

ABSTRAK

Enmo Zefanya Hutaauruk, (Nim 6213210062), “Manajemen Rekrutmen Atlet Taekwondo SPOBDA Sumatera Utara”

(Pembimbing: Deni Rahman Marpaung)

Skripsi : Fakultas Ilmu Keolahragaan UNIMED, 2026

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan manajemen rekrutmen atlet Taekwondo di Sentra Pembinaan Olahraga Berbakat Daerah (SPOBDA) Sumatera Utara. Manajemen rekrutmen merupakan tahap awal yang sangat penting dalam proses pembinaan atlet prestasi karena menentukan kualitas atlet yang akan dibina secara berkelanjutan. Penelitian ini difokuskan pada pelaksanaan fungsi-fungsi manajemen yang meliputi perencanaan, pengorganisasian, pengarahan, dan pengawasan dalam proses rekrutmen atlet Taekwondo. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Subjek penelitian terdiri dari pelatih, pengurus, dan atlet Taekwondo SPOBDA Sumatera Utara. Teknik pengumpulan data dilakukan melalui angket terbuka, wawancara, dan dokumentasi. Data yang diperoleh dianalisis dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh gambaran yang utuh mengenai manajemen rekrutmen atlet.

Hasil penelitian menunjukkan bahwa manajemen rekrutmen atlet Taekwondo di SPOBDA Sumatera Utara pada umumnya telah dilaksanakan dengan cukup baik. Perencanaan rekrutmen dilakukan secara sistematis dan terarah, pengorganisasian menunjukkan pembagian tugas yang jelas antara pihak terkait, pengarahan kepada calon atlet dilakukan secara bertahap sesuai prosedur, serta pengawasan dalam proses seleksi telah berjalan sesuai ketentuan yang berlaku. Meskipun demikian, masih terdapat beberapa kendala, terutama dalam aspek evaluasi dan koordinasi antar pihak yang terlibat. Oleh karena itu, diperlukan upaya pengembangan dan penyempurnaan sistem manajemen rekrutmen agar proses pembinaan atlet Taekwondo di SPOBDA Sumatera Utara dapat berjalan lebih optimal dan berkelanjutan.

Kata Kunci : Manajemen, Rekrutmen atlet, Taekwondo, SPOBDA

ABSTRACT

Enmo Zefanya Hutaaruk, (Nim 6213210062), “Taekwondo Athlete Recruitment Management at SPOBDA North Sumatra”

(Supervisor: Deni Rahman Marpaung)

Thesis: Faculty of Sport Science, UNIMED, 2026

This study aims to describe the management of Taekwondo athlete recruitment at the Regional Center for Talented Sports Development (SPOBDA) of North Sumatra. Athlete recruitment management is a crucial initial stage in the athlete development process, as it determines the quality of athletes who will be continuously developed for competitive performance. This research focuses on the implementation of management functions, namely planning, organizing, directing, and controlling in the Taekwondo athlete recruitment process. This study employed a descriptive qualitative research approach. The research subjects consisted of Taekwondo coaches, administrators, and athletes at SPOBDA North Sumatra. Data collection techniques included open-ended questionnaires, interviews, and documentation. The collected data were analyzed through data reduction, data presentation, and conclusion drawing to obtain a comprehensive understanding of the athlete recruitment management process. This study employed a descriptive qualitative research approach.

The research subjects consisted of Taekwondo coaches, administrators, and athletes at SPOBDA North Sumatra. Data collection techniques included open-ended questionnaires, interviews, and documentation. The collected data were analyzed through data reduction, data presentation, and conclusion drawing to obtain a comprehensive understanding of the athlete recruitment management process. The results of the study indicate that the management of Taekwondo athlete recruitment at SPOBDA North Sumatra has generally been implemented quite well. Recruitment planning has been carried out in a systematic and structured manner, organizing shows clear task distribution among involved parties, direction to prospective athletes is conducted gradually according to established procedures, and supervision during the selection process has been implemented properly. However, several challenges remain, particularly in terms of improving evaluation mechanisms and strengthening coordination among stakeholders. Therefore, efforts to develop and refine the athlete recruitment management system are necessary to ensure a more optimal and sustainable Taekwondo athlete development process at SPOBDA North Sumatra.

Keywords: Management, Athlete recruitment, Taekwondo, SPOBDA