

***ONLINE WORKOUT CLASS: SPORT MOTIVATION & SPORT
EXPERIENCE***

(Studi pada Program “Home Sweat Home” Celebrity Fitness Indonesia)

SKRIPSI

Diajukan sebagai Syarat Memeroleh Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



Oleh
Ajeng Okviyana Wati
1700699

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS ILMU PENDIDIKAN PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2021**

LEMBAR HAK CIPTA

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Oleh
Ajeng Okviyana Wati
1700699

Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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Juni 2021

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LEMBAR PENGESAHAN

ONLINE WORKOUT CLASS: SPORT MOTIVATION & SPORT EXPERIENCE

(Studi pada Program “Home Sweat Home” *Celebrity Fitness Indonesia*)

Skripsi ini disetujui dan disahkan oleh:

Pembimbing II



Titing Kartika, S.Pd.,MM,Par.,MBA
NIDN. 0420108104

Pembimbing I



Dr.Rini Andari, S.Pd.,SE.Par.,MM
NIP. 19810916 200812 2 002

**Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata**



Yeni Yuniawati, S.Pd., MM
NIP. 19810608 200604 2 001

**Tanggung Jawab Yuridis
Ada Pada Peneliti,**



Ajeng Okviyana Wati
NIM. 1700699

SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “*Online Workout Class: Sport Motivation & Sport Experience Partisipan*” beserta meliputi seluruh isinya adalah benar karya milik saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, 1 Juni 2021
Yang Membuat Pernyataan



Ajeng Okviana Wati
NIM. 1700699

ABSTRAK

Ajeng Okviyana Wati, 1700699, “Online Workout Class: Sport Motivation & Sport Experience (Studi pada Program “*Home Sweat Home*” *Celebrity Fitness Indonesia*) di bawah bimbingan Rini Andari, S.Pd.,SE.Par.,MM dan Titing Kartika, S.Pd.,MM,Par.,MBA.

“*Home Sweat Home*” adalah suatu program olahraga berbasis daring yang diadakan oleh pusat kebugaran *Celebrity Fitness Indonesia*. Program olahraga ini merupakan realisasi dari munculnya fenomena *Online Workout Class* di masa pandemi *COVID-19*. Penelitian ini bertujuan untuk menggali program *Online Workout Class* dari segi motivasi, pemaknaan dan pengalaman partisipan program “*Home Sweat Home*”. Metode yang digunakan dalam penelitian ini adalah kualitatif fenomenologi dan menggunakan teknik wawancara sebagai metode pengambilan data. Informan dalam penelitian ini adalah partisipan program “*Home Sweat Home*” dan berasal dari latar belakang yang berbeda-beda. Analisis data yang digunakan adalah dengan menggunakan teknik *coding* dan deskripsi kualitatif. Berdasarkan pengolahan data, didapatkan hasil berupa munculnya motivasi internal dan eksternal, pemaknaan *Online Workout Class* dan pengalaman dari partisipan program “*Home Sweat Home*” *Celebrity Fitness Indonesia*.

Kata Kunci: *Online Workout Class*, Motivasi Partisipan, Pengalaman Partisipan, “*Home Sweat Home*” *Celebrity Fitness Indonesia*

ABSTRACT

Ajeng Okviyana Wati, 1700699, "Online Workout Class: Sport Motivation & Sport Experience (Study on Program "Home Sweat Home" Celebrity Fitness Indonesia) under the guidance Rini Andari, S.Pd.,SE.Par.,MM and Titing Kartika, S.Pd.,MM,Par.,MBA.

"Home Sweat Home" is an online-based exercise program organized by Celebrity Fitness Indonesia fitness center. This sports program is a realization of the Online Workout Class phenomenon during the COVID-19 pandemic. This study aims to explore the program of Online Workout Class in terms of motivation, meaning and experience of participants in the "Home Sweat Home" program. The method that used in this study is qualitative phenomenology and uses interview techniques as a data collection method. Informants in this study were participants in the "Home Sweat Home" program and came from different backgrounds. Analysis of the data used is a coding technique and qualitative description. Based on data processing, the results obtained in the form of the emergence of internal and external motivation, the meaning of Online Workout Class and the experiences of the participants of the Celebrity Fitness Indonesia 'Home Sweat Home' program.

