

# Analysis of the Sport Industry for Educational Tourism based on Traditional Sports

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**Abstract.** The objective of this study is to evaluate the viability of the sports industry within the context of educational tourism, focusing on traditional sports. The methodology employed will be the research and development (R&D) approach following the Borg and Gall model, extending up to the initial field testing phase. The research instrument utilized will be a questionnaire featuring a rating scale with four assessment categories. The research results showed that (1) suitability of the activity location was 85.7% (2) suitability of the equipment was 81.0% (3) suitability of the instructor was 63.1% (4) suitability of the service was 70.2% and (5) suitability of the information and promotion 71.4%. The overall assessment is 74.3% in the Fair category. The conclusion from the feasibility test results is quite good with improvements to the feasibility of the basis for implementing a sports industry based on traditional sports instructors, services and information to achieve good results. The feasibility test assessment is and is a stimulus for preserving traditional sports as a physical activity based on education and increasing its role as a Public Service Agency.

**Keywords:** Analysis, Sport Industry, Traditional Sports

## 1 Introduction

The emphasis on the need for youth and sports development is contained in Presidential Regulation Number 86 of 2021 concerning the Desain Besar Olahraga Nasional (DBON), which was previously contained in Presidential Regulation Number 95 of 2017 concerning Improving National Sports Achievement. This Presidential Regulation is a confirmation that the concept of the Grand National Sports Design (DBON) must be realized, which includes recreational sports, education, achievement and industry [1].

The strategic achievement of the Vision and Mission as stated above will be able to create big changes for young people to live more productive and advanced lives through the concept of cultivating competitiveness and achievement. What can be realized through the Grand Design for Youth and Sports Progress through DBON is to achieve: (1) Promoting a sports culture within society; (2) Enhancing the capacity, coordination, and productivity of national sports achievements; (3) Boosting the national economy through sports-related initiatives [2] [3].

Traditional sports are the basis for the development of children's games which are a relationship between aspects of skills and basic movements individually or in groups with the aim of creating a sense of harmony through rules that are determined voluntarily and created at certain times. [4]. The concepts of "Play" and "Game" are studied as a game perspective and there is also an adaptation perspective between rules and physical movement [5]. Games as a medium that improves children's cognitive development. Games allow children to develop the potential that exists within them. Games are a very good setting for cognition, especially in the symbolic and imaginary aspects. This can be seen when children imitate what they see according to what they think. [6].

Traditional sports are cultural sports developed by society as a characteristic and character of a particular region. Traditional sports are activities in the form of games and have the role of physical activity to improve children's motor skills. Traditional sports were then developed to develop and improve children's motor skills [7]. Apart from being a model for developing motor skills, it also introduces children to traditional sports which aim to preserve Indonesian culture. Traditional games are part of the culture of every tribe that existed before the emergence of modern games [4].

Implementation of BLU through the Development of a Sport Industry Based on Traditional Sports Education Tourism at Universitas Negeri Medan will be carried out in 4 stages, namely:

- 1) Inventory of sports industry design development products based on traditional sports educational tourism that have been developed in 2021.
- 2) Developing a concept for implementing a sports industry based on traditional sports educational tourism.
- 3) Actualization of collaboration with partners to procure traditional sports equipment, conduct workshops and mentoring, and implementation by the designated Student Activity Unit (UKM) team.

Implementation of the BLU sports industry as a business asset for the Faculty of Sports Science, Universitas Negeri Medan with UKM implementers as providers of integrated cultural preservation educational tourism services based on local wisdom. This development can then be used as a strategic plan for implementing the National Sports Grand Design (DBON) in the sports industry sector which is played by Universitas Negeri Medan as the implementer of Presidential Decree Number 86 of 2021 in North Sumatra [8].

The Universitas Negeri Medan (Unimed) Public Service Agency (BLU) concept must be implemented in every faculty, one of which is the Faculty of Sports Science in developing a service concept based on BLU Unimed Applied Products [9]. The Faculty of Sports Science (FIK) innovation which was developed as a BLU innovation is a Sport Industry based on Traditional Sports. The Sport Industry being developed is a playground based on traditional game educational tourism. The aim of developing educational tourism is to meet the needs of society in the era of globalization, namely to encourage physical activity again which is starting to be abandoned and replaced with Electronic Sport (E-Sport) so that in the long term traditional sports will disappear from society [10] [11].

