ABSTRACT

This research is a qualitative descriptive study that aims to find out how the Potential Strategy for the Development and Development of Achievement Sports in the Faculty of Sports Science. The number of informants in this study was students as well as administrators of BKMF Badminton FIK UNM. Data collection techniques through observation methods, interview methods, and documentation methods. Data analysis techniques in this study used data reduction techniques, data presentation, and conclusions. The results showed that the Potential Strategy for Development and Development of Achievement Sports in the Faculty of Sports Science from the indicators of the accuracy of the program targets was a good Potential Strategy for Development and Development of Achievement Sports, this was seen from the organizational work system. Based on the development strategy with an important influence by the coach who has directed athletes to take part in badminton matches both within the campus and outside the campus, with various training programs, such as tactical, physical or weight training exercises, and interspersed with motivation. Likewise, the organizational performance carried out at BKMF Badminton is running well and right on the target, namely sports achievements, seen from professional coaches in training and always well and firmly behaved to their athletes without discriminating between athletes.

Keywords: Basic Achievements; Development; Basic Achievements.

INTRODUCTION

In general, the definition of sport is one of the physical and psychological activities of a person that is useful for maintaining the quality of a person's health, both physically and spiritually. Currently, sport is one of the most global phenomena and has become an inseparable part of life in society, even though sport, character-building of a nation can be carried out, that sport becomes a strategic means to build one's self-confidence, national identity and national pride through sports development. systematic quality human resources can be directed at increasing self-control, responsibility, discipline, and sportsmanship which in the end can gain achievements in sports and can
generate national pride. Sport is an activity that is inseparable from every human life and is a desire that is owned by every individual human being. The government is obliged to fulfil the need for every sports activity. This is done for the welfare of the community, and it is useful for realizing quality human resources, physically and mentally, which is the strongest in Law Number 3 of 2005 concerning the National Sports System which states that national sports are aimed at maintaining and improving health and fitness, achievement, and human quality, adding coral values and noble character, sportivity, discipline, strengthening and fostering national unity and integrity, strengthening national resilience, and elevating the dignity and honour of a nation.

The sport contains important values to improve the welfare of individuals, groups or society in general. Along with the development of economic trends, sports can also become part of the community's economic system, by developing the sports industry as part of sports development. Sports development covers the scope of educational sports, recreational/community sports and achievement sports. The three sports pillars interact, synergize, systematically, tiered and sustainable to form a regional sports development and development system that ultimately has an impact on national sports development.

Achievement sports are sports that foster and develop athletes in a planned, tiered and sustainable manner through competitions to achieve achievements with the support of sports science and technology, even Harsono argues that "sports achievements that people imagine are difficult or impossible to achieve, are now things that are difficult to achieve. commonplace and the number of athletes who can achieve such achievements is increasing. In principle, the development of sports rests on three orientations, namely sport as recreation, sport as health, and sport as an achievement. Sports events are achieved through various efforts in all aspects. Sports achievements require a fairly long period after the pattern. The stages of achieving long-term sports achievements are divided into the idle, multilateral, specification and high-achievement stages. Aspects that affect sports performance are internal and external. All aspects need to be managed properly so that all stages can be carried out properly and following the objectives. Performance sports management is also known as achievement sports management.

To improve and advance sports, it is necessary to carry out development and develop athletes in a planned, tiered manner. And it will continue to be sustainable through competitions to achieve achievements with the support of sports science and technology (UU RI Number 3 of 2005 concerning the National sports system Chapter I Article 1). Achievement sports are intended as an effort to increase the ability and
potential of athletes to increase the dignity of the nation which is carried out by everyone who has the talent, ability, and potential to achieve achievement (UU RI Number 3 of 2005 concerning the National Sports System Chapter VI article 20).

