

**ANALISIS RENCANA PENGEMBANGAN OLAHRAGA DISABILITAS
INTELEKTUAL MELALUI STRATEGI PROMOSI DALAM
MENINGKATKAN KESADARAN MASYARAKAT**

DISERTASI

diajukan untuk memenuhi sebagian syarat
memperoleh gelar Doktor Pendidikan Olahraga



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**PROGRAM STUDI PENDIDIKAN OLAHRAGA
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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INTELEKTUAL MELALUI STRATEGI PROMOSI DALAM
MENINGKATKAN KESADARAN MASYARAKAT**

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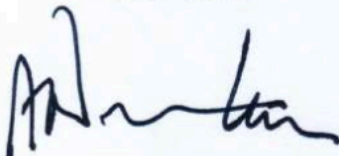
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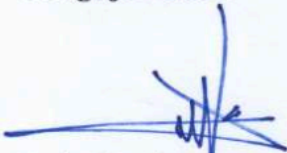
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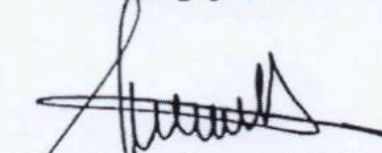
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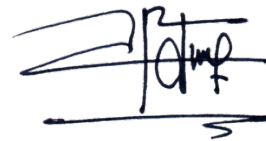


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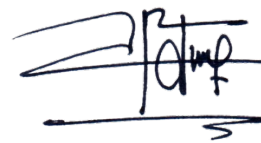
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KATA PENGANTAR

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Penulisan Disertasi ini dibuat untuk memenuhi sebagian syarat untuk memperoleh gelar Doktor Pendidikan Olahraga Sekolah Pascasarjana. Penulis menyadari penulisan Disertasi ini masih jauh dari sempurna, maka dari itu penulis mengharapkan kritik dan saran yang sifatnya membangun demi kesempurnaan Disertasi ini. Akhir kata, semoga apa yang penulis sajikan dalam Disertasi ini dapat bermanfaat bagi para pembacanya.

Bandung, 31 Januari 2024



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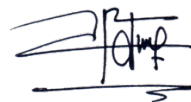
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ABSTRAK

ANALISIS RENCANA PENGEMBANGAN OLAHRAGA DISABILITAS INTELEKTUAL MELALUI STRATEGI PROMOSI DALAM MENINGKATKAN KESADARAN MASYARAKAT

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Tujuan penelitian ini adalah menghasilkan sebuah model pengembangan olahraga disabilitas intelektual melalui strategi promosi dalam meningkatkan kesadaran masyarakat. Penelitian ini menggunakan penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data pada penelitian ini dengan menggunakan observasi, wawancara dan studi literatur. Penelitian ini menggunakan total 16 informan yang dipilih secara *purposive sampling*. Selanjutnya data yang telah diperoleh dianalisis dengan teknik triangulasi. Analisis triangulasi yang dilakukan secara manual dan juga menggunakan bantuan *software* Atlas T.i versi 8. Hasil penelitian ini mendapatkan lima temuan yang dapat ditindaklanjuti. 1) Pelaksanaan promosi olahraga disabilitas sampai dengan saat ini dilakukan hanya kepada kelompok-kelompok tertentu belum melebar kepada masyarakat luas, akibatnya masih banyak masyarakat yang belum mengerti tentang disabilitas intelektual dan juga olahraga disabilitas intelektual. 2) Dorongan untuk menyelenggarakan promosi olahraga disabilitas intelektual ini masih belum banyak, akibatnya promosi yang dilakukan juga masih belum maksimal dan juga seadanya. 3) Dampak promosi olahraga disabilitas yang dilakukan sampai saat ini sudah mendapatkan hasil, terbukti adanya masyarakat yang bersedia untuk bergabung dalam berbagai kegiatan, seperti menjadi *volunteer* pada kegiatan atau event olahraga disabilitas. 4) Partisipasi masyarakat secara kualitas dan kuantitas bertambah, meskipun belum sebanyak atau semeriah event atau kegiatan olahraga non disabilitas yang sudah banyak dikenal. 5) Rencana promosi olahraga disabilitas intelektual lebih banyak bekerja sama dengan *stakeholder* dan *corporate social responsibility* (CSR) yang dapat menjadi mitra untuk pengembangan ke depan, hal ini akan mengarah pada pembentukan masyarakat yang inklusi (dapat menerima perbedaan dengan orang lain), supaya tingkat diskriminasi kepada para penyandang disabilitas intelektual berkurang bahkan hilang. Kesimpulan yang diperoleh dalam penelitian ini adalah masih belum maksimalnya bentuk promosi olahraga disabilitas intelektual yang dilakukan, akibatnya masyarakat masih belum mengetahui dan belum peduli kepada para disabilitas intelektual maupun olahraga disabilitas intelektualnya.

Kata Kunci: Analisis Rencana Pengembangan, Olahraga, Disabilitas Intelektual, Kesadaran Masyarakat

ABSTRACT

ANALYSIS OF SPORTS DEVELOPMENT PLANS FOR INTELLECTUAL DISABILITIES THROUGH PROMOTIONAL STRATEGIES IN INCREASING PUBLIC AWARENESS

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The aim of this research is to produce a model for developing sports with intellectual disabilities through promotional strategies to increase public awareness. This research uses qualitative research with a case study approach. Data collection techniques in this research used observation, interviews and literature study. This research used a total of 16 informants selected using purposive sampling. Next, the data that has been obtained is analyzed using data triangulation techniques. Triangulation analysis was carried out manually and also using Atlas T.i version 8 software. The results of this research obtained five findings that can be followed up. 1) Up to now, promotion of disability sports has only been carried out for certain groups and has not been extended to the wider community, as a result, there are still many people who do not understand about intellectual disabilities and also intellectual disability sports. 2) There is still not much encouragement to organize sports promotion for intellectual disabilities, as a result the promotion carried out is still not optimal and is also limited. 3) The impact of the promotion of disability sports carried out to date has achieved results, it is proven that there are people who are willing to join in various activities, such as becoming volunteers at disability sports activities or events. 4) Community participation in quality and quantity has increased, although not as much or as lively as the well-known non-disabled sporting events or activities. 5) The plan to promote intellectual disability sports is to collaborate more with stakeholders and corporate social responsibility (CSR) who can become partners for future development, this will lead to the formation of an inclusive society (able to accept differences with other people), so that the level of discrimination for people with intellectual disabilities is reduced or even lost. The conclusion obtained in this research is that the form of promotion of sports with intellectual disabilities is still not optimal, as a result the public still does not know and does not care about people with intellectual disabilities or sports with intellectual disabilities.

Keywords: *Analysis of Development Plans, Sports, Intellectual Disabilities, Public Awareness*

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ANALISIS RENCANA PENGEMBANGAN OLAHRAGA DISABILITAS INTELEKTUAL MELALUI STRATEGI PROMOSI DALAM MENINGKATKAN KESADARAN MASYARAKAT

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