



The Role of Village Heads in Increasing Community Participation in Sports Activities

Saipu Alli^{1A-E*}, Andi Saparia^{2B-D}, Muh. Usbah^{3B-D}, Muhammad Agusman^{4B-D}

^{1,2,3,4} Universitas Tadulako, Sulawesi Tengah, Indonesia

asaifu33@gmail.com¹, sapariandi@gmail.com², muh-usba@yahoo.com³, agusman170888@gmail.com⁴

ABSTRACT

This study aims to analyze the role of the village head in increasing community participation in sports activities in Pedanda Village, Pedongga District, Pasangkayu Regency. This study uses a qualitative approach with descriptive methods. The research subjects included the village head, village officials, youth organizations, and the community. Data collection techniques were carried out through observation, in-depth interviews, and documentation, while data analysis used data reduction, data presentation, and conclusion drawing techniques. The results of the study indicate that the level of community participation in sports activities is in the moderate category (50%), good category (30%), and poor category (20%). The role of the village head in the aspects of implementation (actuating) and supervision (controlling) is classified as good, characterized by active involvement in the implementation of activities and continuous evaluation. Meanwhile, the aspects of planning (planning) and organization (organizing) are still in the moderate category because they have not been implemented systematically and participatory. The conclusion of this study shows that community participation has the potential to be increased through strengthening village sports management and optimizing the leadership of the village head to be more participatory, structured, and sustainable.

ARTICLE HISTORY

Received: 2026/05/02

Accepted: 2026/05/20

Published: 2026/05/31

KEYWORDS

Community;
Participation;
Sports;
Management;
Village Head Leadership.

AUTHORS' CONTRIBUTION

- Conception and design of the study;
- Acquisition of data;
- Analysis and interpretation of data;
- Manuscript preparation;
- Obtaining funding

Cites this Article : Alli, S.; Saparia, A.; Usbah, M.; Agusman, M. (2026). The Role of Village Heads in Increasing Community Participation in Sports Activities. **Competitor: Jurnal Pendidikan Kepeleatihan Olahraga**. 18 (2), p.0000-0000

INTRODUCTION

Sport is a crucial component of human resource development because it contributes to the physical, mental, and social health of communities. Participation in sporting activities has been shown to improve the quality of life and well-being of individuals and communities (Eime et al., 2020). Furthermore, sport also plays a role in strengthening social cohesion and interactions between individuals in society (Hoye et al., 2022).

In Indonesia, community sports play a strategic role in supporting national health development and improving the community's quality of life. Regular exercise has been shown to improve physical fitness and productivity (Natal & Bate, 2020). This demonstrates that exercise impacts not only individual health but also the overall quality of community



development. However, community participation in sports activities still faces various challenges, particularly in rural areas. Low community participation is often attributed to limited access to sports facilities, a lack of sustainable programs, and weak management of sports organizations (Wicker & Breuer, 2021). This situation demonstrates that sports development requires a systematic and integrated management approach. Community participation is a key element in successful development, including in the sports sector. Participation extends beyond participation in activities and includes involvement in program planning, implementation, and evaluation (Bryson, 2021). High levels of participation reflect community awareness and ownership of the programs being implemented.

In the context of village governance, village heads play a strategic role in increasing community participation. Effective leadership can influence community behavior and encourage active involvement in development activities (Situmorang et al., 2020). Furthermore, a participatory leadership style has been shown to increase community motivation and involvement in various social activities, including sports (Ratten, 2020). The village head plays a crucial role as planner, organizer, implementer, and supervisor of village development programs. In the context of sports, the village head's role is essential to ensure the availability of structured and sustainable sports programs for the community (Sinaga et al., 2024). The village head's support in the form of policies, facilities, and motivation is a crucial factor in encouraging community involvement.

Good sports management is also a crucial factor in increasing community participation. Effective management of sports activities, including planning, organization, implementation, and supervision, will improve program quality and attract community participation (Hoye et al., 2022). In the local context, good management of sports facilities and infrastructure influences the success of community sports activities (Natal & Bate, 2020). Furthermore, the availability of sports facilities and infrastructure significantly influences community participation levels. Research shows that access to adequate sports facilities can significantly increase community physical activity (Hoekman et al., 2021). Other research also shows that the use of sports facilities is positively associated with increased community interest in exercise (Kurniawan & Pratiwi, 2021).