Sports development and development includes athletes, calmness, organizing, funding methods of infrastructure and facilities, as well as sports awards which are carried out through the stages of sports introduction, monitoring, scouting, as well as talent development and achievement improvement. Sports development and development are carried out and directed to achieve sports achievements at the level of regional, national, and international activities carried out by the parent organization of sports at the central and regional levels. In-Law No. 3 of 2005 concerning the National Sports system, it is explained that national sports development cannot be separated from the role of education. Meanwhile, Article 27 paragraph 4 states that "the development and development of sports achievements are carried out by empowering sports associations, developing national and regional sports development and holding tiered and sustainable competitions." In this modern and sophisticated era, training equipment (facilities) are no longer a barrier to the implementation of club training or sports institutions. Moreover, it is a sports institution that has a fairly good reputation, because the athletes they have fostered have achieved achievements, not only at the regional level but even at the provincial level. Therefore, all kinds of necessary training needs must be provided by the university.

The development of sports achievements at the Faculty of Sports Science, Makassar State University is in the development stage. The development of sports achievements is very complex, so it takes a long process to produce an achievement at the national and international levels. The training process which will be carried out gradually and continuously and supported by sufficient funding will improve sports performance with higher quality. For this reason, in its development, it starts from massing through physical education and sports and then continues with the development of sports specialities according to the sports that are highlighted by the students. One of the efforts to make the university name proud is through sports. Therefore, sports education and development must continue to be improved following the objectives of sports education, namely the development and improving sports development directed at the formation of physically and mentally ready humans and achievers. Because the success of an athlete in development also depends on his physical and mental abilities. With the Faculty Student Activity Bureau (BKMF) Badminton FIK UNM is a forum for students to be nurtured and developed their talents in badminton, at BKMF Badminton athletes will be fostered
and trained to achieve good achievements among students and outside, BKMF Badminton It also aims to enable students to develop their abilities in the field of leadership in organizations.

METHOD

This study uses a descriptive qualitative approach and tends to use analysis. Process and meaning (subject perspective) are more highlighted in this qualitative research. The theoretical basis is used as a guide so that this research is following the facts on the ground. In addition, this theoretical basis is also very useful for providing an overview of the research background and as material for discussing the results of the research. The researcher's qualitative research starts from the data, uses existing theory as explanatory material, and ends with a research "theory". This qualitative research aims to explain the phenomenon in depth through in-depth data collection. Qualitative research emphasizes the depth of data obtained by researchers. The deeper and more detailed the data obtained, the better the quality produced from this qualitative research. The research subjects are people, places or objects that are observed, while the subjects in this study are students as well as BKMF Badminton FIK UNM. To obtain the results of data relating to the variables in this study. Then used data collection techniques as follows: Interview, Documentation, Observation. The object of this research is the potential strategy for the development and developing of sports achievements that exist at BKMF Badminton FIK UNM. In the context of developing achievement sports development at BKMF Badminton FIK UNM, it includes several supporting factors for infrastructure, human resources consisting of athletes, coaches, and management of sports organizations as well as organizational performance in terms of funding. The interactive model data analysis technique was developed by Miles and Huberman (2014), where an analysis process is carried out consisting of three components which can be seen in the following explanation: Data reduction, presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Results

The data that has been collected through interviews, observations and documentation as well as field notes, are then reduced and analyzed using qualitative descriptive techniques. Through this technique, it means that researchers will describe,
describe, and interpret the data that has been collected so that they will obtain a general
and comprehensive picture of the implementation of development and development of
sports achievements for BKMF Badminton athletes at FIK UNM. Based on the results of
research that has been obtained by FIK UNM regarding the development and development
of sports achievements for BKMF Badminton athletes at FIK UNM, the following
description is obtained:

