

ABSTRAK

ANALISIS *SWOT* PADA PEMBINAAN PRESTASI ATLET *HOCKEY* *INDOOR* DI LAMPUNG

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Penelitian ini bertujuan untuk menganalisis kekuatan, kelemahan, peluang, dan ancaman dalam pembinaan prestasi atlet *Hockey Indoor* di Lampung serta merumuskan strategi pengembangannya melalui analisis SWOT. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan subjek pengurus, pelatih, dan atlet. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan Kesimpulan. Hasil penelitian menunjukkan bahwa kekuatan pembinaan terletak pada tingginya motivasi atlet dan kerja sama tim yang baik. Namun, berdasarkan wawancara dan observasi lapangan, sarana dan prasarana masih terbatas dan belum memenuhi standar, sehingga menjadi kelemahan utama dalam pembinaan. Selain itu, keterbatasan jumlah atlet dan kurangnya pengalaman bertanding juga menjadi hambatan. Di sisi lain, terdapat peluang berupa meningkatnya minat masyarakat setelah adanya prestasi pada kejuaraan, sedangkan ancaman yang dihadapi adalah rendahnya popularitas olahraga yang berdampak pada minimnya dukungan sponsor dan pendanaan. Berdasarkan analisis SWOT, diperlukan strategi pembinaan yang lebih terarah melalui peningkatan sarana dan prasarana, penguatan manajemen organisasi, serta perluasan kesempatan mengikuti kompetisi guna mendukung peningkatan prestasi atlet secara optimal.

Kata Kunci : Analisis SWOT, Pembinaan Prestasi, *Hockey Indoor*

ABSTRACT

SWOT ANALYSIS OF INDOOR HOCKEY ATHLETE PERFORMANCE DEVELOPMENT IN LAMPUNG

By

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This study aims to analyze the strengths, weaknesses, opportunities, and threats in the development of Indoor Hockey athlete performance in Lampung and to formulate development strategies using a SWOT analysis approach. The research employs a descriptive qualitative method, involving administrators, coaches, and athletes as subjects. Data were collected through interviews, observations, and documentation, and then analyzed through data reduction, data presentation, and conclusion drawing. The results indicate that the main strengths of the athlete development program lie in the high motivation of athletes and strong teamwork. However, based on interviews and field observations, facilities and infrastructure remain limited and do not meet standard requirements, making them a major weakness in the development process. Additionally, the limited number of athletes and lack of competitive experience pose significant challenges. On the other hand, there are opportunities in the form of increasing public interest following achievements in competitions. Meanwhile, the main threat is the low popularity of the sport, which leads to minimal sponsorship and funding support. Based on the SWOT analysis, it is necessary to implement more targeted development strategies, including improving facilities and infrastructure, strengthening organizational management, and expanding opportunities to participate in competitions in order to optimally enhance athlete performance.

Keywords :SWOT Analysis, Performance Coaching, Hockey Indoor