The development of the sports industry at Universitas Negeri Medan is very much in line with the Grand National Sports Design (DBON), namely developing a sports industry that supports national sports development and contributes to national economic growth which essentially starts at a regional scope with the realization of the big vision, namely "Creating a Fit, Characteristic Indonesia Excellence and World Achievement" [12]. In line with DBON's objectives, a sports industry based on traditional sports is very necessary in efforts to save cultural heritage assets by maintaining cultural sustainability which is carried out by means of inventory, security, maintenance and publication through the development of Traditional Sports-based Educational Tourism which will be packaged into game services at the Universitas Negeri Medan [13].

The development of the sports industry concept based on traditional sports educational tourism is based on national sports goals, namely: (1) maintaining and improving health and fitness, achievement and human quality; (2) instilling moral values and noble character, sportsmanship and discipline; (3) strengthen and foster national unity and integrity; and (4) strengthening national resilience [14]. The results of the development of the sports industry in 2021 showed that the product through operational product testing obtained an average score with a total of 10 respondents, namely achieving an assessment of 86% in the Good category. The results of the product assessment analysis showed that Unimed Traditional Sports Industry's product is suitable and can be found on the website <https://sites.google.com/view/eduortradunimed> [1].

Unimed's Traditional Sports Industry Product Feasibility Analysis includes several concepts that have been developed so that it has the feasibility of a sports industry in the field of tourism services. This concept was later called edu ortrad. Here are some designs :

- 1) Edu Ortrad is a valuable service for promoting physical activity and nature engagement, which is beneficial for health.
- 2) Edu Ortrad follows a Traditional Basecome Concept and emphasizes an educational approach.
- 3) Edu Ortrad offers traditional games integrated with educational components, particularly traditional sports rooted in local wisdom, with a specific focus on North Sumatra.
- 4) Edu Ortrad provides supplementary services to enhance academic potential, featuring problem-solving concepts, ceremonial events, and outbound activities.
- 5) Edu Ortrad maintains cost-effective pricing, with fees adaptable to individual customer requirements and financial circumstances.
- 6) Edu Ortrad's services can be incorporated into annual or semester school programs, offering a refreshing experience while nurturing potential.
- 7) Edu Ortrad boasts well-structured management and organizational aspects within its service concept.
- 8) The equipment available at Edu Ortrad is comprehensive and aligns with the services provided.
- 9) Edu Ortrad's promotional materials are easily comprehensible and well-received by stakeholders, facilitating presentations and mutual agreements on service utilization.
- 10) Edu Ortrad is well-suited for establishing partnerships with schools, institutions, and other entities to access and deliver the offered services.

The Universitas Negeri Medan BLU (Public Service Agency) has introduced a digital guidebook resource accessible through the "Sport Industry Unimed Traditional Sports" website. This digital platform, including website links, serves the purpose of enhancing outreach to potential customers and the general public interested in educational tourism centered on traditional sports. These educational services aim to enrich individuals' knowledge

and promote cultural preservation. The implementation involves the integration of traditional games and sports within educational tours led by guides and facilitators. This approach not only imparts knowledge but also provides customers with hands-on experience in traditional games and sports. The creation of a meaningful customer experience is expected to encourage broader community involvement, particularly by inspiring individuals to volunteer in preserving traditional games and sports within their respective communities [15].

The implementation of the sports industry has a big role in the development of the Faculty of Sports Sciences (FIK) Unimed to be independent in developing BLU in the field of sports, as well as strategic steps in implementing the National Sports Grand Design (DBON) in accordance with Presidential Regulation (Perpres) of the Republic of Indonesia Number 86 of 2021 [12] [16]. This presidential decree is an affirmation of Indonesia's future as a country that is fit and ready to achieve world-class achievements. Universitas Negeri Medan, in this case, is the design base for North Sumatra so that strategic programs can be implemented in an effort to accelerate DBON achievements [12]. Based on this, it is necessary to involve the role of the Faculty of Sports Science (FIK) as the only faculty in North Sumatra in the field of sports which has a big contribution to the sports movement in North Sumatra, then supported by Universitas Negeri Medan being appointed as the DBON implementing committee of the Ministry of Youth and Sports (Kemenpora ) which was declared on December 4, 2021 [12].



**Figure 1.** DBON socialization in North Sumatra [3]

Universitas Negeri Medan's sports industry marketing concept is targeted to experience rapid growth due to the influence of the global market, namely the spread of information and communication quickly and easily. The sports industry focuses on the sports business, namely providing independent income and being able to attract market interest in using the products offered. The development of the industrial sports market which is packaged with traditional sports tourism at the Faculty of Sports Sciences (FIK) Universitas Negeri Medan will be the latest formulation in North Sumatra in preserving folk gaming culture and becoming an attraction for the public because it can answer the challenges of technological developments which make people put aside the culture of playing, culture of physical activity, and cultural preservation.