Region Overview

The Faculty of Sports Science, Makassar State University is one of the faculties at
Makassar State University. In 1961, was the beginning of the establishment of the
Department of Physical Education within the scope of FKIP Hasanuddin University.
After FKIP Lepas became an independent IKIP, the Department of Physical Education
changed to a Sports College (STO) with Drs. Anwar Djamidin from the Faculty of
Medicine, Unhas. In 1977 the government integrated STO into IKIP and named FKI
into FPOK (Faculty of Sports and Health Education) after IKIP was converted to
Makassar State University (UNM), FPOK changed to FIK (Faculty of Sports Science).
Along with the conversion of IKIP to Makassar State University (UNM) since 1999 based
on Presidential Decree No. 93 of 1999 dated 4 August 1999, FPOK also changed to
become the Faculty of Sports Science (FIK) Makassar State University (UNM). One of
the mandates in the conversion of IKIP to UNM is the expansion of the mandate so that
FIK UNM, in addition to fostering education, also fosters non-education. In 2009, the
Faculty of Sports Science UNM supervised 3 (three) Departments and 1 study program,
namely: Department of Sports Education, Department of Physical Education, Health and
Recreation (PENJASKESREK), as well as Sports Development Education, and the Study
Program of Sports Science. The number of registered students in 2010/2011 was 2779
people with 82 lecturers. The campus of the Faculty of Sports Science is located on the
Banta-bantaeng campus, while when it was still in STO status, the lecture administration
activities were at the Mattoanging Stadium, Jl. Cendrawasih Makassar.

Physical Condition of FIK UNM Badminton Court

The physical condition of the FIK UNM badminton court can be said to be
conducive to carrying out activities. This can be seen from the condition of the building
and adequate facilities. A field that is sufficient for athletes to train on a predetermined
day. The existing infrastructure in the FIK UNM badminton court is in the following
table:
Table 1
Observation Results

<table>
<thead>
<tr>
<th>No.</th>
<th>Infrastructure</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Athlete</td>
<td>Not good</td>
</tr>
<tr>
<td>2.</td>
<td>Infrastructure</td>
<td>Good</td>
</tr>
<tr>
<td>3.</td>
<td>Trainer</td>
<td>Good</td>
</tr>
<tr>
<td>4.</td>
<td>Exercise Program</td>
<td>Good</td>
</tr>
</tbody>
</table>

Based on the observations, the researcher can conclude that:

**Athlete;** From the observations that researchers got in the field so that researchers can conclude that athletes in carrying out training are still not good because there are still athletes who are not at the scheduled time for various reasons. Facilities and infrastructure; From the observations that researchers got in the field so that researchers can conclude that the existing facilities and infrastructure in the FIK UNM badminton gorge have been fairly effective, it can be seen from the field, lighting, scoreboard and stands that are still feasible.

**Trainer;** From the observations that the researchers got in the field, the researchers can conclude that the trainers at BKMF Badminton are very professional in training. **Exercise Program;** From the observations that researchers got in the field so that researchers can conclude that the training program at BKMF Badminton FIK UNM has been implemented properly so that it can achieve the desired goal. The state of the FIK UNM badminton court is sufficient to reflect order, cleanliness, beauty and health. This can be seen from the existence of adequate waste disposal facilities, equipment for cleaning equipment and a neat building condition as well as the facilities and infrastructure for training activities available at the FIK UNM Badminton Hall.

**Development strategy**

At the time of the interview, the researcher asked about what programs and programs were carried out by the BKMF sports institution to support the development of sports achievements. Here's the answer: “provide regular training and the right training program, and follow the existing matches” (MR, Interview 21 June 2021). Based on the results of these interviews, it can be concluded that the development strategy cannot be separated from the role of the institution or agency management in compiling work programs or activities, activities related to efforts to achieve sports achievements. Such as holding weekly training, holding competitions both inter-campus and off-campus matches. This is certainly very influential in shaping the athlete's skills and physical and mental abilities of the athletes.
At the time of the interview, the researcher asked about what efforts the coach had made in fostering athletes in this place to achieve sports achievements. Here's the answer: “build good relations between athletes and coaches, develop training programs, encourage athletes to take part in championships” (MIA, Interview 21 June 2021). It was also explained that: “routine training to improve the technical and physical abilities of athletes” (AAR, Interview 21 June 2021). And again explained that: “providing physical, technical and tactical training” (DR, Interview 21 June 2021). The same thing was also explained that: "the coach must give the best for his athletes if there are still shortcomings that must be corrected" (A, Interview 21 June 2021). Based on the results of these interviews, it can be concluded that the coach has given the best for his athletes, by compiling various training programs, such as tactical, physical or weight training exercises.