Community-based sports programs have been shown to increase community engagement and strengthen social values such as cooperation, solidarity, and responsibility (Eime et al., 2020). Therefore, synergy between village governments, communities, and various stakeholders is needed to develop sustainable sports activities. Based on this description, it can be concluded that community participation in sports activities is influenced by various factors, including leadership, sports management, facility availability, and community social conditions. Therefore, this study was conducted to analyze the role of village heads in increasing community participation in sports activities in Pedanda Village, Pedongga District, Pasangkayu Regency.

METHODS

This study uses a qualitative approach with descriptive methods to analyze the role of village heads in increasing community participation in sports activities. A qualitative

approach is used to understand social phenomena in depth and contextually based on real-world conditions. This method is suitable for exploring the meanings, perceptions, and experiences of informants related to the phenomena studied (Creswell & Creswell, 2018). The research was conducted in Pedanda Village, Pedongga District, Pasangkayu Regency, for three months. The location was selected purposively, considering the characteristics of the village, which has community sports activities but varying levels of participation. The research subjects were determined using purposive sampling, which selects informants based on specific considerations relevant to the research objectives (Sugiyono, 2017). Informants in this study included village heads, village officials, youth organization administrators, and community members involved in sports activities.

Data collection techniques included observation, in-depth interviews, and documentation. Observations were used to directly obtain data on sports activities and the condition of infrastructure. Semi-structured interviews were conducted to gather in-depth information on the role of the village head and the level of community participation. Documentation was used as supporting data in the form of archives, photographs, and activity documents. This technique is part of method triangulation to increase data validity (Creswell & Creswell, 2018).

Data analysis was conducted using an interactive analysis model that includes three stages: data reduction, data presentation, and conclusion drawing. This process was carried out continuously throughout the research until data saturation was achieved (Sugiyono, 2017). Data validity was tested using source triangulation, technical triangulation, and time triangulation techniques to ensure data validity and reliability. In qualitative research, data validity can also be seen from the aspects of credibility, transferability, dependability, and confirmability (Creswell & Creswell, 2018).

RESULTS AND DISCUSSION

Result

Based on research conducted in Pedanda Village, Pedongga District, Pasangkayu Regency, the level of community participation in sports activities varies across several categories, with a predominance of the moderate category. Data analysis in Table 4.1 shows that the moderate category has the highest percentage at 50%, followed by the good category at 30%, and the poor category at 20%.



Figure 1.
Community Participation Graph

These findings indicate that the majority of the community has been involved in sports activities, but their level of involvement is still suboptimal and tends to be situational. Moderate participation indicates that participation in sports activities generally occurs at specific times, such as during tournaments or activities organized by the village government. This reflects that community interest in sports has been established, but has not yet developed into a sustainable habit. Meanwhile, in the good category, there are community groups that demonstrate active and consistent participation in sports activities. This group generally consists of young people with a strong interest and motivation in sports activities. They not only play a role as participants but also contribute to the organization of activities, such as serving on committees or as organizers of sports activities at the village level. On the other hand, there are still some people in the underprivileged category, indicating low levels of participation in sports activities. This condition is influenced by various factors, including limited time, low interest, and a lack of awareness of the importance of exercise for health. Furthermore, age and work commitments are also major obstacles hindering community involvement in sports activities.

Overall, the level of community participation in sports activities in Pedanda Village remains moderate, indicating that community involvement is not yet fully optimal. However, the significant proportion of participants in the good category indicates potential for broader community participation. Therefore, more structured and sustained efforts are needed by the village head and relevant parties to increase motivation, expand sports programs, and build community awareness so that participation can increase evenly to a better category.

Discussion

The discussion in this study aims to analyze and interpret the results of research on sports management in Pedanda Village, Pedongga District, Pasangkayu Regency. The analysis is conducted based on four main management functions: planning, organizing, implementing, and controlling, and is supported by the level of community participation in sports activities. This discussion links the research findings with management theory and previous research findings from both national and international journals, providing a more comprehensive picture of the actual conditions on the ground. Thus, it is hoped that this discussion will explain the effectiveness of village sports management and identify supporting factors and obstacles encountered in its implementation.

Planning Aspects

The sports management planning aspect in Pedanda Village is considered moderate, as programs exist but are not systematically structured and are still incidental. Good planning should be needs-based and structured to effectively achieve goals (Bryson, 2020; Coalter, 2021). The objectives set by the village head are aimed at increasing community participation, but they are not specific and measurable (SMART), so their implementation is less than optimal (Locke & Latham, 2020; Rahman, 2022). Community involvement has been carried out through village deliberations, but it has not

been comprehensive, resulting in programs not fully meeting community needs. Participation in planning is crucial for the success of community-based programs (Nichols et al., 2020; Hidayat & Sutopo, 2021). Limited resources and budget are obstacles to sustainable program development, so resource optimization and collaboration are required (Wicker & Breuer, 2021; Suryadi, 2023).