## 2 Method

The research design for this project employs the research and development (R&D) methodology. It focuses on establishing the BLU sports industry at Universitas Negeri Medan (Unimed) with a specific emphasis on traditional sports facilities and activities. The research implementation process follows the Borg and Gall conceptual framework [17] [18]. The research design for this project employs the research and development (R&D) methodology. It focuses on establishing the BLU sports industry at Universitas Negeri Medan (Unimed) with a specific emphasis on traditional sports facilities and activities. The research implementation process follows the Borg and Gall conceptual framework:

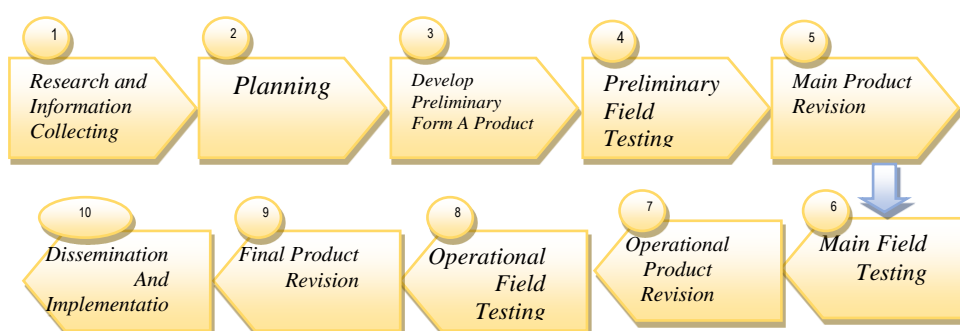


Figure 2. Research Procedure

### 1. *Research And Information Collecting*

Carrying out an inventory of traditional sports design innovations, then connecting them to Merdeka Belajar Kampus Merdeka, as well as the implementation of DBON.

### 2. *Planning*

Creating a work system through research collaboration partners, namely KPOTI North Sumatra as the equipment provider and UKM Scouts as the demonstration team.

### 3. *Develop Preliminary Form A Product*

Product design in the form of implementation design for sports industry development is carried out by validating content (content) and constructs (arrangement) from sports and traditional sports experts.

### 4. *Preliminary Field Testing*

The design was reviewed in the Forum Group Discussion (FGD) process by experts in implementing the traditional sports education tourism concept at Universitas Negeri Medan.

### 5. *Main Product Revision*

Product improvements resulting from the FGD study are based on the concept of sports industry development.

### 6. *Main Field Testing*

Carrying out the main stage of testing on respondents regarding traditional sports education tourism at Universitas Negeri Medan.

### 7. *Operational Product Revision*

Making improvements from the results of the main field trials and ready for operationalization based on the data obtained and analyzed.

### **8. Operational Field Testing**

Operational testing was carried out on a larger sample related to the traditional sports educational tourism industry.

### **9. Final Product Revision**

Carrying out final stage improvements based on the results of operational field trials and ready for operationalization based on the data obtained and analyzed.

### **10. Dissemination and Implementation**

Disseminating and implementing products. Reporting product results through scientific publications and distributing products.

## **3 Results and Discussion**

The concept of implementing BLU through a sports industry based on traditional sports education tourism at Universitas Negeri Medan is to create a prototype that will become a model for implementing traditional sports-based educational tourism by carrying out: (1) developing a design or design for a traditional sports education industry in the form of a website; (2) development of traditional sports education books; and (3) development of oltrad edu videos. Development of sports industry edu oltrad products as a reference for Universitas Negeri Medan in developing the Public Service Agency (BLU) business with the concept of educational tourism based on traditional sports in providing recreational services or playground tourism. Tourism development is carried out with the principle of revitalizing the cultural ecosystem as well as improving, enriching and disseminating culture [7].

The activity development market is prioritized at Educational Institutions and Education Personnel (LPTK), namely Elementary, Middle and High Schools. The development stages applied are through a study of the Richey and Klein method development procedures used at level 3, namely researching and testing to develop existing products.

### **A. Potential and Problems**

The potential and problems discovered were through survey activities of the expert team, namely:

- 1) The field of elementary school level sports education and physical education.
- 2) The Traditional Sports Sector, namely the Chair of the North Sumatra Indonesian Folk Games and Traditional Sports Committee (KPOTI) in exploring the culture of folk games and traditional sports.

