



PKMS Karang Taruna in Creating a Creative Economy through Training of Sport Therapist and Fitness Trainer in Mandalika Area

Khaerul Anam^{1*}, Lilik Evitamala², Dedi Rizwandi³
Universitas Nahlatul Ulama NTB

ABSTRACT: Kuta Mandalika is a special economic area that will become a tourist destination to visit and exercise, especially since the international standard MotoGP has been built. The purpose of this community service is to increase skills and new economic opportunities, so that the economy of Karang Taruna Pujut District can continue to grow and develop. The effort that must be made is to develop sub-skills in fitness services and sports therapists located in the Mandalika Special Economic area. Outcomes to be achieved through the Indonesia Tangguh UKM program with the slogan "recover together, recover stronger" include 1. increased understanding of being a sports therapist 2. increased understanding of being a personal trainer 3. Increased number of customers, 4. Improved management of SMEs through financial systems, marketing promotions. The results of the activity evaluation show that almost 70% of the material is absorbed, while 90% of practice. This result is due to the use of scientific language, but it has a positive impact on improving skills in the field and continuing to practice.

Keywords: Sports Therapist, Personal Trainer, Karang Taruna, PKM

Submitted: 11-08-2022.; Revised: 18-08-2022; Accepted: 22-08-2022

Corresponding Author: khaerulanam@unu-ntb.ac.id

INTRODUCTION

The business of sports therapists and personal trainers in the midst of the current covid-19 pandemic (because the author started this article when the covid-19 outbreak hit NTB and it wasn't over until 2022 there was still an omicron, namely a new virus) but business in the service sector can still be carried out with the same rules. it has been prepared such as having done a vasin, using a henitaizer, and protective equipment, we can run a business in the personal trainer field online and offline but I also don't want to say that business in the personal trainer field is always easy but it takes effort and hard work but some trend survey results the increase in personal trainers during the pandemic is increasing [1]

The youth organization in the Pujut sub-district, which is located in Anjang Mandalika, must take part in the success of the MotoGP event, including doing things that can bring in income to increase the economy of the organization. The special economy event is the right strategy for good income because thousands of people will visit the location, based on the information provided. entered on 04/02/2022 the hotel occupancy was fully booked. One of the small businesses that is engaged in the level of public health is fitness services and is also an SME that is used as a partner in community health services [2]

This program is Karang Taruna Pujut District by providing sports therapist training and becoming a personal trainer with the Visit Home concept and serving training in parks, hotels and many places this involves all members of the youth organization to be given career development training through sports therapists and personal trainers Sports therapists are specially designed to treat repositioning injuries resulting from forced ruda or through physical contact activities such as soccer, boxing, karate, and even sports which in certain cases this type of massage helps prevent injuries, strengthen muscle performance and promote faster recovery. Exercise can also minimize depression The opportunity to become a fitness trainer is very wide open, this is based on research that has been done [3]

In the implementation of business business operations. In the field of sports therapist services, it will have an impact on fostering a social sense in addition to motivation and progress in practicing based on sharing opinions. We also offer traditional massage services, repositioning sports injuries, thay massage. Fitness personal trainers offer services for cardiovascular training, weight training, circuit training, boxing, kick boxing, physical exercise and weight training with the use of exercise physiology in order to provide maximum service quality by providing booking services via WhatsApp or telephone [4]Based on the data and information we obtained, the team proposes to help youth organizations to gain knowledge about sports therapists and personal trainers.[5]

IMPLEMENTATION AND METHOD

The method of implementing community service activities in Kuta Mandalika on the aspect of youth organizations in the Pujut sub-district with the implementation of PKM Involving 1 chairman and 1 member and 5 students, all members of the youth organization totaling 20 people. June-July to August 2022 the implementation of this activity has several stages including: This stage consists of several steps:

1. Identification of scope, with the aim of maintaining consistency of service activities so that the expected goals can be achieved
2. The design stage at this stage we design and plan in advance to facilitate the activities with partners
3. Evaluation stage after mentoring partners to find out the extent of success of what was done and identify errors during mentoring and what things can interfere with the activity to make it easier for the next pre-Test and Post-Test service through gogle foam which is distributed to make it easier activity
4. Assistance for 3 months and until a massage sports house is created in Kuta, Central Lombok
5. Roles and Duties of Each Member in Arranging and managing problem solving participants carried out in various stages which include coordinating with partners.

RESULT AND DISCUSSION

The service is carried out on Saturday 25 and 26 June 2022 based on a schedule that has been made and discussed so as to produce the theme of training therapists and fitness trainers in creating new economic opportunities in the Special Economic Zone. material based on learning outcomes, implementation of activities, evaluation of activities for compiling reports on implementation duration covering the next 3 months, namely June, July August, 2022



Picture 1 and 2. Go to location and registrasion

Photo 1 implementation of the activity departing from Mataram to the location of the time allocation of 1 hour 20 minutes from the trip all in a safe condition to

the location of the opening and then participants registering to take part in the photo activity on picture 2.



