

ABSTRAK

IMPLEMENTASI KERJA SAMA *ASEAN MINISTERIAL MEETING ON SPORTS* DALAM PENINGKATAN DAYA SAING ATLET ASIA TENGGARA TAHUN 2016–2025

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Daya saing atlet negara-negara Asia Tenggara di tingkat internasional masih menunjukkan adanya keterbatasan, Kondisi tersebut terjadi meskipun ASEAN telah mengembangkan berbagai mekanisme kerja sama olahraga melalui AMMS, SOMS, dan *ASEAN Work Plan on Sports* sebagai bagian dari kerangka ASCC. Ketidaksesuaian antara penguatan kerja sama olahraga kawasan dan capaian daya saing atlet mendorong perlunya kajian mengenai implementasi kerja sama AMMS dalam peningkatan daya saing atlet Asia Tenggara. Penelitian ini bertujuan untuk menganalisis implementasi kerja sama AMMS dalam peningkatan daya saing atlet Asia Tenggara pada periode 2016–2025.

Penelitian ini menggunakan kerangka analisis diplomasi olahraga melalui pendekatan *diplomacy through sports*, pendekatan *sport as diplomacy* dan *elite sports development framework*. Penelitian ini bertujuan untuk menganalisis implementasi kerja sama AMMS dalam peningkatan daya saing atlet Asia Tenggara pada periode 2016–2025. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui studi dokumentasi terhadap dokumen resmi ASEAN, dan AMMS, *ASCC Blueprint 2025*, *ASEAN Work Plan on Sports 2016-2025*, *Kazan action plan*, *Joint statement AMMS 1-8*, publikasi jurnal ilmiah.

Hasil penelitian menunjukkan bahwa kerja sama olahraga ASEAN melalui pengembangan program kawasan, peningkatan koordinasi kelembagaan, dan penguatan kapasitas olahraga regional. Berdasarkan pendekatan *diplomacy through sports*, AMMS berfungsi sebagai instrumen kerja sama yang mendorong pertukaran pengetahuan, pengembangan kapasitas, dan kebijakan olahraga ASEAN. Sementara itu, melalui pendekatan *sport as diplomacy*, berbagai ajang olahraga dimanfaatkan sebagai sarana representasi identitas dan visibilitas ASEAN di tingkat internasional. Berdasarkan *elite sports development framework*, dijabarkan implementasi kerja sama olahraga ASEAN pada dimensi *elite sport system*, *mass participation*, *capacity building*, dan *integrity and regulation*.

Kata Kunci: AMMS, Diplomasi Olahraga, Daya Saing Atlet, ASEAN, *Elite Sports Development Framework*

ABSTRACT

THE IMPLEMENTATION OF COOPERATION THE ASEAN MINISTERIAL MEETING ON SPORTS IN ENHANCING THE COMPETITIVENESS OF SOUTHEAST ASIAN ATHLETES FOR THE PERIOD 2016–2025

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The competitiveness of Southeast Asian athletes at the international level remains limited despite ASEAN's efforts to develop various sports cooperation mechanisms through the AMMS, SOMS, and the ASEAN Work Plan on Sports as part of the ASCC framework. The discrepancy between the strengthening of regional sports cooperation and the level of athletes' competitiveness has highlighted the need to examine the implementation of cooperation AMMS in enhancing the competitiveness of Southeast Asian athletes. This study aims to analyze the implementation of cooperation AMMS in improving the competitiveness of Southeast Asian athletes during the period 2016–2025. This study employs the sport diplomacy framework through the diplomacy through sports and sport as diplomacy approaches, as well as the elite sports development framework. A qualitative method with a case study approach was applied. Data were collected through document analysis of official ASEAN and AMMS documents, the ASCC Blueprint 2025, the ASEAN Work Plan on Sports 2016–2025, the Kazan action plan, Joint Statements of the 1st–8th AMMS, and relevant academic publications. The findings indicate that the ASEAN sports cooperation through the expansion of regional programs, enhanced institutional coordination, and capacity-building initiatives in the regional sports sector. From the perspective of diplomacy through sports, AMMS serves as a cooperative instrument that facilitates knowledge exchange, capacity development, and sports policy coordination among ASEAN. Meanwhile, from the sport as diplomacy perspective, regional sporting events have been utilized as platforms for representing ASEAN identity and enhancing the region's international visibility. Furthermore, the elite sports development framework reveals that ASEAN sports cooperation has been implemented through four dimensions: elite sport system, mass participation, capacity building, and integrity and regulation.

Keywords: AMMS, Sport Diplomacy, Competitiveness, ASEAN, Elite Sports Development Framework