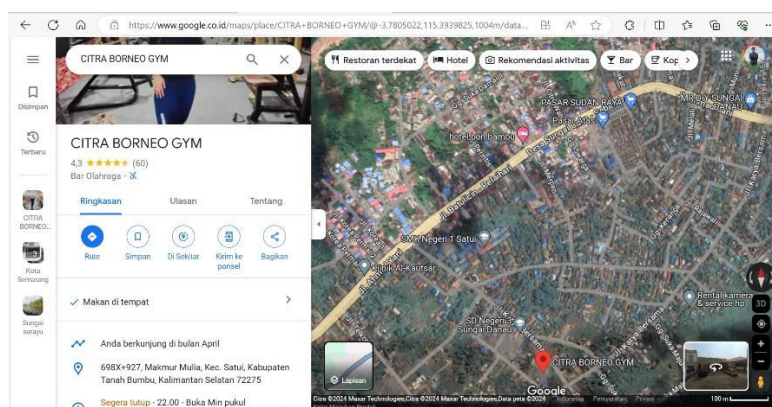
Prices are fitness center service rates set by fitness center business owners and must be paid by regular and daily fitness members. The price is in accordance with the market price in Satui District in general according to the market in Tanah Bumbu Regency along with the facilities offered, as follows:

Table 2. Price List

| | Price List | |
|------------------|-------------|------------|
| Citra Borneo Gym | Member | Non-Member |
| | Rp. 200.000 | Rp. 15.000 |

3). *Place*

The location of Citra Borneo Gym is in the sub-district although it is a little bit in the alley, but it is close to the crowd, schools, housing, markets (shopping centers) so it is possible for people to come to exercise.



Picture 2. Location of Citra Borneo Gym

4). *Promotion*

as a form of promotion Citra Borneo Gym promotes sports fitness using social media Instagram, WhatsApp and special prices (discounts):



Picture 3. Gym Price Promotion

5). *People*

Citra Borneo Gym prioritizes customer satisfaction because it is very important in running a fitness business, so that relationships with consumers can always be maintained, although it is still somewhat lacking.

6). *Process*

Citra Borneo Gym's services for the needs of fitness center visitors are still lacking, for example in a narrow parking area. there is no target for the acquisition of visitors or members per day, recap data on the number of visitors per month has not been recorded consistently. this needs to be considered to develop a sports fitness business and attract more consumers in the future.

7). *Physical Evidence*

Citra Borneo Gym is supported by an environment that is in the center of government, close to the crowd (shopping centers), schools, complete and spacious facilities, many price options are promoted so that it becomes a reference for exercising in a fitness center. Even so, fitness center owners still make every effort to promote them through personal accounts and promote them through their respective social media.

DISCUSSION

Sports Fitness Marketing Strategy in Satui District uses a 7P analysis marketing strategy:

1). *Product*

A product is an item or unit, a group of the same product, a group of goods and services, or an industrial grouping for goods and services, a product is anything that is physical or non-physical, which producers offer to be requested, sought, purchased, used or consumed by consumers to fulfill needs or desires (Oscar & Megantara, 2020). Citra Borneo Gym offers fitness center services accompanied by adequate infrastructure, so that regular and daily fitness members are able to run their respective programs. Customer needs are of course inseparable from product quality, "between properties and characteristics" which determine the extent to which it can meet customer (Nurfauzi et al.,

2023). It can be interpreted that the more it meets consumer expectations, the higher the quality of the product. Product quality is the ability of goods to provide results/performance that match or exceed what customers want (Afnina & Hastuti, 2018).

2). *Price*

Price is the amount of money in units that must be paid in the form of value (which is added to the goods). Price is the most important part for consumers and companies in the process of exchanging goods and services that will occur if consumers have agreed on the price set by the company (Permatasari et al., 2022). Therefore, it is necessary to apply price promotion price promotion is often associated with elements of reducing prices or increasing the number of products or services obtained at the same price in order to meet satisfaction, increase sales and attract repeat purchases (Ghezelbash & Khodadadi, 2017).