Picture 3 and 4. Opening ceremony dan Photo together after opening ceremony



Picture 5 and 6. Source Person and Praktik reposisi

Implementation of community service activities At the stage of implementing the activities, the resource team presented their respective material on:

1. The first resource person on the anatomy and repositioning of injuries. sports, things that must be known before doing repositioning, including the bone performance system by understanding this, it will facilitate repositioning, including analyzing injuries, whether back, leg, hand, skin or shoulder injuries so that this makes it easier for the masseur to reduce inflammation and other types of acute sports injuries. or protracted it is usually difficult to determine whether it requires medical help or not. The thing that needs to be anticipated is the method of handling and treating injuries that we can do, namely RICE with hot, cold methods, water spray and massage.[6]



Picture 7. Source Person

2. The second resource person about things that need to be considered before an injury occurs. Injuries are an obstacle for everyone to carry out activities, the main factor is that injuries are often experienced by futsal, soccer and martial arts players, this is usually caused by less than optimal heating, inappropriate stretching and overtraining. Massage therapy is one way for athletes to recover. after practice or competition. Various kinds of massage therapy are offered including shiatsu, tsubo, acupuncture, sport massage, deep tissue massage, frirage, and many others. Each of the massage techniques above has different manipulation techniques, especially in frirage massage. There are 4 ways to manipulate massage frirage, namely a combination of efflurage and friction techniques performed simultaneously using the thumb to massage, traction (pull), and reposition (reposition) which aims to reduce muscle tension and injury recovery[7]
3. The third material is about manipulation techniques. Frirage massage method aims to treat minor injuries such as sprains in joints and muscle contractions, body care, and baby care. Manipulation in the massage frirage is in 4 ways, namely manipulation of friction, efflurage, traction (pull) and reposition (reposition). The following is an explanation of the manipulation of massage frirage; 1) Friction manipulation is manipulation by grinding with the aim of destroying myoglosis, namely the accumulation of burning remnants in the muscles that cause muscle fiber hardening resulting in pain. Efflurage manipulation is manipulation by using the thumb to rub the body area that experiences stiffness. muscles that aim to relax muscles and improve blood circulation.[8] This efflurage technique is useful for reducing muscle tension and increasing circulation to the sore area and preventing hypoxia. Traction (pull) is a pull on the joint so that there is stretching so that there is a response to the muscles around the joint which will later be repositioned. [9]Repositioning is to position the joint as it was in the joint affected by the injury. Massage therapy is used for handling injuries resulting from muscle tension such as pain. heel and tibial muscle pain, namely by combining friction and

efflurage (rubbing) manipulation techniques using the thumb to relieve muscle tension so that the muscle becomes weak. Traction (pull) and reposition (reposition) in this technique aims to return the ankle and heel joints back to their position[10]

4. The fourth resource person on the benefits of Massage is an injury treatment using touch to stimulate the production of certain chemicals in the immune system that promote healing. Massage can destroy lactic acid collisions that have accumulated during exercise so that muscles relax, increase blood and lymph circulation, stretch joints, and relieve pain. The manipulation of massage frirage is a combination of scour (friction) and rubbing (efflurage) which aims to improve circulation. blood, stimulates muscle nerve fibers to relax, improves the circulatory system and smooths it, and reduces pain and accelerates the regeneration process.[11] Pain is usually felt along the inner edge of the tibia where the muscle is attached to the bone. Muscle fatigue resulting from bone fractures during continuous running on a hard surface produces compressive loads on the lower extremities, and causes impact shocks that are transmitted through the musculoskeletal system causing pain. the response and characteristics of the impact force to dampen soft tissue vibrations. This damping can occur to minimize the detrimental effects of pressure or impact[12]
5. The 5th resource person on Personal Trainer Training The main task of a personal trainer is to master the exercise program offered by the fitness center, which is divided into 3 parts, as follows: Physical fitness program, b) Body posture improvement and formation program, c) Weight management program body. In addition, a personal trainer must master the following abilities: a) Able to carry out various physical fitness training programs, b) Able to train by paying attention to basic knowledge such as physiology, anatomy, nutrition, exercise principles. c) Able to apply the basic principles of sports biomechanics, d) Able to overcome / prevent conflicts that arise in the group. And Composing an exercise program is a systematic process that is repeated, regularly by always providing an increase in the load.[13] An exercise program is a form of systematic and repetitive physical exercise with an increasing number of loads that refer to a goal based on needs. Training program planning is an activity of determining the sequence of actions, estimated costs, infrastructure, time use, use of human resources for an exercise program at a fitness center based on data by taking into account reasonable and efficient priorities to achieve the objectives of training program planning.[14] Many kinds of programs and forms of exercise are provided by the fitness center, even each fitness center has a different program, because this difference is a service to its members, in an effort to increase the number of fitness center members.[15]

6. The 6th material conveys material on communication ethics as a therapist, what things are the opening sentences, and what things are discussed during the process of implementing the activity massage.



