

# Model of Sport Massage Services on Athlets and Communities Based on Sports Industry

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## ABSTRACT

Massage is an art of hand movement that aims to get pleasure and maintain physical health. This mechanical hand movement will cause a sense of calm and comfort for the recipient. For normal humans and those with disabilities, massage can also be used as a means to earn a living. This obviously helps create jobs and generate generic income. Teaching massage in writing without going through practice will encounter many difficulties. Because basically massage is the expertise or skill of the hands in performing manipulations which must be based on experience, theoretical knowledge and knowledge of service marketing that complements it. Mastery of massage skills will be achieved if by doing practical exercises on their own but still under the supervision of a teacher or massage expert as well as a manual for doing massage. The goal to be achieved in this research is to create a massage manipulation service formula that is adapted to the characteristics of sports and service marketing management. The target to be achieved is to produce a standard sports massage model that is adapted to the characteristics of the sport that is easy to do, video models and manuals procedure. The achievements in this study can be used as targets or references for each sports massage variable to all sports stakeholders, especially KONI research partners in Medan City. The results show that sports massage services are beneficial for users and can increase income.

**Keywords:** Sport massage, Athlets, Industry.

## 1. INTRODUCTION

Humans have a very basic need to touch and be touched. In many ways traditional massage therapy can meet this need. Massage builds a connection between the giver and receiver of touch and produces a higher level of awareness. Massage is an art of hand movement that aims to get pleasure and maintain physical health. This mechanical hand movement will cause a sense of calm and comfort for the recipient. During the massage, the rhythm of the massage movement creates a hypnotic power and a relaxed atmosphere that follows will result in a more comfortable, comfortable, calm and healthier feeling. Massage can be given to everyone, men, women, old, young, adults and children. Can be given to friends, family, loved ones or pets. The essence of massage lies in its uniqueness, which is a way of wordless communication between the giver and the recipient. With a soft, gentle, and sometimes strong and steady hand touch made by a maseure or maseuse, it will cause a sense of pleasure and sympathy for the recipient to the maseur. Therefore, if you get a good and right massage, a person is sometimes in a mental and

physical situation that is difficult to describe. The feeling of pleasure, security and peace that arises because of the massage regulator is what causes a child or baby to stop crying, reduces the complaints of people who experience mental tension or falls asleep in pain.

Massage will bring new freshness, increase the ability of muscles and joints, to achieve increased achievements and work results. Besides that, physical disorders caused by weather disturbances, work that is too heavy and disorders due to injury, can be helped to heal with massage. Physical disabilities caused by chronic disease, neurological disorders and damage to certain body parts, sometimes can be amazingly helped by massage. Likewise, congenital deformities, deformities as a result of coercion or rape (trauma) or due to medication errors, may use massage to help reduce or eliminate these abnormalities.

The reality in the field is that the application of massage activities based on scientific studies and business management is still simple. There are still many massage actors who work conventionally and

have not used science and management properly. Fitness massage has become a necessity and is growing in all walks of life. Together with traditional massage, fitness massage thrives in the community, providing employment to many groups of people and providing assistance for the healing process and for physical fitness to other groups. Many athletes have succeeded in developing their skills and achievements by using fitness massage as part of their training activities. Many people with physical disorders feel how fitness massage has helped reduce suffering or even can help the healing process from a very disturbing pain and there are many more benefits of fitness massage itself. The sports world today is just a trend with the term sports industry, don't we think that in fitness massage it has tremendous potential if it is professionally empowered and application-based marketing is not impossible to become part of the sports industry which will be oged and in demand by consumers of fitness massage. Based on the above background, research that develops a sports massage service model is very beneficial for the institution (Unimed) and partners (KONI Medan City).

### ***1.1. The Nature of Sports Massage***

The word massage comes from the Arabic word “mash” which means to press gently or the Greek word “massien” which means to “massage or pulverize”. Furthermore, massage is also referred to as the science of massage or lulut science. The perpetrators are usually referred to as masseur for men and masseuse for women [1]. Along with the development of the world of massage, which is getting more and more in the future, more and more people are needed, many of us are familiar with the types of massage that are developing around us. This shows that Public awareness of the importance of maintaining and maintaining body health is getting bigger. The general objectives of sports massage are: (1) To improve blood circulation, especially the encouragement of venous blood or venous blood to the heart. This smooth blood circulation will further accelerate the process of removing the remains of combustion (myoglyosis) and the spread of nutrients to the tissues. (2) Stimulating nerves, especially peripheral nerves to increase their sensitivity to stimuli. (3) Increase muscle tension (tonus) and muscle elasticity (elasticity) to enhance its working power. (4) Cleans and smooths the skin. (5) Reducing or eliminating nervous tension and reducing pain, so that it can put the patient to sleep [2].

