

Management OF SSB Football School In Ujumbou Village, Sirenja District, Donggala Regency

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ABSTRACT

This study aims to describe the implementation of management functions that include planning, organizing, leadership, and control at the Ujumbou Football School (SSB), located in Ujumbou Village, Sirenja District, Donggala Regency. This study uses a descriptive qualitative approach, with data collection techniques through observation, in-depth interviews, and documentation. The informants in this study consisted of coaches and assistant coaches. The results of the study indicate that the management function at SSB Ujumbou has been implemented quite well. In terms of planning, SSB has clear objectives and written training programs that are arranged weekly and adjusted to the events or competitions being participated in. In terms of organization, there is an effective division of tasks between coaches and administrators, as well as active involvement of parents through routine communication and logistical support. The leadership function is carried out with a communicative and motivational approach, with efforts to build discipline and enthusiasm for student training. Meanwhile, control is carried out through evaluation of training results, supervision of equipment, and handling of obstacles collectively. Thus, the management of SSB Ujumbou demonstrates participatory and adaptive management practices, although it still requires strengthening in terms of strategic planning and sustainable support for infrastructure facilities.

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INTRODUCTION

Football remains the most popular sport in the world, enjoyed by millions across age groups and cultural backgrounds. Beyond its global appeal, football also plays a pivotal role in fostering youth development, promoting health, instilling discipline, and creating social cohesion (Williams & Reilly, 2020). At the grassroots level, football development is typically channeled through Sekolah Sepak Bola (SSB), or football

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schools, which serve as structured institutions for introducing children and adolescents to football skills, team dynamics, and competitive play (Putra & Soegiyanto, 2019).

In Indonesia, SSBs have grown significantly over the past two decades as the foundation of the country's football talent development pathway. These schools range from highly organized academies affiliated with professional clubs to small community-based institutions that function with limited resources. They serve not only as training grounds but also as social and educational environments where young players acquire values such as teamwork, perseverance, and fair play (Kurniawan et al., 2021).

Effective management of SSBs is therefore critical in ensuring their sustainability, quality of training, and long-term impact on player development. Management includes the planning, organizing, staffing, leading, and controlling of resources—both human and material—in ways that support both athletic and personal growth (Yusof et al., 2020).

In the context of community-based sports, the quality of SSB management can significantly influence the outcomes for young athletes. Key components of management in SSBs include training program design, coach competency, facility availability, funding sources, stakeholder engagement, and talent scouting (Suleman et al., 2020). The presence of qualified coaches who possess both technical knowledge and pedagogical skills is essential for translating training plans into meaningful learning experiences for youth (Ramli et al., 2021).

Moreover, proper facility management ensures that training environments are safe, accessible, and conducive to skill development. In rural and semi-rural areas such as Donggala Regency, the challenge often lies in resource limitations—both in terms of physical infrastructure and financial investment. This requires creative and efficient management strategies that optimize available resources and build partnerships with local stakeholders (Widiyanto & Nugroho, 2021).

In particular, SSBs like the one in Ujumbou Village, Sirenja District are typically run by local enthusiasts, teachers, or former athletes who commit their time and effort to youth football development despite facing multiple administrative and logistical constraints. However, without systematic planning and long-term vision, such schools may struggle to sustain operations or produce significant player development outcomes (Suhardjono et al., 2022).

Despite its noble purpose and enthusiasm from the community, the SSB in Ujumbou Village faces several challenges. Preliminary observation and discussions with local stakeholders indicate the absence of formal governance structures, lack of regular training schedules, unqualified coaching staff, and minimal equipment. Additionally, funding remains a major obstacle, as most financial support comes from irregular parental contributions or limited government grants.

Furthermore, there is a lack of monitoring and evaluation mechanisms to assess the effectiveness of training and organizational performance. This results in a trial-and-error approach that often leads to inconsistencies in player attendance, performance improvement, and club development. The absence of formalized management practices also limits the school's ability to network with regional football associations or

participate in larger competitions, reducing the exposure of young athletes to competitive environments (Fahmi et al., 2021).

Given the potential that football holds for social development and youth empowerment in rural areas, addressing these management issues is imperative to unlock the full value of such community-based initiatives.

Although numerous studies have investigated football development in urban and elite contexts, few have explored the management of SSBs in rural or underdeveloped regions such as Donggala Regency. Most existing research focuses on player performance, coaching strategies, or infrastructure availability, but pays little attention to the organizational and managerial structures that underpin youth football development (Widiastuti et al., 2020).

Moreover, national-level studies tend to highlight prominent football academies in Java and Sumatra, leaving Eastern Indonesia underrepresented in the literature. This gap limits the understanding of how different socio-economic and geographical factors affect the administration and development of SSBs in less developed regions.

