



## Sports Massage Can Welfare and Has Economic Benefits for PJKR FKIP Alumni of Tadulako University

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### Abstract

**Objectives.** The objective of this study is to determine whether Sports Massage can serve as a viable alternative for enhancing the economic well-being of alumni of PJKR FKIP Tadulako University. The research aims to investigate the effectiveness of Sports Massage as a means of generating income for alumni of the aforementioned university. The study will employ a rigorous methodology to collect and analyze data, to provide insights into the potential benefits of Sports Massage for alumni of PJKR FKIP Tadulako University. The findings of this research will be of great significance to policymakers, practitioners, and scholars in the field of sports science and related disciplines.

**Materials and methods.** This study is qualitative descriptive research that employs the interview method. The research population comprises all alumni of the Physical Education and Health Department at Tadulako University who have availed of sports massage services/clinics. The sampling technique employed is purposive sampling, and the sample size consists of five PJKR alumni who meet the criteria. Data analysis techniques include data reduction and conclusion.

**Results.** The findings of this research, based on interviews with a sample of successful Sports Massage clinic owners, demonstrate that Sports Massage can serve as a viable option to enhance the economic well-being of Tadulako University PJKR alumni. Several PJKR alumni from Tadulako University who have pursued a career as sports massage experts have established their businesses and created new job opportunities for other PJKR graduates. In addition to running clinics, they have expanded their services by offering sports and traditional massage services through online platforms such as online ordering (home service). This approach has received positive feedback from the public, as it eliminates the need for customers to visit the clinic and allows them to receive services directly at their homes.

**Conclusion.** Sports Massage has become the primary profession for a group of individuals, who have since expanded to create job opportunities for others. These individuals have reported that opening a Sports Massage clinic or providing home services is a promising business venture, with the average opinion being that the potential income is substantial. As a result, their focus has shifted towards Sports Massage as a lucrative business opportunity.

**Keywords:** *Sport Massage, Economic Welfare, PJKR Alumni*

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## Introduction

Sports massage is a form of massage therapy that is specially designed to aid athletes in maintaining their physical health. It consists of two main components: pre-match/training preparation and post-match/training recovery (Brummitt, 2008). Sports massage is considered a special skill in sports and is an effective way to treat and heal athlete injuries. There are various techniques used in sports massage, including Effleurage/Stroking, Petrisage/Kneading, Friction/Rubbing, Tapotement, Vibration, Shaking, Shiatsu, Shredding, Sweeping, Pulling, Stretching, and Skin Rolling. With the help of these techniques, sports massage has become an essential part of athletic training and recovery (*Sports Massage Techniques: A Comprehensive Guide*, n.d.).

Sports Massage has become a mandatory subject in several Physical Education and Sports Study Programs at various universities in Indonesia (Davis et al., 2020). One such program is the Physical Education, Health, and Recreation Study Program (PJKR) at FKIP Tadulako University. PJKR students find Sports Massage to be a very popular subject. In this course, they learn the theory and practice of Sports Massage, as well as how to develop their skills and turn them into a business that can become a profession. They are taught how to become entrepreneurs in the field of Sports Massage. An entrepreneur is someone who takes risks to start a business on various occasions. Having the courage to take risks means having an independent mentality and daring to start a business, without being overwhelmed by fear or anxiety, even in uncertain conditions (Alifuddin & Razak, 2015). Interest in entrepreneurship is influenced by knowledge about entrepreneurship and the field that will be used as a business (Hendrawan & Sirine, 2017) . This research is important to carry out because alumni of the PJKR Faculty of Teacher Training and Education, Tadulako University have not been fully able to take advantage of the opportunity to develop sports massage.

## Materials and Methods

### *Study participants.*

The research focuses on the alumni of Tadulako University PJKR FKIP who have opened a Sport Massage service or clinic. The sampling technique used in this research is purposive sampling, which involves selecting participants based on specific criteria (Hermawan, 2019). In this case, the criteria are alumni who currently own or operate Sports Massage and home service clinics. The observations revealed that there are five active centers in the Sulawesi region.

### ***Study organization.***

The study employed a descriptive qualitative method, which is a type of research that aims to describe and obtain a realistic picture of the condition of the object under study without generalizing or drawing specific conclusions (Kim et al., 2017). The data collection technique was a survey that involved interviewing alumni who had opened sports massage clinics (Shanks & Bekmamedova, 2018).

### ***Statistical analysis.***

By using a grid, the research process becomes more manageable and systematic. The grid helps to formulate the research questions and the interview questions that correspond to them (Gelling, 2015). The researcher can also use the grid to organize and analyse the data collected from the interviews.

**Table 1. The Indicators**

| No | Research variable           | Indicator  | Method                             |
|----|-----------------------------|--|------------------------------------|
| 1  | <i>Sports Massage</i>       | 1. Sports Massage Knowledge<br>2. Public Perception of <i>Sports Massage</i><br>3. <i>Sports Massage</i> Becomes a Job Opportunity | - <i>Questioner</i><br>- Interview |
| 2  | Increasing Economic Welfare | 1. Condition of the Practice/Clinic Location<br>2. Income/Income Level<br>3. Business development                                  | - <i>Questioner</i><br>- Interview |

The research process involves several stages of data processing, starting with the collection of data through interviews. Once the data is collected, researchers analyze it by presenting, explaining, and critiquing the data found in the field. Finally, they interpret the data to ensure that the results are scientifically valid and can be justified as science.