The survey results show that the determination of sports industry services as the basis for development includes the results of an analysis survey of the Sport Industry Feasibility Analysis of Educational Tourism based on Traditional Sports, Universitas Negeri Medan. The instrument used is a questionnaire with a rating scale with 4 assessment categories. The research results showed that (1) suitability of the activity location was 85.7% (2) suitability of the equipment was 81.0% (3) suitability of the instructor was 63.1% (4) suitability of the service was 70.2% and (5) suitability of the information and promotion 71.4%. The overall assessment is 74.3% in the Fair category.

### **B. Literature Study and Information Gathering**

Literature study is the acquisition of information from various scientific studies related to traditional sports-based educational tourism. The literature study used is a study sourced from:

1. Collection of Sports and Physical Education Journals
2. Recreational, Educational, and Traditional Sports Books
3. Experts in the field of tourist sports and traditional sports

4. Relevant stakeholders are the Tourism Office and the Education and Culture Service. The topic developed in the literature study and information development is related to the feasibility test results which were obtained quite well based on the results of the EDU Oltrad condition survey, so improvements must be made to the feasibility of instructors, services and information so that good results can be achieved. The feasibility test assessment is the basis for implementing a traditional sports-based sports industry at Universitas Negeri Medan and is a stimulus for preserving traditional sports as a physical activity based on education and increasing the role of the University as a Public Service Agency.

### C. *Validasi Desain*

Validation of the product design in the form of a playground and gallery concept was carried out by validating the content and structure from experts in physical education, sports and traditional sports. The design offered as a sports industry development product is with the following development concept:

- 1) Logos



**Figure 3.** Sports Industry logo

- 2) Sports Industry Prototype Concept presented in book form  
Writing the Unimed Oltrad Edu Sports Industry Prototype Book was developed as a reference for the implementation of Unimed Ortrad Edu educational tourism and is an activity guide designed as a customer service concept. The contents of the Unimed Edu Oltrad Sports Industry Prototype book are instructions for the principles of Edu Oltrad as educational tourism, ice breaking and traditional sports which are provided as a guide to implementing services [19].
  - A. Educational Tourism Services
    - a. Development Basis
    - b. Development of the Edu Oltrad Sports Industry
  - B. Edu Oltrad as Physical Education
    - a. Development of Physical Abilities
    - b. Physical Ability Development Activities
  - C. Ice Breaking
    - a. General Ice Breaking
    - b. Small Games Without Tools
    - c. Game Imitates Animal Movements
  - D. Traditional Games
    - a. Lari Balok
    - b. Tarik Tambang
    - c. Egrang
    - d. Terompa Panjang

- e. Hadang
- f. Dagongan
- g. Congklak
- h. Margalah
- i. Markatapel
- j. Pat Ni Gajah
- k. Pecah-Pecah Piring
- l. Piccek Baju
- m. Patok Lele
- n. Rimau Langkat
- o. Gasingan
- p. Gebuk Bantal
- q. Bola Bekel

3) Website

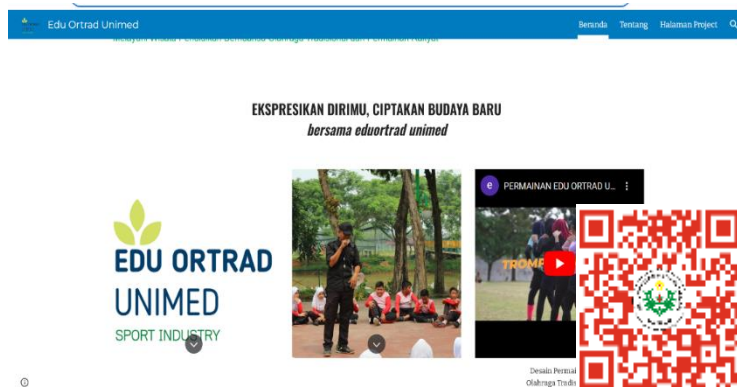
Sports industry websites can be accessed on the following website :

<https://sites.google.com/view/eduortradunimed>

And it has the following display :



Figure 4. Website View 1





**Figure 5.** Website View 2

4) Videos

The YouTube link is on the Unimed Eduortrad channel with the link: <https://youtu.be/7C2Mo8Fr2hQ>



