



North Sumatra KONI Communication Strategy at the XX Papua National Sports Week (PON) Athletes Pelatda

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Abstract

used by the Indonesian National Sports Committee of North Sumatra Province in carrying out the regional training center for athletes at the XXI National Sports Week in Papua in 2021. The research method used was a qualitative descriptive method. 6 People consist of 4 components in Pelatda activities, namely the Head of Pelatda, Wasping, Trainers, and Athletes, using a purposive sampling technique. Data collection techniques using interviews, observation, and documentation techniques. Data analysis techniques were carried out through data reduction, data presentation, and concluding. The results of this study show that the communication strategy used by KONI North Sumatra is very good, so it has a very important role in creating outstanding athletes in PON activities. The communication strategy used is to communicate directly to create closeness and establish good communication between all components of Pelatda.

Keywords: *Communication Strategy, Organization Communication, KONI, PON XX*

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A. Pendahuluan

KONI North Sumatra has a target to improve Indonesian sports achievements to assist the government in developing community achievements in the region. Coaching, will improve human resources and build a healthy and sportsmanlike character to build positive thinking to athletes who excel. ([C. A. A. Sunarno, 2017](#)).

As stated in Law Number 3 of 2005 concerning the National Sports System, 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 (Law No. 3 of 2005). KONI has a work program that is held every 4 years. The work program is the National Sports Week (PON) which is a national activity that competes for achievement sports whose participants are the best athletes from the provinces in Indonesia, thus sports achievements must be carried out and managed professionally to obtain optimal performance in the branch-Sports. Based on 2019 North Sumatra KONI data, PON implementation activities have been carried out 19 times. PON I was held in Solo (Surakarta) in 1948. Meanwhile, the upcoming PON is PON XX in 2021 in

Papua. There are 37 (thirty-seven) sports that are competed in PON Papua ([Utara, 2021](#))

Based on KONI data, North Sumatra was ranked in the top 4 (four), namely in PON III in 1953 in Medan and PON VIII in 1973 in Jakarta. After that, North Sumatra was never again in the order of 4 (four). Efforts to enter the big four in PON are the target of the North Sumatra sports community. PON XIX West Java in 2016, North Sumatra was ranked 9 (nine) obtained from individual sports and self-defense ([A Sunarno et al., 2017](#)). The wushu sport is still the prima donna of the North Sumatra contingent at the upcoming XX Papua PON. Currently, the condition of wushu athletes is very promising to be able to donate gold, silver, and bronze medals ([Agung Sunarno, 2021](#)).

This fact shows that the development of sports achievements in North Sumatra has not been maximized. The hope at the XX PON 2021 in Papua is that North Sumatra should again excel nationally and be in the top 7 (seven) at least. This condition requires hard work for sports stakeholders, both the North Sumatra Regional Government, provincial administrators of sports, coaches, athletes, and especially North Sumatra KONI as the main mover in fostering sports achievements in North

Sumatra.

KONI North Sumatra as the coordinator of the implementation of sports achievements in North Sumatra must make real efforts in preparing its best athletes to take part in the XX PON Activities in Papua, namely Regional Training Center Activities (Pelatda). The North Sumatra KONI Pelatda Program in 2021 is a work program formed by North Sumatra KONI to make North Sumatra Province in the top 7 positions at the XX PON in Papua. The Pelatda program has main components: athletes, coaches, and supervisory & companion officers (Washing). The three components must be coherent and understand each other's duties, functions, and roles.

North Sumatra sent 184 athletes from 28 sports. For the implementation of the Pelatda towards PON XX 2021 Papua to run in a planned, directed, and maximum manner, the North Sumatra KONI sets out the stages that must be carried out in fostering athletes. The stages of coaching are packaged in the form of a training program for PON XX 2021 Papua. All sports must follow the training program that has been set by the North Sumatra KONI. Responding to the intense competition at PON XX Papua in 2021, the North Sumatra KONI conducted a series of athlete coaching through structured and

measurable exercises. A structured and measurable exercise to prepare strong and potential athletes for national-level championships who can donate medals at the XX PON in Papua 2021. The North Sumatra KONI does a lot of strategies, planning, and setting up an agenda of activities that will be carried out to achieve these goals. With the existence of an activity, planning, and strategy, communication is the main component to carry out all activities that will be carried out by each individual. For an organization, strategy has a very important function, namely as a guide in implementing a program, activity, or policy.

