

ABSTRAK

Ummu Salamah Br Rambe, (NIM 6203210028). “ Manajemen Rekrutmen Calon Karateka Di Dojo Tako Karate Club Labuhanbatu”

(Pembimbing: Deni Rahman Marpaung)

Skripsi :Fakultas Ilmu Keolahragaan UNIMED, 2024

Penelitian ini bertujuan untuk mengetahui manajemen rekrutmen calon karateka di Dojo Tako Karate Club Labuhanbatu. Penelitian deskriptif kuantitatif ini melibatkan 25 responden, meliputi karateka, pelatih, dan pengurus dojo. Data dikumpulkan melalui angket, wawancara, dan observasi, dengan analisis berdasarkan empat fungsi manajemen: perencanaan, pengorganisasian, pengarahan, dan pengawasan. Hasil penelitian menunjukkan bahwa manajemen rekrutmen di dojo ini termasuk kategori "sangat baik," dengan 95% responden memberikan penilaian tersebut. Strategi rekrutmen melibatkan promosi melalui media sosial, kerja sama dengan sekolah, serta sosialisasi di masyarakat. Kendala yang dihadapi adalah pandangan masyarakat yang kurang mendukung, namun upaya pengelolaan yang efektif berhasil menarik karateka berkualitas. Penelitian ini diharapkan dapat menjadi referensi untuk pengembangan manajemen rekrutmen di bidang olahraga.

Kata Kunci : Manajemen, Karate, Rekrutmen

ABSTRACT

Ummu Salamah Br Rambe, (NIM 6203210028). “Recruitment Management of Karateka Candidates at Dojo Tako Karate Club Labuhanbatu”

(Supervisor: Deni Rahman Marpaung)

Thesis : Faculty of Sports Science UNIMED, 2024

This study aims to determine the recruitment management of prospective karateka at Dojo Tako Karate Club Labuhanbatu. This quantitative descriptive study involved 25 respondents, including karateka, coaches, and dojo administrators. Data were collected through questionnaires, interviews, and observations, with analysis based on four management functions: planning, organizing, directing, and supervising. The results showed that recruitment management at this dojo was categorized as “very good,” with 95% of respondents giving this rating. The recruitment strategy involves promotion through social media, cooperation with schools, and socialization in the community. The obstacles faced are the less supportive views of the community, but effective management efforts have succeeded in attracting quality karateka. This research is expected to be a reference for the development of recruitment management in the field of sports.

Keywords: *Management, Karate, Recruitment*