### ***1.2. Sport***

Sport includes all forms of physical activity or competitive play through casual or organized participation. And sport aims to use, maintain or improve physical abilities and skills while providing enjoyment to participants, and in some cases, entertainment to spectators. There are many different

sports disciplines around the world, some better known than others. Several types of sports, usually divided into four main categories according to the type of skill required, namely physical sports (swimming, gymnastics), motor sports (often involving vehicles such as cars or motorbikes), mental sports (such as chess, which require a lot of attention and effort). critical thinking skills), and sports with animals. [3].

### ***1.3. Sport Industry***

Attention to the sports industry and economy is increasing by seeing the potential that the sports industry can create new jobs and ensure the welfare of those involved in it. There are various challenges and opportunities to realize the Indonesian sports industry so that it can compete domestically and at the world level. Several aspects of the sports industry still require development, ranging from insight, knowledge, to the skills of industry players in the management spectrum of the sports industry [4]. At least, there are four important things to support the development of the sports industry in Indonesia, namely the regulation of the sports industry, the line of the sports industry, the economic value of the sports industry, and the strategy for developing the sports industry.

The State Ministry of Youth and Sports through the Deputy for Youth Entrepreneurship and Sports Industry as a sports industry development agency in Indonesia has launched an idea to develop the sports industry as a highly competitive creative industry in the arena of globalization. Coordination steps with various stakeholders have been taken, now the State Ministry of Youth and Sports through the Deputy for Youth Entrepreneurship and Sports Industry is trying to go further in order to develop the sports industry in Indonesia.

According to Pitts; Fielding, and Miller [5] the sports industry is “any product, goods, service, place, person with thought that is offered to the public related to sport. Quoted from Nuryadi's statement (2010: 10); The Sport Industry is an industry that creates added value by producing and providing sports related equipment and services. Sport marketing is the specific application of marketing principles and processes to sports products and to the marketing of non-profit sports products through association with sport.

Besides choosing and taking various approaches to success in the sports business, it is also necessary to build a good communication with various parties. Communication is able to solve a conflict, so that a higher quality solution concept will be obtained, even though there will be a change, but the change leads to the better and has an impact on mutual progress.

Communication in the 4.0 era cannot be separated from applications that are easy for consumers to access. According to Agus Kristiyanto [6], the pioneering and

development of the sports industry in Indonesia is not something new. However, the existence of the sports industry is only limited to seasonal industries that develop naturally and are not taken seriously. The government's enthusiasm and desire to improve the future of sports is carried out through efforts to fix all the core components that support the overall progress of sports.

## **2. METHOD**

Research & development (R&D) can be defined as a research method that is intentionally, systematic, aimed / directed to find, formulate, improve, develop, produce, test the effectiveness of products, models, methods / strategies / methods / services, certain procedures that are superior new, effective, efficient, productive, and meaningful. Development research is research that is not used to test theory. The resulting product, tested in the field and then revised until the results are satisfactory. Thus, it can be concluded that development research is a basic research on making an effective product, starting with needs analysis, product development, and product testing. This research is a development research using qualitative and quantitative approach methods as well as using the Research & Development (R&D) development research method proposed by Borg and Gall [7].

The research was carried out in the KONI area of Medan City. The time of this research was carried out for seven months, namely in the range between April - October 2021. This study was to test the effectiveness and efficiency of the sports massage service model that was adapted to the characteristics of the sport and service marketing management applications. The population of this study were athletes under the auspices of the Medan City KONI who attended the training camp for Papua PON XX. The research sample was taken by purposive sampling or the sample aimed at the criteria of athletes with athletics running numbers.

## **3. RESULT AND DISCUSSION**

This research is in the form of renewal in a system which is a product in responding to the needs of a sports massage business processing management based on sports industry applications. One of the factors in achieving maximum results is the creation of a sports massage service model based on science and marketing management based on sports industry applications. A system device in marketing that has an impact on efficiency and effectiveness in marketing sports massage services. This application will help in achieving more effective and efficient results, so that it has more impact in terms of time, funding and marketing. This is what will be tested in the form of sports massage services and managerial marketing of sports massage services. The product in this study will

also integrate with today's developments by utilizing a computerized application system which is a support system for use in customer service. The research instrument used for data collection was using information techniques for sports massage services, types of sports massage services, video tutorials, expert observation instruments, interviews, documentation and observation sheets. There are several data analysis techniques used, including descriptive analysis and inferential analysis. Analysis of the data in this development research, the formulation of quality documents is carried out through FGD by experts which include; academics, sports practitioners, experts in the field of sports massage and sports management and the results of small and wide trials. The final results of the product test will be narrated in the form of triangulation from three data sources which include literacy data, experts/experts and field test data.