At the time of the interview, the researcher asked about what training methods had been given by the coach to the athletes. Here's the answer: “physical exercise and weight training” (MZ, Interview 21 June 2021). The same thing was also explained that: "exercise 3x a week, weight training and physical exercise" (MIA, Interview 21 June 2021). And again explained that: "physical exercise (jogging), weight training (dumble training/rubber weights)" (MT, Interview 21 June 2021). Based on the results of these interviews, it can be concluded that the coach's role in development and developing athletes at BKMF is very good, it can be seen from the methods that have been applied by athletes under the direction of the coach, the coach has given athletes methods such as tactical training, physical exercise (jogging), weight training (dumble/rubber weights), judging from the achievements obtained by athletes, slowly athletes have done their job well to achieve the goals, namely sports achievements.

**Development Management:** At the time of the interview, the researcher asked about how sports development should be to achieve good performance in your opinion. The following is the answer: "development carried out from an early age and providing adequate facilities and infrastructure" (H-Interview, 21 June 2021)). The same thing was also explained that: "to achieve good sports, it is necessary to pay attention to the sports development system and path that is carried out in a fundamental, systematic, efficient, and integrated manner" (MT-Interview June 21, 2021). And again it was explained that: "To achieve good performance, sports development should be able to fulfill all aspects that affect the achievement of good achievements in a sport, for example facilities and infrastructure, professional coaches with potential athletes, good fund management by..."
sports institutions" (C-Interview, June 21, 2021). Based on the results of these interviews, it can be concluded that, in order to achieve sports achievements, sports development should pay attention to the systems and development pathways that are carried out in a fundamental, systematic and integrated manner. This guidance is carried out through massing, breeding and achievement and must be carried out by the development components themselves such as program activities carried out by institutions, athletes who have potential, professional coaches and have training programs to develop athletes as well as adequate facilities and infrastructure.

**Human Resources:** At the time of the interview, the researcher asked about what influenced the success of athletes to achieve achievements. Here's the answer: "achievement cannot be separated from regular practice and encouragement from the closest people" (MM-Interview, 21 June 2021). The same thing was also explained that: "athletes' motivation, athlete potential, athlete discipline in training, and have a great will to increase athlete's potential, physical and emotional state" (D-interview, 21 June 2021).

And again explained that: "motivation, exercise and environmental factors" (MAEJ-interview, 21 June 2021). It is also explained that: "athletes' skills, physical/physiological conditions, physiological conditions (emotional, mental, etc.), athlete readiness, discipline, drive, environmental motivation, and oneself" (MT-interview, 21 June 2021).

Based on the results of these interviews, it can be concluded that achieving sports achievement is also influenced by the presence of athletes who have strong determination, discipline and have the desire to develop their potential. This must also be supported by external factors, as well as internal athletes, for example physical, mental, and good skills as well as a supportive environment for good achievement.

At the time of the interview, the researcher asked about what a good and professional coach did in your opinion. The following was the answer: one who coaches non-stop and already has a training program" "(ISAM-interview, 21 June 2021). The same thing was also explained that: "have a professional appearance and willingness as a coach, how the coach interacts with athletes, has a training program that suits the athlete's needs" (MIA-interview, 21 June 2021). And again explained that: "a coach who does not discriminate between athletes and always provides motivation for athletes and has a training program" (MM-interview, 21 June 2021). Based on the results of these interviews, it can be concluded that, in development athletes, coaches are also needed who are able to educate and foster athletes to achieve their achievements, improve athlete skills. The coach must have an appropriate training program, be able to direct his athletes, and be able to provide motivations for his
athletes so that his athletes can be enthusiastic in doing exercises. Coaches must provide training for physical formation, weight training and even athlete psychology.