**Figure 6.** Video View

Product design in the sports industry based on traditional sports education tourism is equipped with a website address display, prototype book, and video display of traditional sports services. The product design is validated by design, which is a statement of "feasibility" from experts in physical education, community sports and traditional sports [20]. Feasibility validation provides an indication that the product can be continued in the final stages of socialization development as a form of social media promotion. Validation of design feasibility is carried out by 4 (four) experts, namely:

- 1) Expert Event Organizer in the field of Sports
- 2) Physical Education Expert and Outbound Instructor
- 3) Media Development Expert
- 4) Prototype Development Expert

**D. Product Manufacturing**

Product manufacturing is a general stage consisting of main field testing (small scale trials) and operational field testing (operational trials), each of which is processed according to the user's assessment. The assessment of users of manufactured products was carried out in the stages of respondents observing the production results of product development which included a sports industry based on traditional sports educational tourism. The assessment instruments used are as follows:

**Table 1.** Unimed Traditional Sports Industry Feasibility Assessment

No	Statement	Answer Choices			
		1	2	3	4
1.	Feasibility of Activity Locations				
2.	Sports Equipment Eligibility				
3.	Instructor Eligibility				

4.	Service Eligibility	
5.	Information and Promotion Eligibility	
<b>No</b>	<b>Statement</b>	<b>Table of Contents</b>
1.	Activity results obtained	
2.	Your hopes for the implementation of traditional sports as industrial sports at Universitas Negeri Medan	

The instrument description in table 1 shows that the product assessment has assessment indicators that respondents who filled in the very appropriate column (ST) with a value of 4, the exact column (T) with a value of 3, the less precise column (KT) with a value of 2, and very inappropriate (SKT). ) with a value of 1 with a total of 5 questions. Then 2 questions consist of narrative assessment. The assessment categories can be seen based on the level of product meaningfulness, namely:

**Table 2.** Assessment Category

No	Category	Range of Results
1.	Very good	90 – 100
2.	Good	80 – 89
3.	Enough	70 – 79
4.	Not good	60 – 69
5.	Very Not Good	<60

Small-scale field product test assessments were carried out on 20 respondents. Then operational tests were carried out with a total of 40 people. The results of the assessment of the limited product test obtained an average score of 20 respondents, namely achieving a rating of 68.3% in the Very Poor category. The results of the limited product test assessment were analyzed as having low ratings in the following aspects:

- 1) Edu Ortrad has an activity site feasibility level of 75.0%
- 2) Edu Ortrad has a Sports Equipment Eligibility level of 76.2%.
- 3) Edu Ortrad has an Instructor Eligibility rate of 58.3%.
- 4) Edu Ortrad has a Service Eligibility level of 65.5%.
- 5) Edu Ortrad has an Information and Promotion Eligibility level of 66.7%.
- 6) In general, the answer to the question "Activity Results Obtained" shows that traditional sports can have an impact on developing educational character and cultural strength in terms of preserving traditional sports culture.
- 7) In general, the answer to the question "Your hopes for the implementation of traditional sports as industrial sports at Universitas Negeri Medan" shows that educational tourism services need to create a work structure and improve services immediately by being responsive to every question and other services.

Small scale product revisions obtained an average score of 68.3% in the Poor category. The results of the small-scale field product test assessment are an increase in sophistication:

- 1) Educational Tourism Services
  - a. HR Development Design through Workshops or training
  - b. Design via Edu Oltrad Sports Industry Video
- 2) Edu Oltrad as Physical Education

- a. Design of Physical Ability Development Activities
- 3) Ice Breaking
  - a. Ice Breaking Design
  - b. Small Game Design Without Tools
  - c. Game Design Imitates Animal Movement
- 4) Traditional Games
  - a. Lari Balok
  - b. Tarik Tambang
  - c. Egrang
  - d. Terompa Panjang
  - e. Hadang
  - f. Dagongan
  - g. Congklak
  - h. Margalah
  - i. Markatapel
  - j. Pat Ni Gajah
  - k. Pecah-Pecah Piring
  - l. Piccek Baju
  - m. Patok Lele
  - n. Rimau Langkat
  - o. Gasingan
  - p. Gebuk Bantal
  - q. Bola Bekel
- 5) Website
 

The sports industry website can be accessed on the following website:  
<https://sites.google.com/view/eduortradunimed>
- 6) Video
 

The YouTube link is on the Unimed Eduortrad channel with the link:  
<https://youtu.be/7C2Mo8Fr2hQ>

The results of improvements in small-scale field product testing, then continued with operational product testing and the results and analysis obtained have the following assessment:

- 1) Edu Ortrad has an Activity Venue Feasibility level of 85.7%
- 2) Edu Ortrad has a Sports Equipment Eligibility level of 81.0%.
- 3) Edu Ortrad has an Instructor Eligibility rate of 63.1%.
- 4) Edu Ortrad has a Service Eligibility level of 70.2%.
- 5) Edu Ortrad has an Information and Promotion Eligibility level of 71.4%.
- 6) Generally the answer to the question "Activity Results Obtained"
  - a. Edu Ortrad has quite a role in introducing physical activity that contributes to health. Services provided include administration, traditional sports instructors, and provision of traditional games.
  - b. Edu Ortrad's traditional sports equipment refers to the use of natural elements such as bamboo, wood and gardens to create a natural atmosphere.
  - c. Edu Ortrad also provides additional services aimed at increasing academic potential through problem-solving approaches, ceremonial events and outdoor activity programs. This concept combines elements of traditional games and sports with appropriate rules and equipment.

- d. The prototype designed by Edu Ortrad can be used as a reference for routine annual or semester activities for schools and institutions as a form of refreshing and increasing students' potential in cultural aspects and physical and mental competence.
  - e. The Edu Ortrad management concept is well structured, with a guidebook, a team of trained facilitators, and a planned service concept.
- 7) In general, the answer to the question "Your hopes for the implementation of traditional sports as industrial sports at Universitas Negeri Medan" shows that educational tourism services need to create a work structure and improve services immediately by being responsive to every question and other services.
- a. Edu Ortrad can be used as an example of a model for industrial sports development in the realm of educational sports.
  - b. Legality or a business permit is required so that it has industrial or trade records.
  - c. It is necessary to activate promotion and socialization on social media and schools targeting the sports industry.

The results of the assessment of operational product tests obtained an average score with a total of 40 respondents, namely achieving a rating of 74.3% in the Fair category. The results of the product assessment analysis showed that the product was suitable for the Unimed Traditional Sports Industry. Product feasibility analysis is carried out for improvements and development as follows:

- 1) Edu Ortrad continues its development until it has a feasibility license or has a business permit and services related to the sports industry.
- 2) Edu Ortrad is promoted through active social media such as Instagram, Facebook and other social media.
- 3) Edu Ortrad provides Event Organizer services for implementation in schools.
- 4) Edu Ortrad has standard financing guidelines according to the services provided.

#### **E. Dissemination and Implementation**

Dissemination and implementation are carried out through the sports industry prototype Edu Oltrad in electronic form which can be accessed via the "Sport Industry Unimed Traditional Sports" website, namely at <https://sites.google.com/view/eduortradunimed> via the Google search page. The aim of inserting links on this website is to optimize dissemination to customers and the public who are looking for traditional sports-based educational tourism as well as educational services to the public as a means of communication and information.

The implementation of edu oltrad is the presentation of traditional sports prototypes that have a compositional structure of traditional games and sports in educational tours by guides and facilitators. The main concept in developing a traditional sports-based educational tourism prototype is to collect information about various types of traditional sports from all districts and cities in North Sumatra Province as well as popular sports at the national level. Edu oltrad also plays a role in productivity in the sports sector which has a market as a sports service provider. Industry is packaged as one of the largest markets in the world and makes a major contribution that has a positive economic impact. The conceptual development of the sports industry is a development that is capable of creating a modern market as a provider of lifestyle and community needs in educational, social and personality aspects.

## 4 Conclusion

The research results showed that the suitability of the activity location was 85.7% and the suitability of the equipment was 81.0%, then the suitability of the instructor was 63.1% and the suitability of the service was 70.2% and the suitability of the information and promotion was 71.4%. The overall assessment is 74.3% in the Fair category. The conclusion from the feasibility test results is quite good with improvements to the feasibility of instructors, services and information to achieve good results. The feasibility test assessment is the basis for implementing a traditional sports-based sports industry at Universitas Negeri Medan and is a stimulus for preserving traditional sports as a physical activity based on education and increasing the role of the University as a Public Service Agency. The activity results obtained by Edu Ortrad play a significant role in introducing physical activity that contributes to health. Services provided include administration, traditional sports instructors, and provision of traditional games. Edu Ortrad's traditional sports equipment refers to the use of natural elements such as bamboo, wood and gardens to create a natural atmosphere. Edu Ortrad also provides additional services aimed at increasing academic potential through problem-solving approaches, ceremonial events and outdoor activity programs. This concept combines elements of traditional games and sports with appropriate rules and equipment.

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