

Management Industry of Shuttlecock Sport Equipment in Tegal District

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Abstract

The purpose of this research is to know how the management function that applied by each shuttlecock craftsman in Lawatan Village. This research uses qualitative method. The data source for this research are primary and secondary. The primary data is taken by observation and interview, meanwhile the secondary data is taken by documentation. There are four interviewees. The research is conducted in two different shuttlecock companies, they are UD. Tri Sakti and Gramedia. The purpose of the research is to know the management of shuttlecock industry in Lawatan Village. The verification of data validity in this research used credibility test, transferability test, dependability test, and confirmability test. The result of this research found that the management in 2 shuttlecock companies have been applied well. The planning is well planned by each manager of shuttlecock companies. The organizing from each company have been stated by the manager with some criterias. The briefing is well performed by each manager, so that the employee is able to work according to the direction. Then controlling from each company need to be improved to minimize error in working. The conclusion is management of Sport Equipment Industry Shuttlecock in Lawatan Village implements well four management functions, that are planning, organizing, briefing, and controlling.

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INTRODUCTION

Management is a process in order to achieve an organization or company goal by working together with the people and resources they have. Management is mandatory for the best in a company. Management will make it easier for each individual or group in the company to run the entire framework effectively. By carrying out an activity, company management can design strategies to achieve goals in an effective, rational, systematic manner. The meaning and definition of management from various literature can be seen from three definitions, namely management as a process, a collectivity and as a science and art (Fauzi and Rita, 2018).

The concept of management does not represent a neutral and technical set of activities, carried out by technically neutral experts. As Flynn (Girginov, 2010) said, the technique and management style itself is "political" and forms the core of "managerialism" as an ideology. Clarke, Gewirtz, and McLaughlin (Girginov, 2010) argue that managerialism defines a set of expectations, values and beliefs. Managerialism is thus a normative system with its own parameters of what is considered valuable knowledge.

According to Syamsuddin (2017), there are 4 general functions of management, namely: Planning, Organization, Actuating / Directing and Controlling. The planning aspect at CV Gramedia is simpler, namely the vision and mission of the company which is important that the company can run well, is able to generate profits and all workers can work and are able to pay all existing workers, while UD Tri Sakti has the same vision and mission as UD Tri Sakti. CV Gramedia, besides that, UD Tri Sakti has a long-term hope, which is to become a producer of shuttlecocks with the best quality shuttlecocks and is known in various places throughout the country.

Organizational aspects at CV Gramedia and UD Tri Sakti have the same system, namely there are permanent workers and freelancers, thus the company cannot monitor all workers maximally. There are several aspects of direction from these two companies and one of them is the evaluation of employee performance, for CV Gramedia the evaluation is only limited to face-to-face between the manager to the employee concerned if things do not go according to expectations, while for UD Tri Sakti in terms of evaluation it is more carried out by good, because UD Tri Sakti conducts routine evaluation once a month in the forum, all employees and managers gather in the room and evaluate the performance results for one month, so when evaluating existing problems it can be a joint learning and find the best solution.

The supervisory aspect for CV Gramedia is the position of the leader and concurrently as a manager, so this is prone to subjective employee performance appraisals, while at UD Tri Sakti for leaders delegating supervisory responsibilities to managers, so that managers according to their duties will objectively assess employee performance according to work results. them, this is according to the opinion of Schraeder, et al (2014), namely "The four core functions of management (ie, planning, organizing, leading, and controlling) can be used to foster interpersonal trust between supervisors and employees".

One of the shuttlecock producers in Central Java is in Lawatan Village, Dukuhturi District, Tegal Regency. The village of Lawatan is one of the villages known as the village for making shuttlecocks. There are several producers of

shuttlecock making in Lawatan village, so Lawatan village is often referred to as the center for making shuttlecocks that have been passing through the world. This village has been known for a long time as the village that produces shuttlecocks which is quite recognized in the City and Tegal Regency areas.

The producer of shuttlecock making in Lawatan village is famous for its good processing and results as well as good enough quality for loading shuttlecocks in the traditional way, so consumers come to hunt for shuttlecocks from Lawatan village producers. Shuttlecock enthusiasts in Lawatan village are not only local but also outside Tegal City and Regency. The shuttlecock manufacturers also have their own brands for the products of the home factory. According to Priyono (2012), there are three patterns related to the growth and development of the sports industry below: a) in Indonesia, there is a potential for sports actors and various scopes/dimensions of sports. This is one of the successes of the government's program to promote sports, b) there are three areas of the arable sector, namely educational sports, recreational sports and achievement sports, c) large opportunities for industrial growth and development in the sports sector.

Good management will create a comfortable business place to work, the company will also develop and progress as expected, and the quality of the company will increase. Thus, good corporate management is needed in the industry, because a company will run well if it is supported by good management. Basically, sports management is a combination of management science and sports science. So that someone who has graduated from the College of Administrative Sciences or from the Institute of Business Management Sciences does not automatically master or be able to apply sports management (Harsuki, 2012).