CONCLUSIONS AND RECOMMENDATIONS

In carrying out this activity, the Pujut District Youth Organization is the focus of service which can create a new economy, this has the potential to be due to the strategic location in carrying out activities which are not far from the Mandalika MotoGP circuit area. And many entrepreneurs especially tourists will visit the location so that the purpose of implementing this activity is to provide training, knowledge guidance and entrepreneurial spirit so that in the future they can develop their soft skills to work placements. Suggestions Based on the description above, hopefully the same thing can continue to other districts.

ACKNOWLEDGEMENT

The team would like to thank the ministry of research and technology through the provision of grants for PDP grants in 2022, the activities can run as expected. And we thank the head of the Institute for Research and Community Service LP2M Nahdlatul Ulama University NTB. And we would also like to thank our fellow youth organizations in the Pujut sub-district.

REFERENCES

- G. Priyambada, Sugiharto, T. Rohidi, and Sulaiman, "The Propensity of Sports Coach in Implementing Sport Massage for Athletes Pre and Post Exercise," *Proc. Int. Conf. Sci. Educ. Technol. (ISET 2019)*, 2020.
- G. Nunes, P. U. Bender, F. S. de Menezes, I. Yamashitafuji, V. Vargas, and B. Wageck, "Massage therapy decreases pain and perceived fatigue after long-distance Ironman triathlon: a randomised trial.," *J. Physiother.*, vol. 62 2, pp. 83–87, 2016.
- N. E. D. Ambarawati, I. M. Jawi, I. Muliarta, N. Linawati, A. Sawitri, and I. M. K. Dinata, "The Effect Of Sport Massage Toward The Decrease Of Fatigue," *Sport Fit. J.*, 2021.

- Iskandar, Y. T. J. Samudro, and U. Gustian, "Customer Satisfaction with Massage Service (Sport Personnel and General)," *Indones. J. Sport Manag.*, 2021.
- S. Wibowo, Wibawa, and M. W. Sari, "Perancangan Aplikasi Latihan Fitness Untuk Pemula Berbasis Multimedia," *Repos. Univ. PGRI Yogyakarta*, 2016.
- Suprayitno, I. Kasih, and S. A. Damanik, "PKM Guru-Guru PJOK Bidang Pendampingan Masase Cedera Olahraga Pada KKG PJOK SD Kecamatan Tanjung Morawa Kabupaten Deli Serdang Provinsi Sumatera Utara," *J. Bina Pengabd. Kpd. Masy. ; Vol 2 No 1 J. Bina Pengabd. Kpd. Masyarakat; 1-6 ; 2774-3055*, 2021.
- D. Helaprahara, R. Arisetiawan, and M. Mas'odi, "The Effect of Recovery Technique Physical Training Combination in Improving Vo2max of Volleyball Athlete," *J. Pendidik. Jasm. dan Olahraga*, 2019.
- Anam, "Rehabilitas pasca Covid-19 dari Fisik dari segi fisik," *porkes*, vol. 4, no. 26148781, pp. 76-80, 2021.
- Weerapong, P. Hume, and G. Kolt, "The Mechanisms of Massage and Effects on Performance, Muscle Recovery and Injury Prevention," *Sport. Med.*, vol. 35, pp. 235-256, 2005.
- docdoc, "terapis olahraga." [Online]. Available: <https://www.docdoc.com/id/info/procedure/sports-massage>.
- P. Tiidus and J. Shoemaker, "Effleurage massage, muscle blood flow and long-term post-exercise strength recovery.," *Int. J. Sports Med.*, vol. 16 7, pp. 478-483, 1995.
- G. R. Waryasz, A. H. Daniels, J. A. Gil, V. Suric, and C. P. Ebersson, "Personal trainer demographics, current practice trends and common trainee injuries," *Orthop. Rev. (Pavia)*, 2016.
- L. Burkow-Heikkinen, "The role of personal trainers for stroke rehabilitation," *Neurological Research*. 2009.
- H. A. Wayment and R. L. McDonald, "Sharing a personal trainer: Personal and social benefits of individualized, small-group training," *J. Strength Cond. Res.*, 2017.
- Donie, H. S. Lesmana, and Hermanzoni, "Personal Trainer Sebuah Peluang Karir," 2018.