## **Results**

The study investigated different data visualization techniques that are suitable for young people. Based on the results of the study, data analysts created engaging and effective visualizations for their work. The visualizations were evaluated on the basis of several criteria, including clarity, accuracy, aesthetics, and interactivity. Below are some examples of the visualizations:

**Table 2. The Results**

| No  | Interview Questions  | Results obtained   |
|---|--|--|
| <b><i>Sports Massage</i></b>              |  |  |
| 1   | To what extent do you know and understand <i>Sports Massage knowledge</i> and what training have you attended to improve your understanding of <i>Sports Massage</i> ? | All alumni know and understand knowledge about <i>Sports Massage</i> because they got it in college. They learned a lot about <i>Sports Massage</i> starting from Sports Massage Techniques, the benefits of <i>Sports Massage</i> as well as equipment and supplies from Sports Massage. They can apply the knowledge they have well so that it can be applied in society and can even be used as a source of income. Several alumni from PJKR Tadulako University who have chosen a career as sports massage experts have made this their business and even opened up job opportunities for other people. They opened <i>sports and traditional massage</i> services which are well managed using digitalization, online ordering (home service). More than that, there are some who already have their own clinics. To further improve their understanding and mastery of <i>Sports Massage Techniques</i> , they take part in various types of training to support the skills they have. |
| 2   | What is the public's perception of sports massage?   | In general, looking at current technological developments, it makes it easier for people to understand what is currently trending. We know that the people of Central Sulawesi really care about health, including the many running, cycling or other sports communities that they participate in to maintain their health. So they can easily understand <i>Sport Massage</i> as an alternative treatment for exercise fatigue and as a treatment for sports injuries. They have started to seek and use <i>Sports Massage services</i> to treat their injuries and restore their body condition after carrying out sports activities. Knowledge about <i>Sport Massage</i> is also widely known through the use of social media, they get information regarding orders, for example there are those who order <i>Sport Massage services</i> by telephone or they come directly to our clinic.  |
| 3   | Can <i>Sport Massage</i> be used as a Job Opportunity and what is the development strategy?  | They have made <i>Sport Massage</i> a profession. When managed professionally it can open up employment opportunities for other people. According to them, the income is very promising to make it their main profession. One of the strategies for developing <i>Sport Massage</i> is to use social media as a means of information to disseminate information. Judging from the large number of customers or interested users of <i>Sport Massage services</i> , this business is a very promising business and can be used as the main source of income.  |
| <b><i>Increasing Economic Welfare</i></b> |  |  |
| 1   | What are the conditions of your practice location?   | They already have their own clinic and it is their property and it has been designed in a way that makes the atmosphere more comfortable. This business that has been initiated has  |

opened up employment opportunities for alumni of the PJKR study program at Tadulako University.

|          |  |   |
|----------|--|---|
| <b>2</b> | What level of income do you get?           | The income from the <i>Sport Massage profession</i> is very promising. Every day they can serve 5-12 people outside of our regular customers. We already have benchmark prices and have created packages to attract customer interest. So that my monthly income will be able to meet my primary and secondary needs.   |
| <b>3</b> | What is the business development strategy? | Seeing the development and the large number of people interested in using our services and the consistent income. We hope that this business can develop better so that we can open and develop new branches in the Central Sulawesi region. Apart from that, in the employee recruitment process, we will prioritize PJKR Untad alumni to become employees because they already have the basics, making it easier to work as masseurs and establish collaboration with the PJKR Study Program, especially in sports massage courses. |

The study revealed that Sport Massage is a promising profession, especially for sportsmen (Dakić et al., 2023). Sport Massage has become a compulsory subject in some sports study programs, such as PJKR at Tadulako University. This subject is very popular among PJKR students. The researchers interviewed PJKR alumni from Tadulako University who had successfully opened Sport Massage clinics. They found that Sport Massage can improve the economic welfare of PJKR graduates. Some of them have also expanded their business by offering sports and traditional massage services online, such as home service. This method has received a positive response from the public, as they do not have to visit the clinic.

## **Discussion**

Technology is an advantage for us as sports massage entrepreneurs. It helps us to attract people's interest and inform them about the latest trends. The people of Central Sulawesi care about their health and exercise regularly. Technology makes it easy for us to market our services to them. They can order sports massage services through various social media platforms, either for home service or at the clinic. They can also learn more about sports massage through our online content.

PJKR alumni from Tadulako University have opened two sports massage clinics in Palu city, one in Poso regency, and two home services. They have made sports massage their main profession and they earn a good income from it. They saw a high demand for sports massage in Central Sulawesi, especially in Palu city. Many patients registered for their services every

day, either at the clinic or at home. They hired more PJKR alumni to help them meet the demand.

The income potential of the Sport Massage profession is quite high. On a daily basis, practitioners can serve anywhere from 5 to 12 customers. They have established benchmark prices and create attractive packages to draw in customers. As a result, they are able to earn significant profits, making Sport Massage their primary source of income. They are fully dedicated to their work and do not consider other job opportunities because the income from Sport Massage is sufficient to meet their primary and secondary needs. Their future goal is to expand the business by opening new branches in Central Sulawesi, which will create new job opportunities for PJKR alumni who are still struggling to find work. Those who have already received basic training in college will find it easier to work as masseurs. This demonstrates that Sport Massage is a viable option for improving the economic welfare of PJKR alumni from Tadulako University.

### **Conclusions**

Sport Massage has become a popular career choice for alumni of PJKR FKIP Tadulako University who are looking to improve their economic welfare. Many of these alumni have started their own businesses and have even created new job opportunities for other PJKR graduates. In addition to opening clinics, they have also expanded their services to include sports and traditional massages, which can be ordered online for home service. The demand for Sport Massage in Central Sulawesi, particularly in Palu City, is high, as evidenced by the large number of patients who seek their services every day, either by visiting the clinic or through home service.

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### **Conflict of interest**

The author declares that he has no conflict of interest.

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