3). *Place*

The location of Citra Borneo Gym is in a strategic place so that it is easily accessible from various aspects. Location is an important place in helping a company operate or where the company carries out activities and produces goods and services related to its economic aspects, even though it is far away if consumers already like and fit in that place, consumers are willing to travel long distances to be able to come to the place they want. about Business location must consider the surrounding conditions, whether it is strategic, close to consumers, with raw materials, with crowds and other marketing centers (Mardiasih, 2019). Many fitness center entrepreneurs do not understand the importance of location when opening a business without conducting a location survey and developing the right strategy in choosing a location. The criteria that can be used to assess a strategic location are close to office locations, industrial areas, government centers, close to markets, close to housing or communities, considering the number of competitors in the location of the business, as well as facilities and infrastructure (electricity, ports, roads and so on) (Nafi'ah & Suryaningsih, 2022). His is similar to the secondary data contained in the location of Wafits Gym, which is located far from the crowd even though it is on the edge of a provincial road

4). *Promotion*

Promotion as one of the factors determining the success of marketing activities, plays a very important role in introducing new products to potential consumers. It is important to remember that promotion is one of the factors that determine the success of marketing activities (Fera & Pramuditha, 2021). Along with the development of increasingly sophisticated technology, Citra Borneo Gym uses social media facilities and also promotions from special rates or people to other people so that it can really help in promoting sports fitness as well the fitness center service providers (fitness centers) to attract consumers.

5). *People*

Human resources is one of the most important factors in a company seen from other factors besides venture capital to manage effectiveness and efficiency of the company to increase (Kumalasari et al., 2021). Human resources are the key determinant of company development. Humans who are employed in an organization as movers, thinkers and planners to achieve goals. thinkers and planners to achieve organizational goals and cannot be separated from their duties as services and services (Susan, 2019). Human resources owned by Citra Borneo is still lacking, especially instructors, personal trainers,

who are currently only available currently only 1 manager and instructor is available, this is an obstacle to supporting the continuity of the running of sports fitness.

6). *Process*

The process includes all work activities, involving procedures, mechanisms, tasks, schedules, activities, and routines that have been adapted to the goods or services distributed to customers (Indriani et al., 2021). Business process management for customer service is a comprehensive set of activities to define the types of products and services that are the main needs of customers, so that the quality of service the results can be planned and measured. Business process design is a framework of core processes that evolve from short-term and long-term business strategies (Azhari et al., 2021). The service process of Citra Borneo Gym must be consistent and improve the service process provided to fitness members, record daily and monthly targets to make it easier to evaluate and analyze shortcomings that become obstacles when undergoing a fitness business to get regular customers and even increase.

7). *Physical Evidence*

Physical evidence is one of the things that clearly influences purchasing decisions and the use of goods and services. Physical evidence includes the equipment used, the state of the room, and the layout of the room (Kumalasari et al., 2021). Service can be seen in the agreement that has been conveyed by the service provider and the customer cannot be separated from the physical supporting facilities (Dewi et al., 2021). The price agreement set by the owner of Citra Borneo Gym with the equipment here in the form of infrastructure and fitness equipment in quantity is currently adequate according to the needs of members and daily.

CONCLUSION

Based on the results of data analysis and discussion that has been carried out from this study, it can be concluded that: The products offered focus on fitness center services accompanied by various kinds of equipment facilities available at the fitness center. The facilities and infrastructure provided by Citra Borneo Gym are in accordance with the needs of fitness members and visitors, the prices given are quite affordable, in accordance with the price market in Tanah Bumbu Regency, Citra Borneo Gym is in a strategic location (close to the government center, shopping (market), school, even though it goes into the alley. Citra Borneo Gym promotes through special prices, person-to-person promotions and social media (Instagram, WhatsAPP). human resources still lacking employees, instructors or personal trainers to meet the needs of fitness members. The physical environment is supported by a location in a strategic city center location (close to the government center, shopping (market), school, crowd center so that it is a consideration because it is easily accessible to the public.

The solution offered by using the 7P strategy so that sports fitness and fitness centers are increasingly in demand so that they become a trend, of course, there needs to be an appropriate marketing strategy, and involve various parties who play fitness sports, both athletes, fitness business owners, surrounding communities, supplement manufacturers because they can sell their products in competition and after competition. Previously, the committee had to market this sport fitness better first so that sponsors

would come by themselves. As well as social media utilization strategies, using successful affiliates/artists/athletes as ambassadors.

Conflict of Interest

There is no personal interest, this research aims for the public interest, which has an impact only as a scientific reference.

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