

DEVELOPMENT OF SPORT EQUIPMENT TEST STATIC BALANCE 10 IN 1 DIGITAL-BASED TO BREAK OUT THE SPORTS TECHNOLOGY INDUSTRY: EFFECTIVENESS TEST AND MARKET NEED ASSESSMENT

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ABSTRACT

This study aims to produce an innovative product for a digital-based static balance test that is able to penetrate the sports industry market in Indonesia and abroad. In order to be able to penetrate the market, the tools developed need to be equipped with effectiveness tests and broad market needs studies. This study uses a development research approach with the 4D concept, namely Define, Design, Develop, Dissemination. This research is an advanced stage of research to improve the tool that is given the branding: SMART BALANCE TEST 10in1, which is a tool that is able to measure 10 athletes in one test. The results of previous innovations showed that the tool was suitable for use, with several advantages, including being easy to operate, cheap compared to foreign products, more effective and efficient because it was able to measure 10 athletes at one time, minimize staff and reduce test costs. Besides that, the tool also has a memory that is able to store more than a thousand data. Based on this, the Smart Balance Test 10in1 tool has a very good and potential market opportunity in line with the government's policy to LOVE INDONESIAN PRODUCTS. To support this, tool effectiveness testing and market need assessment are urgently needed. Conceptually, the domestic market is very wide and has potential, because every KONI, SKO, KKO, CLUB needs a tool that is able to measure the progress of training. If this can be obtained properly, this product will be able to penetrate the Indonesian and foreign sports industry markets. This research concludes that the innovation of the Smart Balance Test 515 tool has been tested on a total of 264 athlete testees. The highest score was 282 seconds, with the average male 38.45 seconds and female 33.42 seconds. Smart Balance innovation results in a tool that has effective value because it has the advantage of being faster in making 1:10 and more accurate digital-based measurements, and more efficient because it has advantages in terms of lower costs, better quality, and faster time than other tools. . In the potential market opportunities are very large with the support I love Indonesian products.

Kata Kunci: *Innovation, Balance Test Tool, Digital*