**Sports Performance:** At the time of the interview, the researcher asked whether the coach had done his best for the progress of his athletes. The following was the answer: "yes, the coach has done his best" (MW-interview, 21 June 2021). Based on the results of these interviews, it can be concluded that, as a coach, he has given his best to his athletes by providing everything that is important and which certainly greatly influences the success of athletes in sports achievements.

**Facilities and infrastructure:** At the time of the interview, the researcher asked about how good and quality facilities and infrastructure were. Here's the answer: "according to the standard provisions" (MI-interview, 21 June 2021). The same thing was also explained that: “adequate and adequate facilities and infrastructure” MIA-interview, 21 June 2021). Based on the results of these interviews, it can be concluded that development for achievement is also strongly supported by adequate sports facilities and infrastructure and in accordance with standard sizes for both practice and competition. At the time of the interview, the researcher asked about what facilities and infrastructure needed to be fulfilled to support the training. Here's the answer: “shoes, racket, ball or shuttlecock, court and scoreboard” (A-interview, 21 June 2021). Based on the results of these interviews, it can be concluded that, there are several facilities and infrastructure that need to be prepared to support the success of athletes in training such as shoes, rackets, balls or shuttlecocks, courts and scoreboards.

**Financial management.** At the time of the interview the researcher asked about how good funding is in achieving maximum development results. Here's the answer: "Regarding good funding will get maximum results when managed properly, this has to do with how financial planning, spending and income management is even the way the organization seeks donors for cash and how they can rotate existing cash for development purposes (C-interview, June 21, 2021). The same thing was also explained that: "Responsible for sure, and able to regulate the entry or exit of these funds, 21 June 2021). Based on the results of these interviews, it can be concluded that honest and competent financial management is also very much needed in the development of sports achievements. good fund management, procurement of goods for training purposes, and ways of financial management in finding and managing sponsors are very supportive for sports achievement.
Discussion

Development strategy; The development strategy is the process of selecting goals, determining the policies and programs that are necessary to achieve certain goals in order to achieve these goals and determining the methods necessary to ensure that these policies and programs are implemented. Based on the results of research conducted by researchers, it can be concluded that, the coach has directed his athletes to take part in badminton matches both within the campus and outside the campus so that the athlete's confidence is higher in dealing with situations anywhere when competing, not forgetting of course the coach will provide regular training for example once every 3 weeks with various training programs, such as tactical, physical or weight training exercises, as well as coaches of course always provide motivation to athletes so that the feeling of wanting to achieve achievement is always embedded in the athlete.

Development Management; Development Management is a process carried out to realize organizational goals through a series of activities in the form of planning, organizing, directing, and controlling people and other organizational resources. Management is basically an art or process in completing something related to the achievement of goals. The importance of a development management in BKMF Badminton is applied, because basically human abilities are limited (physical, knowledge, time, and attention) while their needs are not limited. Efforts to meet the needs of BKMF Badminton athletes due to the limited ability to do work encourage people to divide tasks and responsibilities. With the division of tasks and responsibilities, heavy and difficult work will be completed properly and goals can be achieved. To achieve high achievement is not an easy job, but it does not mean that it cannot be achieved. The achievement of badminton in its development is no different from other sports, the basic quality of training which is a determinant of athlete achievement is also influenced by many factors, the logical consequence of a high quality training system is usually high achievement. Except for the coach factor, there are other factors that support and determine the quality of training, namely the results of research findings, training facilities and equipment, evaluation results from competitions, athletes' abilities and so on. (Harsono, 2012). Based on the results of research conducted by researchers, it can be concluded that good performance is achieved if development is carried out intensively, regularly and with quality so that high or maximum achievements can be realized by using the correct method and adequate facilities and infrastructure as well as the readiness of athletes or coaches in includes a satisfactory result.
Human Resources; Human Resources are individuals who work as drivers of an organization, functioning as assets that must be trained and their abilities developed. In BKMF Badminton, human resources involve all management practices that can directly affect the organization. Human resources consist of an integrated set of policies on labor relations that affect people and organizations. Every organization or company needs resources to achieve its goals. Resources are sources of energy, energy, power needed to create power, movement, activity, activity, and action. These resources include natural resources, financial resources, human resources, scientific resources, and technological resources. Among these sources, the most important resource is human resources (HR). HR is a resource that is used to mobilize and synergize other resources to achieve organizational goals. Without human resources, other resources are idle (idle) and less useful in achieving organizational goals. (Wirawan, 2012)