According to ([Effendy & Uchjana, 2011](#)), communication strategy is needed as a guide for communication planning (communication planning) and communication management (communication management) to achieve a goal. The communication strategy must be able to show how tactical operations must be carried out in the sense that the approach (approach) can be different at any time depending on the situation and conditions. KONI North Sumatra must carry out an effective communication strategy and work well together with coaches, athletes, supervisory officers, and companions (Washing), which are the main components in the XX 2021 PON Pelatda activities in

Papua, because the communication strategy is closely related and related to the objectives to be pursued. The consequences of the problem must be taken into account, then plan how to achieve the consequences by the expected results. For achieving the desired goals, strategy selection is a crucial step, requiring careful communication planning. Because, if you choose the wrong strategy, it will be a fatal mistake and cost time, energy, and materials.

Based on the context of the problems described above, the focus of the problem in this research is: How is the communication strategy of the Indonesian National Sports Committee (KONI) North Sumatra carrying out the Regional Training Center (Pelatda) of Athletes of the XX National Sports Week (PON) in Papua in 2021?

Based on the research context and research focus above, the research objectives are (1). To find out the communication strategy of the Indonesian National Sports Committee (KONI) North Sumatra with the Regional Training Center (Pelatda) and athletes of the XX National Sports Week (PON) in Papua in 2021. (2). To find out how the implementation of organizational communication that occurred at KONI North Sumatra in carrying out the Regional Training Center (Pelatda) of Athletes of the XX National Sports Week (PON) in Papua in 2021. (3).

To find out the obstacles to the communication process of the North Sumatran KONI organization in carrying out the Regional Training Center (Pelatda) of Athletes of the National Sports Week (PON) to XX in Papua in 2021.

Strategy is a word that comes from the Greek words "Stratos" and "again". Stratos means the army and "again" means leader. When united to lead the army. Then came the word "strategos" which means leading the army at the top level, so the definition of strategy is a military concept that is defined as the best designed to win the war ([Hafied, 2014](#)).

A group is a group of people who have a common goal, who interact with each other to achieve a common goal (the existence of interdependence), know each other, and see each other as part of the group, although each member may have a different role. This group, for example, is a family, discussion group, problem-solving group, or a committee in the middle of a meeting to make a decision. Feedback from one participant in group communication can still be identified and responded to directly by other participants ([Karyaningsih & Dewi, 2018](#)).

([Colquitt, 2014](#)) explains that communication in organizations has four functions, namely control, motivation, emotional expression, and information. Communication acts to control member

behavior in several ways. Organizations have the authority and guidelines that must be obeyed. A worker is required to communicate regarding worker complaints to his superiors, follow job descriptions, or comply with organizational policies. These are components of the control function (Bacheta, 2019). Communication also requires a motivational factor with workers about what they have to do, how hard they are doing the task, and how to improve if it is not adjusted to what is expected. The existence of specific goals, feedback, and the development of the work, after workers do their jobs well, giving rewards for the work that has been done, will result in satisfaction in the organization. Therefore, communication provides the expression of emotional feelings and the fulfillment of social needs. Communication also facilitates decision-making. Communication also provides the information needs of individuals and groups to make things work well.

Everyone who does a job must clearly understand motivation related to satisfaction and produce an award. Motivation is a factor capable of increasing the satisfaction of a goal. The role of motivation is to be able to act in certain ways. Motivation shows the human desire to do something to fulfill the expectations that exist within him. Motivation will

determine the direction that will be taken to achieve the goals that have been determined (Stephen P. Robbins, 2001: 166).

B. Method

The research method in this study uses descriptive qualitative methods, namely using research theory that aims to interpret phenomena. The focus of this research is to analyze the Regional Training Center (Pelatda). The research subjects in this study were the head of Pelatda (KONI management), Wasping, coaches, and athletes. This research was conducted in two locations, the first at the North Sumatra KONI office, Jalan William Iskandar Pasar V No. 9 Medan Estate, and the second location in North Sumatra Sports Center, Jln. Pancing No. 9 Medan Estate Village, which is the place for the implementation of the Pelatda activities. The location has many facilities such as a field, gorge, swimming pool, dining room, and athlete's house. Data collection techniques use interview techniques, observation, and documentation. This research uses the purposive sampling technique. There are six informants in this study. Data analysis techniques were carried out through data reduction, data presentation, and concluding.

C. Result and Discussion

Result

Communication Strategy

The communication strategy carried out by KONI North Sumatra in carrying out Pelatda activities is to communicate directly by holding meetings and gathering all sports in North Sumatra Province to discuss Pelatda activities. Before the Pelatda activities are carried out, the athletes must pass the PON Pre-Qualification (Pre-PON) round. There are 2 (two) categories of Pre-PON XX, namely the 2021 Pre-PON XX National Championship and PORWIL throughout Sumatra in Bengkulu. From the results of the PON Pre-Qualification achievement, KONI North Sumatra registered athletes who excel to take part in the 2021 PON XX in Papua.