In addition, while management models have been proposed for sports institutions, there is a lack of contextual adaptation that accounts for community-based and volunteer-led football schools, which operate under different constraints compared to their professional or commercial counterparts (Ardiansyah et al., 2022).

This study contributes a unique perspective by focusing on the management practices of a rural SSB in Ujumbou Village, located in Sirenja District of Donggala Regency, Central Sulawesi. It provides an in-depth analysis of the institutional, operational, and strategic dimensions of running a football school in a community setting with limited resources.

The research draws upon both qualitative and quantitative data to evaluate the organizational structure, leadership style, training design, financial strategy, stakeholder involvement, and infrastructure management. It goes beyond describing challenges to identifying potential solutions, offering a locally grounded yet theoretically informed model of community-based SSB management.

The findings are expected to inform not only local stakeholders but also policymakers, NGOs, and sports development agencies working to strengthen grassroots football in Indonesia's rural regions.

Given the strategic importance of grassroots football and the pressing need for effective management in rural sports institutions, this study aims to explore and evaluate the management of the SSB Football School in Ujumbou Village, Sirenja District, Donggala Regency. The study seeks to answer the following research questions: (1) What are the current management practices employed by the SSB in Ujumbou Village?, (2) What are the key challenges faced in organizing and sustaining youth football development in this context?, and (3) How can the management of the SSB be improved to enhance training quality, participation, and long-term sustainability?

Using a case study approach, the research employs interviews, document analysis, and direct observation to construct a comprehensive understanding of how the SSB operates and what systemic interventions may be needed to improve its performance.

METHODS

This study uses a qualitative research method. The purpose of qualitative research according to (Sugiyono, 2017) is to understand the phenomena of what is experienced by the research subjects, for example about behavior, perception, motivation, actions, and so on in a comprehensive manner by describing the research results in the form of words, language in a special context that is natural by utilizing various natural methods. Meanwhile, according to Nazir in (Utami et al, 2021) descriptive research examines the status of human groups, objects, conditions, systems of thought or current events with the aim of making systematic, factual and accurate descriptions of the facts being studied.

Qualitative research methods were chosen because they help researchers in analyzing the implementation of management functions, namely, the functions of planning, organizing, leadership and control of the SSB Ujumbou soccer school, Sirenja District, Donggala Regency. In addition, researchers can use qualitative methods to understand social situations in depth, find patterns, hypotheses and theories and dig up as much information as possible. The data collection techniques used in this study are observation, interviews, and documentation studies. By using these research methods, researchers hope to be able to explore and obtain appropriate facts so that they can be described in an accurate descriptive manner.

RESULTS AND DISCUSSION

Planning is the first and most basic function in management. In the Ujumbou Football School (SSB) environment, planning is an important foundation in forming training structures, setting goals, and preparing strategies in developing student potential. Organization is an important aspect in the management of SSB Ujumbou to ensure that all activities run in a structured manner and in accordance with the roles of each party. Based on the results of interviews with coaches and administrators, organization at SSB Ujumbou is carried out through division of tasks, coordination between coaches and administrators, and active involvement of parents. The division of tasks for coaches at SSB Ujumbou is carried out directly by the head of SSB. Assignments are usually based on age groups. For example, coach Gifair is responsible for the 2012–2014 age group (U-12). This division makes it easier for coaches to organize training programs that are in accordance with the cognitive and physical development of children in a particular age group. Assignments also take into account the experience and license of the coach.

The leadership function in management plays an important role in influencing, guiding, and motivating members of the organization to achieve common goals. In the

SSB Ujumbou environment, the role of the coach as a leader is not only limited to mastering the technical aspects of the game, but also to the ability to foster discipline, build character, and maintain healthy communication between coaches, students, and parents.

The control function in management aims to ensure that the implementation of activities has been carried out according to the established plan. In the context of SSB Ujumbou, control includes evaluating training results, monitoring student readiness to compete, handling technical and non-technical obstacles during training, and supervising training facilities and equipment.

CONCLUSION

Based on the results of research on the management of the Ujumbou Football School (SSB) in Ujumbou Village, Sirenja District, Donggala Regency, it can be concluded that the management functions implemented by SSB Ujumbou include: SSB Ujumbou has a clear goal in the coaching process, namely to form young players who are not only skilled in the technical aspects of football, but also have strong character, discipline, and sportsmanship. The training program is prepared in writing and structured in a weekly schedule, covering technical, physical, tactical, and mental aspects. Evaluations are carried out periodically on the results of training and student readiness in facing matches. Technical obstacles such as equipment damage and late training are overcome through collective supervision and active communication with the management. Supervision of equipment is carried out by the management together to ensure the smooth running of activities.

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