Based on the results of research conducted by researchers, it can be concluded that, determining the ability of athletes at BKMF is primarily the ability that continues to be developed through development and development that has been given to coaches, the main goal is to bring athletes to achieve sports achievements.

Organizational Performance; Performance is the result achieved from the behavior of organizational members. The desired results of the organization from the behavior of the people in it are referred to as organizational performance. Organizational performance is the totality of the work achieved by an organization. The achievement of organizational goals means that the performance of an organization can be seen from the degree to which the organization can achieve goals based on predetermined goals. (Surjadi, 2009).

Based on the results of research conducted by researchers, it can be concluded that, the organizational performance carried out at BKMF Badminton is running well and right on the target, namely sports achievements, seen from professional coaches in training and always behaving well and firmly to their athletes without discriminating between athletes.

Facilities and infrastructure; Facilities and infrastructure are everything that can be used as a tool in achieving goals or objectives. Meanwhile, infrastructure is everything that is the main support for the implementation of a process (business, development, project). According to Agus S. Suryobroto (2014) infrastructure or tools are everything needed in the physical education learning process and are easy to move (can be semi-
permanent) but heavy or difficult. Meanwhile, infrastructure or facilities are everything needed in the process physical education learning, is permanent or cannot be moved (Agus S. Suryobroto, 2014).

Based on the results of research conducted by researchers, it can be concluded that the facilities and infrastructure used by athletes to support success in achieving sports achievements at BKMF Badminton are adequate, judging from the presence of 6 fields, decent stands, good lighting, scoreboards which is still good and the condition of the building is very decent.

**Financial management:** Financial management is a collection of money in a certain amount in the form of cash or non-cash. According to Dewi Utari (2014: 1), financial management is planning, organizing, implementing, and controlling the search for funds at the lowest possible cost and using them effectively and efficiently for organizational operations.

Based on the results of research conducted by researchers, it can be concluded that the finances carried out at BKMF Badminton are quite good, it can be seen from the person who is in charge of financial management and regulates the entry and exit of funds by recording whatever it is, whether the incoming or outgoing funds.

**CONCLUSIONS AND SUGGESTIONS**

A development strategy with an important influence by the coach who has directed athletes to take part in badminton competitions both within the campus and outside the campus, with various training programs, such as tactical, physical or weight training exercises, and interspersed with the provision of motivation.

Good performance development management is achieved when development is carried out intensively, regularly and with quality so that high or maximum performance can be realized by using the correct method and adequate facilities and infrastructure as well as the readiness of athletes or coaches to include a satisfactory result.

The human resources in the organization at BKMF, athletes are primarily abilities that continue to be developed through development and development that has been given to coaches, the main goal is to bring these athletes to achieve sporting achievements.

The organizational performance carried out at BKMF Badminton went well and was right on the target, namely sports achievements, seen from professional coaches in training and always well and firmly behaved to their athletes without discriminating
against each other.

The facilities and infrastructure used by athletes to support success in achieving sports achievements at BKMF Badminton are quite adequate, seen from the presence of 6 fields, decent stands, good lighting, good scoreboards and very decent building conditions.

The financial management at BKMF Badminton is quite good, it can be seen from the person who is responsible for the financial management and regulates the entry and exit of funds by recording whatever it is, whether it is incoming or outgoing funds.

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