

MEDIA CONTRIBUTION TO SPORTS AND HEALTH: PERSPECTIVES ON DIGITAL AND CONVENTIONAL MEDIA IN INDONESIA

by Sumaryanto, Sumarjo, Satya Perdana, Danny Eka Wahyu Saputra, Heru Subekti, Muhammad Rifqi Abrori

ABSTRACT

This research focuses on the role of media from conventional to digital perspectives in sports and health. Using qualitative approach, the research focuses on the role of media, both digital and conventional, in the perspective of sports and health in Indonesia and the world generally. Data analysis in this research was by qualitative descriptive with literature review, documentation and observations of several media that were popular for community. The research study covers media users and parties involved in the sports and health sectors, whether print, electronic, broadcast, or a combination of these. Data sources of the research were selected purposively to produce data that reflects the diverse characteristics of Indonesian society regarding the use and utilization of information media. Research instrument involved documentation, recording, and in-depth observation with structured guidance. Descriptive qualitative data analysis was performed to obtain in-depth analysis results. The research results show that media have strategic roles in shaping people's thought patterns and behavior regarding sports and health. Media not only provides information, but is also an important driver in inspiring, educating, and motivating people to live active and healthy lives. Therefore, this research contributes to increasing understanding of how media, both conventional and digital, can be an agent of change in supporting exercise and healthy lifestyles in Indonesia. The research conclusion emphasizes the importance of the increasingly varied and growing and even integrated role of the media in providing information to the public on sports and health. Media literacy, intermedia collaboration, and the use of social media in the context of sports and health promotion are increasingly felt and there are various other aspects to it with various media creativity and innovation for socialization, promotion, education, curative, and industrial (socio-economic). Development of media literacy, collaboration between media, optimization of social media for health promotion, sustainability of media innovation, and emphasis on the positive role of media in healthy lifestyles are more effective with advances in technology and society's digital literacy.

Kata Kunci: *Keywords: contribution, media, sport, health*