In North Sumatra, KONI plans to publish two periodicals on Pelatda activities. The first period is called the "running Pelatda." In North Sumatra, KONI assigned all sports to conduct training in each provincial branch. KONI North Sumatra also makes regular evaluations to discuss developments and obstacles that occur during the Pelatda activities. However, during the Pelatda process, the Corona Virus pandemic attacked the country of Indonesia. Therefore, the North

Sumatra KONI took action on the sports branch to return the athletes to their respective homes, but the Pelatda activities were still carried out using the zoom media as a remote communication control.

The second period is the full Pelatda where this activity is fully controlled by the North Sumatra KONI which aims to combine all athletes who take part in PON so that they get to know each other and the training process is combined into one. The communication strategy carried out by KONI North Sumatra was the presence of Wasping (Supervisor and Companion) who served as an extension of KONI North Sumatra with coaches and athletes. The task of a Wasping is to monitor coaches and athletes. Supervise activities directly and make reports on the training process, and make a report on the evaluation of the training program to the Head of the Pelatda. Regarding the obstacles that occur in the field that are felt by coaches and athletes, the task of a Wasping is to convey this to the Head of Pelatda.

The next communication strategy is that KONI North Sumatra has sports intelligence that can map information from the media. To determine the ability of athletes from outside the province to compete with athletes from North Sumatra Province This can map out the competitor's

position on the outside according to the existing portion of the North Sumatran athletes. With this information, KONI North Sumatra held a try-out activity, which was to determine the quality of athletes in North Sumatra Province and determine the quality of provinces outside North Sumatra.

In the process of communication strategy, there are several components in it, as stated by, stating that the best way to explain communication activities is to answer the question "Who Says What Channel To Whom With What Effect?" To get the results of a good communication strategy, everything must be related to the components that are the answer to the question in Lasswell's formula, namely who? (Who is the communicator?) Says what? (the message it states?) in which channel? (What medium does he use?) to whom? (Who is the communicant?) with what effect? (What effect is expected?).

1. Communicator

The communicator in this study is the Indonesian National Sports Committee (KONI) North Sumatra. Based on the data obtained during Pelatda activities, communicators must carry out their duties according to predetermined conditions. As stated by the first informant, KONI North Sumatra, as a communicator, makes provisions and preparations as initial

activities in communicating so that during the implementation of Pelatda activities the messages conveyed are as expected and the effects are easily accepted by Wasping, coaches, and athletes.

2. Order

In the communication strategy, the information conveyed will determine the effectiveness. In this study, the message given by KONI North Sumatra is that every component in Pelatda activities must carry out the tasks that have been set, including all sports that must-do exercises. At least 10 times a week, namely in the morning and evening, athletes must do general exercises, special exercises, and try out (trial), which is guided by a trainer and monitored by a wasp.

3. Media

The media used in this study is based on the needs of each sport. For example, futsal is an exercise simulation activity. The media used in futsal sport are video cameras and loudspeakers, and these are used as material for evaluating the sport.

4. Communicate

In this study, the communicants were washing, coaches, and athletes. The long training process will be monitored by Wasping as an extension of the North Sumatra KONI. The results of monitoring the training activities will be given to the Head of the Pelatda in the form of a report

which will be evaluated every month based on the report to the Head of the Pelatda, providing recommendations or suggestions based on the results of the evaluation to the Head of the Pelatda.

5. Effect

The effect is the end of the communication process, there is a change in attitudes and behavior toward the communicant by what has been planned, then the communication can be said to be successful.

A communicator also uses the A-A Procedure approach, or Attention to Action Procedure, commonly abbreviated as AIDDA. The approach taken by the North Sumatra KONI is attention, namely attention to all Pelatda components regarding the needs needed during Pelatda activities. It aims to generate attention, which is considered the beginning of successful communication. Then the North Sumatra KONI, together with sports and coaches, fosters interest in athletes to determine which athletes will take part in the matches that will be held. With the interest of the communicant, it will cause desire, namely the desire to compete. (Laksana et al., 2017) stated that the desire of athletes has not been considered capable of carrying out their duties properly. Therefore, it must be continued with a decision, namely the decision to communicate to take action or activities as expected by the communicator.