Being a manager is not easy, because the manager's job is to combine several heads into one, with the hope that several heads can be invited to advance the company with the same vision and mission. In this thesis, the researcher will examine how the management is carried out by each company in order to be able to face the tough competition in this industry. How to maintain the shuttlecock home industry company they run, where is their marketing and other things.

METHOD

Creswell (Shakouri, 2014) state that, qualitative research is a means to “empower individuals to share their stories, hear their voices, and minimize the power relationships that often exist between a researcher and the participants in a study”. The place where individuals are given the power and freedom to conduct their lives in their own ways, the survival of such individuality entails doubts. Hiley (Shakouri, 2014) state that, doubt about the validity of one’s convictions breeds relativism. In a sense, qualitative research is inclined towards relativism. Brink (Mohajan, 2018) state that, qualitative researchers are interested in people’s belief, experience, and meaning systems from the perspective of the people. Qualitative research does not include statistical analysis and empirical calculation.

Researchers here will use qualitative research methods. In this study, the researcher wanted to make observations about the management activities of the shuttlecock sports equipment industry in the village of Lawatan, Tegal Regency. The qualitative research method is called a new method, because of its recent popularity, it is called the postpositivistic method because it is based on the philosophy of

postpositivism. This method is also referred to as an artistic method, because the research process is more artistic (less patterned) (Sugiyono, 2017). Qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is real data definite data is a return value of visible data. Therefore, qualitative research does not emphasize generalizations, but rather emphasizes meaning (Sugiyono, 2017).

The sample in this study were 2 companies that specialized in making shuttlecock. The 2 shuttlecock companies are UD. Trisakti and UD. Gramedia

RESULT AND DISCUSSION

The results of the study stated that the management carried out in 2 shuttlecock industries was carried out quite well. Clear planning has been planned by each owner and manager. The organization of each company has been determined by the manager with various predefined criteria. The directions given by each company are good enough, so that employees can work in accordance with the directions. Then the control of each company needs to be improved in order to minimize work errors. Auld and Cuskelly (Chappelet, 2013), show that the challenges faced by managers of non-profit sports organizations are very different from those faced by private sector sports companies. Gratton and Kokolakis (Chappelet, 2013), provide an excellent overview of how the sports industry has grown from a local market in the 1960s to a global market today dominated by major sporting events, sports equipment manufacturers, and multinational sponsors and the media. transnational investing in sports.

The management of the shuttlecock sports equipment industry in Lawatan Village carries out four management functions, namely planning, organizing, directing and controlling quite well. Suggestions that can be given are that each company is expected to have an open attitude to improve management functions that have not been carried out properly. The improvements made are aimed at making the shuttlecock company led to be more advanced and developing.

The planning function of UD. Tri Sakti and Gramedia have done well. Every activity carried out in each place has been planned and calculated so as to minimize errors in activities. The organizing function is also good. Every position in the organizational structure, every position has been occupied by experienced people. The position of a person in the organizational structure cannot be determined arbitrarily. A person who occupies a position in the structure must already have expertise in that field. Both of these companies use a system of permanent workers and freelancers, the advantages of such a system are minimizing the budget for wages and making it easier to control the course of production with a manager in each section of production, but with this system it has a disadvantage, namely that in every part of the production there is no number of workers definitely because it only relies on freelancers. Gramedia shuttlecock companies are expected to do bookkeeping like UD company. Tri Sakti, because bookkeeping is a good thing. So that the planning that has been planned can be applied in time.

The briefing function carried out at UD. Tri Sakti and Gramedia have done well. The briefing was carried out by a very influential person in this case, the manager of each cottage industry. The advantage of having a manager as a permanent worker

and having freelance workers is that the production will continue to run well because there is someone who always controls each part according to their respective expertise, and for the drawback, the manager does not have the authority to direct workers to tomorrow's work because they are workers off daily.

The control function has been performed well as a whole. Control carried out at UD. Tri Sakti and Gramedia are carried out by receiving reports on employee work results, so that managers can assess the work results of employees. With the system of permanent workers and freelancers, it has advantages, namely the assessment of the work results of employees handled by a manager in each section so that it becomes more effective, but this system has a drawback, namely that the results of employee performance on that day may not necessarily be used as evaluation material for these employees later because they are freelancers who are not under any contract with the company. Control of Gramedia and UD companies. Tri Sakti has pretty good control. It would be better if it was improved again because it would benefit the company itself and minimize errors in work.

Organizing each company has organized well. For the Gramedia shuttlecock company, it is expected to provide innovations such as expert workers in several fields. The directions from each company were good. So that employees can work easily and according to directions. For Gramedia, the briefing is good, but it would be even better if a large meeting was held with all employees. So that it can evaluate as a whole and improve quality and produce more.

Sports innovation management theory has the potential to provide a framework for predicting behavior and guiding future research. This can lead to a better understanding of innovation in the context of sport, which is an important area of global business. In addition, it helps contribute to the continuing interest in innovation management as an interdisciplinary foundation. Sports innovation management theory is offered as a way to study the complex and evolving nature of sport as an area of interest (Ratten, 2016).

CONCLUSION

Gramedia shuttlecock company is expected to do bookkeeping like UD company. Tri Sakti, because bookkeeping is a good thing. So that the planning that has been planned can be applied in time.

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