

DIY SKO MANAGEMENT STUDY TO IMPROVE DIY IDENTITY AND ACHIEVEMENT AS A STUDENT CITY AND A CULTURE CITY

by Ch Fajar Sriwahyuniati, Risti Nur Fadhilah, Sb Pranatahadi

ABSTRACT

Optimal achievement is always related to coaching that is carried out as early as possible through more effective talent search and monitoring, breeding, education and sports training based on science and technology. This Higher Education Excellence Research with the theme of sports industry, sports management, and sports tourism aims to produce product innovations in the form of DIY SKO Management Management Studies to Improve DIY's Identity and Achievement as a City of Students and City of Culture.

This type of study is a quantitative descriptive study using a survey method. The subjects of this study consisted of the management of the KKO Principal, organizations in the field of sports, DIY Sports Coaches, DIY Athletes, and sports observers in the Special Region of Yogyakarta. The data collection in this study uses a survey technique with several statement items that must be answered by the respondent. The data collection instrument for this study used a questionnaire filled out via a google form. Analysis of the data used in this study is the percentage. The data obtained will be presented based on the answer items selected by the respondents in this study.

The results of studies, observations and discussions with many parties related to the analysis of the situation, conditions and developments to date, DIY has potential, among others, as follows: 1) Sports Special Class (KKO) as the initiation/embryo of the birth of SPORTS ABILITY SCHOOL (SKO), 2) Strengthening DIY as a student city and city of culture, 3) DIY has the potential to develop students who have INTELLIGENCE AND SPECIAL TALENT through Sports Gifted Schools, 4) Facilities and infrastructure in DIY are very supportive for the implementation of Sports Gifted Schools.

The outputs of this study include 1) a study on SKO DIY with the hope of supporting optimal sports achievement in DIY, and 2) articles to be published in international journals.

Kata Kunci: *Development, SKO, Sports.*