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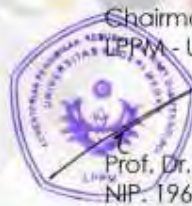


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# Strengthening the Role of Public Service Agency Through The Development of The Sport Industry Based on Traditional Sports Education Tourism Universitas Negeri Medan

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# Strengthening the Role of Public Service Agency Through The Development of The Sport Industry Based on Traditional Sports Education Tourism Universitas Negeri Medan

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**Abstract.** This study's goal is to develop models and services for traditional sports education tourism as a public service product inside Universitas Negeri Medan. The concept of saving and inventorying traditional sports is used to generate educational tourism inside Universitas Negeri Medan. The method employed will be Redesign Design R&D. The Richey and Klein method development procedure employed is level 3, which includes research and testing to design products utilizing observations, interviews, and instruments. Triangulation was used to assess the data's appropriateness and the correctness of the analysis' conclusions. The research found that Universitas Negeri Medan's playgrounds and traditional sports galleries have 82 percent priority with good categories. The conclusion is that an educational tour should be designed at the level of educational institutions and educators to promote the growth and experience of folk and traditional games.

**Keywords:** Sport industry, traditional sport, education tourism.

## 1 Introduction

Universitas Negeri Medan (Unimed) is one of the Universities in North Sumatra Province that is strategically preparing a generation that is able to compete globally in demonstrating quality in mastering science, technology, and art as well as having a broad perspective. Unimed's preparation in creating a competitive climate is a form of producing superior human resources and character in the community. Being superior and having character starts from the learning process so that it can provide a stimulus for the formation of a climate evenly and massively.

The change in Unimed's status in 2018 has officially become a State Higher Education (PTN) Financial Management Public Service Agency (PK-BLU). The determination of the PKBLU was stipulated in the Decree of the Minister of Finance of the Republic of Indonesia

Number 362/KMK.05/2018 dated May 2, 2018. The BLU implementation system is part of the Unimed financial management system which has the flexibility to improve learning and facilities and infrastructure to the maximum and increase the quality of human resources in providing services to students oriented to improving the quality of graduates [1].

The change from a Work Unit (Satker) to a Public Service Agency (BLU) makes Unimed continue to innovate in providing services through its available resources. The basis of service-based innovation is to utilize facilities and infrastructure as well as human resource competencies to be able to provide various needs of the community, between institutions, and develop other services to become a source of income from both financial and non-financial aspects.

The resources owned by Universitas Negeri Medan include the completeness of disciplines both from the teaching and science aspects with various facilities owned including buildings, fields, laboratories, stadiums, workshops, operators, researchers, libraries, and practitioners who can serve as the basis for the development of campus services. The faculties at the State University of Medan which consist of the Faculty of Education, Faculty of Languages and Arts, Faculty of Sports Science, Faculty of Engineering, Faculty of Economics, Faculty of Mathematics and Natural Sciences, and Faculty of Social Sciences have an obligation to develop service concepts based on Unimed BLU innovation products.

The development of innovations initiated by Universitas Negeri Medan since 2018 will be developed by the Faculty of Sports Science (FIK) with the Sport Industry concept based on Traditional Sports Education Tourism. The concept of developing traditional sports within the Universitas Negeri Medan is the only Traditional Sports-based Tourism that can be developed into a museum in North Sumatra Province so that it can be used as a source of income from financial and social aspects.

The development of the Traditional Sport-based Sport Industry is a community need in the digital-based era of globalization, namely physical activities are starting to be abandoned and replaced with Electronic Sport (E-Sport) so that in the long term traditional sports will disappear from society. Based on this study, it is very necessary to save cultural heritage assets by maintaining cultural sustainability which is carried out by inventorying, securing, maintaining, and publishing through the development of Traditional Sports-based Educational Tourism which will be packaged as a vehicle for playing and educating the State University of Medan. [2].

The development of the concept of the sports industry based on traditional sports education tourism is based on the national goals of sport, namely: (1) maintaining and improving health and fitness, achievement, 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 [3].

The development concept that is a priority for traditional sports-based educational tourism is to take an inventory of a collection of traditional sports obtained from all regencies and cities in North Sumatra Province and popular sports at the National level, then create a traditional sports manual containing history, game procedures, equipment used to regulations. game. The development of the manual will also serve as a reference for holding traditional sports competitions as an effort to balance the development of e-sports technology with the preservation of Indonesian heritage games and sports so as not to experience extinction.

The development of innovation as a strengthening of the role of the Universitas Negeri Medan BLU in the concept of traditional sports education tourism will be a very important moment and will become an important history because it plays a role in reviving the cultural ecosystem as well as enhancing, enriching, and disseminating culture through the Faculty of Sports Science which will become an education market, both at the elementary, junior high, high school, and higher education levels.

In line with the design development of tourism development, traditional sports education provides offers in the aspect of goods, namely facilities for playgrounds and traditional

provincial sports galleries in miniature and actual tools. Then it is equipped with the services of guides and traditional sports instructors who can provide explanations and education to visitors regarding traditional sports which are the concept of local wisdom.

## **2 Method**

The design of this research is to use the method of development or research and development (R&D). The design used in the manufacture of sports industry products by making improvements to develop traditional sports-based educational tourism attractions at the State University of Medan (Unimed). The activity in this research is to create a recreation area or playground and a gallery containing traditional sports and the development of sports based on local wisdom [4].