Keywords: *Online Workout Class, Motivation of Participants, Experience of Participants, "Home Sweat Home" Celebrity Fitness Indonesia*

KATA PENGANTAR

Segala puji bagi Allah SWT yang telah memberikan rahmat dan karuniaNya kepada peneliti, sehingga peneliti dapat menyelesaikan skripsi yang berjudul “*Online Workout Class: Sport Motivation & Sport Experience* (Studi pada Program “*Home Sweat Home*” *Celebrity Fitness Indonesia*) dengan baik. Salawat serta salam senantiasa tercurah limpahkan kepada Rasulullah SAW yang mengantarkan umat manusia menuju zaman yang dirahmatiNya.

Penelitian ini bertujuan untuk menggali program *Online Workout Class* dari segi motivasi partisipan, pemaknaan *Online Workout Class* dan pengalaman partisipan program “*Home Sweat Home*” *Celebrity Fitness Indonesia*. Peneliti menyadari bahwa penelitian ini masih terdapat kekurangan. Maka dari itu, peneliti memberikan keleluasaan kepada pembaca untuk memberikan saran dan kritik yang membangun demi kesempurnaan skripsi ini. Semoga karya ilmiah ini dapat memberikan manfaat bagi pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam penelitian *Online Workout Class*.

Bandung, 1 Juni 2021

Peneliti,
Ajeng Okviyana Wati

UCAPAN TERIMA KASIH

Atas berkat dan karunia dari Allah SWT. peneliti dapat menyelesaikan skripsi ini. Tentunya proses penyusunan skripsi ini tidak terlepas dari bantuan dan dukungan dari berbagai pihak. Oleh karena itu, peneliti ingin mengucapkan rasa terima kasih yang sebesar-besarnya kepada:

1. Rektor Universitas Pendidikan Indonesia, Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA.
2. Dewan Kehormatan (Dekan) Fakultas Pendidikan Ilmu Pengetahuan Sosial, Bapak Dr. Agus Mulyana M. Hum.
3. Ketua Program Studi Manajemen Pemasaran Pariwisata, Ibu Yeni Yuniawati, S.Pd., M.M.
4. Dosen Pembimbing Utama, Ibu Rini Andari, S.Pd.,SE.Par.,MM. yang telah senantiasa memberikan semangat serta informasi penting terkait skripsi kepada peneliti sehingga peneliti dapat menyelesaikan skripsi.
5. Dosen Pembimbing Pendamping, Ibu Titing Kartika, S.Pd.,MM,Par.,MBA. Yang telah sabar dan memberikan perhatiannya kepada peneliti sekaligus progres skripsi peneliti.
6. Dosen Pembimbing Akademik, Ibu Heri Puspito Diyah Setiyorini, M.M. yang senantiasa membimbing dalam hal urusan akademik peneliti.
7. Dosen Konsentrasi Wisata Olahraga (*Sport Tourism*), Bapak Oce Ridwanudin, SE., M.M., dan Ibu Dr. Vanessa Gaffar, S.E., Ak., MBA. atas ilmu wisata olahraga yang diberikan selama masa perkuliahan.
8. Seluruh Dosen dan staf administrasi Program Studi Manajemen Pemasaran Pariwisata yang telah membimbing dan memberikan ilmu yang sangat bermanfaat kepada peneliti selama perkuliahan.
9. Keluarga besar peneliti terutama Ayah, Ibu dan adik yang selalu mendoakan serta mendukung peneliti dalam menyelesaikan skripsi dan perkuliahan secara lahir dan batin.
10. Teman-teman Manajemen Pemasaran Pariwisata angkatan 2017 yang senantiasa saling mendukung dalam perkuliahan.

11. Keluarga Cendana yang senantiasa menemani dan memberikan semangat kepada peneliti ketika masa perkuliahan.
12. Semua pihak yang tidak dapat disebutkan satu-persatu yang turut serta membantu peneliti dalam menyelesaikan perkuliahan dan skripsi.
13. Dan terakhir, terima kasih kepada diri saya sendiri yang senantiasa berusaha dan berjuang sampai akhirnya skripsi ini dapat selesai. Proses pengerjaan ini penuh dengan makna.

Bandung, 1 Juni 2021

Peneliti,
Ajeng Okviyana Wati

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