Organizational Communication

Organizational communication that occurs in KONI North Sumatra is a form of vertical communication, which is a form of communication that occurs from top to bottom and vice versa. This means that the communication conveyed by the leader to subordinates and from subordinates to leaders is reciprocal. The head of the Pelatda is assisted by supervisors and assistants, or washing, coaches, and athletes, who, of course, have their respective duties and functions.

As a Head of the Pelatda, his duties and functions are to carry out the activities of the Pelatda PON XX 2021 Papua Program by the work program that has been determined, to compile and determine proposals for sports, coaches, athletes, and the Washing Team to enter the Pelatda PON XX 2021 Papua Program, and to draw up a program activity plan. The Pelatda PON XX 2021 Papua includes, among others, the Running Pelatda, the Full Pelatda, try-ins, tryouts, training camps, training abroad, and bringing in coaches from outside. In essence, the task of the Head of Pelatda is to ensure that all components of Waspings, coaches, and athletes, can run well. As a washing, he has the task of assisting the Head of Pelatda in the fields of monitoring and evaluation, as well as mentoring training programs run by athletes and coaches. After monitoring, Waspings will

make an evaluation report regularly. The report contains the performance of the coach and the training process that the athlete undergoes. The monthly report is then given to the head of the Pelatda.

As a coach, you have the task of training athletes in the field, creating good communication, understanding the character of the athletes being fostered, knowing the development of athletes' physical abilities and skills, and understanding the strengths and weaknesses of athletes. so that in the coaching process, the coach can provide treatment according to the athlete's condition, and plan and carry out trials and matches by the training program that has been prepared. A coach must be able to undergo the training process properly and decisively to produce achievements according to the objectives of KONI North Sumatra. As an athlete, you also have the task of signing the Pelatda athlete contract, complying with and carrying out all the provisions set by the Chief Executive, participating in all training programs and training provided by the trainer, taking physical and health condition tests carried out by the North Sumatra KONI, and being able to practice with the provisions made by the Head of Pelatda.

The communication process that exists between the Head of Pelatda and

Wasping in a meeting situation usually uses formal communication. However, between the head of Pelatda and Wasping, the coach and Wasping, and the coach and the athletes in the field, the communication that occurs is often non-formal.

Barriers to KONI North Sumatra in Implementing the Regional Training Center (Pelatda) of Athletes of the XXth National Sports Week (PON) in Papua in 2021

The change of location was the obstacle experienced by the North Sumatra KONI in carrying out the Regional Training Center (Pelatda) activities. Initially, the Pelatda activities were carried out in the Hajj Dormitory. However, due to the pandemic situation, the government made the Hajj Dormitory a COVID-19 hospital. Therefore, all activities related to Pelatda were moved and temporarily stopped because the location for the transfer had not been found. The existence of a transition period made the athletes temporarily laid off for one week, and then the North Sumatra KONI was assisted by the provincial government, where the Pelatda moved to the Athlete House.

The impact of moving athletes is the lack of facilities and infrastructure needed by athletes for training. In the sport of wrestling, the training tools used by athletes are not yet qualified, such as bags,

ropes for climbing exercises, and large tires for weight training. During a pandemic, training activities are also different from the previous year. In a single sport, many athletes train with the opposite sex. Due to the pandemic situation, too much physical contact is not allowed. The sport of wrestling at PON in Papua, North Sumatra Province, participated in 2 matches based on body weight, with one male and one female. Inevitably, male and female wrestling athletes practiced together and were met. The situation was not suitable. Wrestling was a type of sport that fell, fall, hug. The training process carried out between men and women in a pandemic situation is an unethical condition and is considered by opponents to be unbalanced.

There were no out-of-town try-out activities, which in the previous year were routinely carried out. Barriers to the communication process that occurs between the Pelatda components can be said to have no significant obstacles because Pelatda activities are government activities that are well thought out.

D. Conclusion

The communication strategy carried out by KONI North Sumatra in carrying out Pelatda activities is to communicate directly by holding meetings and gathering all sports in North Sumatra Province.

The implementation of the

organizational communication process that occurs in KONI North Sumatra is vertical communication, which is a form of communication that occurs from top to bottom and vice versa. This means that the communication conveyed by the leader to subordinates and from subordinates to leaders is reciprocal. The head of the Pelatda is assisted by supervisors and assistants called Wasping, coaches, and athletes, who, of course, have the same goal, namely to achieve achievements in PON activities in Papua 2021.

There were no obstacles to the organizational communication process in this study, but there were obstacles to the Pelatda activity process, namely the change of location, lack of adequate training equipment, unusual training processes carried out in the previous year, and the absence of trial activities outside the area due to the pandemic situation.

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E. Conflict of Interest

In the research that has been done, there is no conflict of interest from any party.

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