The research procedure is carried out by explaining that the focus of design and development research is analysis which includes design, production, and evaluation. The study of the Richey and Klein method development procedure used is level 4, namely carrying out research and development steps by designing a product, design validation, design division, product manufacture, limited trial, product revision 1, main trial, product revision 2, operational field trials, product revision 3, and finally dissemination and implementation.

## **3 Result and discussion**

The results of the assessment of the operational product test obtained an average score with a total of 10 respondents, which achieved an assessment of 86% in the Good category. The results of the product assessment analysis obtained information that the product was feasible for the Unimed Traditional Sports Industry.

The analysis of the feasibility product for Unimed's Traditional Sports Industry is:

- 1) Edu Ortrad is a service that plays a very important role in the introduction of nature and physical activity that is good for health. The one service that is presented is administrative which is a guide in providing customer administrative information starting from registration, participant registration, and technical financing. The second service is a facilitator consisting of traditional sports instructors and customer health checkers.
- 2) Edu Ortrad has a Traditional Basecome Concept and has an educational character. The concept presented is made up of natural materials, namely bamboo, wood, and garden so that it gives a narrative feel. Then basecome has miniature traditional sports equipment that adds to the customer's attractiveness and can provide references for knowledge of various kinds of traditional games and sports.
- 3) Edu Ortrad provides traditional game services that contain elements of education. Namely (traditional sports based on local wisdom specifically for North Sumatra). The composition of the traditional sports presented consists of 17 traditional sports originating from North Sumatra. The composition of 17 Games and Sports Typical of North Sumatra are: (1) Ciboni-ciboni, (2) Gala Hambek, (3) Jilengkat, (4) Margalah, (5) Marjalengkat, (6) Markatapel, (7) Marlange, (8) Marsiyak, (9) Marsionjab, (10) Marsitekka, (11) Marultop, (12) Marlange, (13) Pat Ni Gajah, (14) Piccek Baju, (15) Taratintin, (16) Tokok Lele, and (17) Langkat Rima.

- 4) Edu Ortrad provides other services to help increase academic potential with the concept of problem solving, ceremonial events, and outbound. Increased academic potential is implemented through a combination of traditional games and sports through the rules and equipment used.
- 5) Edu Ortrad has an economical offer or the financing offered is affordable. The set fee can be adjusted to the customer's needs and the customer's financial condition.
- 6) The use of Edu Ortrad services can be used as an annual or semi-annual program at schools/institutions as a form of refreshment and potential improvement. The concept of education offered and presented at edu ortrad has a strong educational content in the cultural aspect and boosts students' competence both physically and psychologically.
- 7) The concept of Edu Ortrad services already has good and structured management (regulation) aspects. The concept of good and structured management can be seen from the availability of basecomes, edu ortrad manuals, a team of facilitators from traditional sports specialized institutions, as well as the concept of service activities or activities presented.
- 8) The equipment owned by Edu Ortrad is complete and in accordance with the services provided.
- 9) Edu Ortrad promotion is easy to accept and explain back to other stakeholders for the purpose of presenting it at a meeting and then mutually agreeing on the use of its services.
- 10) Edu Ortrad is right to build partners with us (schools/institutions/others) in using the services and providing the services offered.

Implementation of dissemination and implementation is by making a manual in electronic form, and can be accessed through the website "Unimed Traditional Sports Sport Industry". Inserting a link on the website aims to optimize dissemination to customers and the public who need traditional sports-based educational tours and educational services to the community in increasing the wealth of knowledge and preserving culture. The implementation is carried out by applying traditional games and sports on educational tours by guides and facilitators, so that in addition to increasing knowledge, customers also get direct application experience of traditional games and sports. The formation of the customer experience will be a stimulus for its implementation in the wider community, especially being able to volunteer for the preservation of traditional games and sports in their respective environments.

The development concept that is a priority for traditional sports-based educational tourism is to take an inventory of a collection of traditional sports obtained from all regencies and cities in North Sumatra Province and popular sports at the National level, then create a traditional sports manual containing history, game procedures, equipment used to regulations. game. The development of the manual will also serve as a reference for holding traditional sports competitions as an effort to balance the development of e-sports technology with the preservation of Indonesian heritage games and sports so as not to experience extinction.

The development of innovation as a strengthening of the role of Universitas Negeri Medan as a Public Service Agency (BLU) institution on the concept of traditional sports education tourism in providing recreational services or playing tourism vehicles and galleries containing traditional sports and sports development based on local wisdom. Tourism development is carried out on the principle of reviving the cultural ecosystem and enhancing, enriching, and disseminating culture.

#### **4 Colclusion**

The development of sports industry products at the Public Service Agency (BLU) of Universitas Negeri Medan has a feasibility rate of 86% in the Good category. The feasibility of the product is obtained based on the services provided by the product under the name edu ortrad which is equipped with a manual in electronic form as well as the "Unimed Traditional Sport Industry" website. The edu sport service also provides customers or customers with traditional sports-based educational tourism activities that have an impact on the wealth of knowledge and cultural preservation. The application of the edu ortrad sport industry is carried out by applying traditional games and sports on educational tours by guides and facilitators, so that in addition to increasing knowledge, customers also get direct application experience of traditional games and sports. The formation of the customer experience will be a stimulus for its implementation in the wider community, especially being able to volunteer for the preservation of traditional games and sports in their respective environments.

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