The following is a description of the technique or procedure in sport massage which is the massage menu in this study:

### **3.1. Effleurage (Rubbing)**

Effleurage is the term for light, soothing rubbing movements at the start and end of a massage. This movement aims to distribute the oil and warm the muscles to make them more relaxed. Effleurage is mainly done with the palms and fingers tightly together. the hand should follow the contours of the body as it glides over it. The effleurage movements must flow uninterruptedly and connect the various stages of massage. Usually this movement is done with a stronger pressure when it leads to the heart is intended to help blood and lymph circulation. when returning, the movement must be done with lighter and calming strokes. (Marilyn Aslani, (2013; 10)). Salvano in Febrina Ulna Malingga, [8] states that Effleurage is a rhythmic or rhythmic and successive rubbing massage movement from the bottom to the top. Effleurage is done with the palms and fingers together. When the hand moves to slide over the surface of the body, the hand must follow the contours of the body, this movement must flow without interruption. Dr. Sri Nuraini, M,Pd, [9] states that effleurage is a rubbing movement using the palm of the hand or the pads of the fingers. This movement is carried out in accordance with the circulation of blood to the heart and lymph nodes. The benefit of this movement is to relax muscles and nerve endings.

### **3.2. Petrisage (squeezing)**

According to Dr. Sri Nuraini, M, Pd, [9] states that petrisage (squeezing) is a massage or squeezing movement using the palm of the hand or fingers. This technique is used on areas of the body that are fatty and thick muscle tissue. Marilyn Aslani, (2013; 10) states that petrisage is a movement with one hand pressing and

the other gripping the meat, lifting the tissue while rotating. Remove the meat and grip it with the other hand. Use your hands alternately in rhythmic motions as if you were kneading bread dough or squeezing a wet cloth. Squeeze and release the meat in slow motions so it doesn't feel like pinching. Iman Koekoeh in Febrina Ulna Malingga, [8] states that Petrisage manipulation is a squeezing movement with the fingers and hands starting with lifting, clamping muscle tissue, picking and squeezing. The squeezing movement is done alternately between the right and left hands. The purpose of this manipulation is to develop elasticity, activate blood flow, improve nutrient turnover and excretion, stimulate motor nerves, improve muscle function and is very good for athletes and hard workers.

### **3.3. Friction (circular)**

Small circular motions with a deeper emphasis using the fingers or thumb. This movement is only used in certain areas of the body that aims to heal muscle tension due to excess lactic acid, according to Dr. Sri Nuraini, M, Pd, [9]. Iman Koekoeh in Febrina Ulna Malingga, [8] states that friction is a grinding technique using the thumb (the strongest finger), fist, base of the palm or with the elbow. Aims to launch the blood circulation system, cause hyperaemia, enlargement of muscle fibers from vascular, hormonal and nerve reflexes, good for post-traumatic schele (tissue regeneration) and will reduce muscle pain.

### **3.4. Shaking**

Shaking manipulation is the most meaningful manipulation to do, because it will drain the massager's energy. But it is also a very effective manipulation in the process of increasing blood circulation, especially in the distribution of food essences into the tissues of Bambang Priyonoadi [10] in Febrina Ulna Malingga, [8]. Iman Koekoeh Febrina Ulna Malingga, [8] states that shaking is a shaking movement of a group of muscles with a hand knife or with the palm of the hand sequentially between the right and left hands.

The results of the study based on theoretical studies, FGD and trials found that sports massage was significantly beneficial for the recovery or body recovery of the Training Center PON athletes with an average score of 4 (good). Thus, the better the manipulation of sports massage, the better the recovery of the body in athletic athletes Training Center PON Papua XX 2021. The sample is said to be on average good due to the benefits of massage that can provide comfort while sleeping, as indicated by the statements of the respondents. According to Triyadini, et al., (2010) one of the direct benefits of massage is complete relaxation and tranquility that can provide comfort during sleep. Basically massage provides stimulation to the motor nerves, causing reflexes. Massage is also activating when given with rapid stimulation in a short

time. Massage at a moderate speed with a longer time can eliminate or reduce pain or provide recovery to the organs used after activities or sports. Gentle massage provides a calming effect, besides that it can also maintain the condition of the nerves.

## **4. CONCLUSION**

The manipulation technique used in massage is a sports massage technique. Manipulation in the sports massage used is rubbing (effleurage), squeezing (petrisage), coiling (friction) and shaking (shaking). With this technique, the benefits of good massage are obtained, in the sense of relieving fatigue. This massage can also stimulate the organs of the body, so that the massage effect can be directly felt by the sample after being given massage treatment to the athlete.

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