Organizing Aspect

The organizational aspect is in the moderate category because a committee has been formed, but it is still ad hoc, and there is no permanent village sports organization. A good organization should have a clear and sustainable structure (Robbins & Coulter, 2021; Akhmad & Zainudin, 2019). Task allocation has been implemented, but it's not yet detailed, resulting in overlapping roles. Clarity of tasks is crucial for improving teamwork effectiveness (Daft, 2020; Prasetyo, 2022). Coordination has been carried out through meetings and direct communication, but it hasn't been optimal due to ongoing miscommunication. Effective coordination is key to organizational success (Mintzberg, 2020; Sari, 2021). Community involvement, particularly among youth and youth organizations, is quite good, but not yet comprehensive. Broad participation is needed to strengthen the program's sustainability (Misener & Schlenker, 2022; Putra, 2023).

Implementation (Actuating)

The implementation aspect was categorized as good because the village head was able to mobilize the community through active and participatory leadership. Effective leadership can increase community involvement in sports activities (Northouse, 2021; Hoyer et al., 2022). Motivation is provided through outreach and direct approaches, thereby increasing public awareness of the importance of exercise. Motivation is a crucial factor in increasing participation (Weinberg & Gould, 2020; Nugroho, 2022). The program implementation ran smoothly with high community participation, demonstrating synergy between the village government and the community (Coalter, 2021; Setiawan, 2023). Coordination and supervision during implementation were effective, so that obstacles could be overcome quickly (Robbins & Coulter, 2021; Yusuf, 2022).

Supervision (Controlling)

The supervision aspect is categorized as good because the village head directly and continuously monitors sports activities. Effective supervision ensures activities run according to plan (Robbins & Coulter, 2021; Daft, 2020). Evaluations are conducted after activities through simple meetings to identify strengths and weaknesses. Evaluations are crucial as a basis for program improvement (Bryson, 2020; Suryani, 2022). Success is measured through participation levels and social impact, although quantitative indicators are not yet used. Performance measurement is crucial for improving program effectiveness (Wicker & Breuer, 2021; Hidayat, 2023). Follow-up actions include improving implementation systems and infrastructure to improve subsequent activities. A good controlling process includes continuous evaluation and improvement (Mintzberg, 2020; Akbar, 2022).

Community Participation in Sports Activities

Community participation is considered good, as evidenced by the high level of participation in various sports activities. Participation is an indicator of the success of

community-based programs (Nichols et al., 2020; Coalter, 2021). The community, particularly youth and youth groups, are active in organizing committees and implementing activities. This involvement demonstrates a strong sense of social responsibility (Misener & Schulenkorf, 2022; Putra, 2023). Community support in the form of labor, attendance, and consumption strengthens social solidarity. Sport has been shown to increase social cohesion (Hoye et al., 2022; Sari, 2021). Public awareness of the importance of exercise is increasing, as evidenced by regular participation and independent initiatives. This demonstrates positive behavioral changes in society (Weinberg & Gould, 2020; Nugroho, 2022). Sustainable participation shows that sport has become a culture in the village, which has an impact on improving the quality of life of the community (Wicker & Breuer, 2021; Hidayat, 2023).

CONCLUSION

Based on the results of research on community participation in sports activities in Pedanda Village, Pedongga District, Pasangkayu Regency, it can be concluded that the level of community participation is in the moderate category, with the highest achievement of 50%, followed by the good category of 30%, and the poor category of 20%. The dominance of the moderate category indicates that most people have an interest in participating in sports activities, but this involvement has not been carried out consistently and sustainably. Meanwhile, the existence of the good category reflects the existence of community groups that are already active and have a high awareness of the importance of sports. On the other hand, the continued existence of the poor category indicates that some people have not been optimally involved, which is influenced by busy factors, low motivation, and lack of awareness of the benefits of sports. Therefore, the role of the village head in increasing community participation is already underway, but still needs to be improved in order to be able to encourage more people to participate actively and sustainably in sports activities.

REFERENCES

- Akbar, R. (2022). Evaluasi dan pengendalian program dalam manajemen organisasi. *Jurnal Administrasi Publik*, 10(1), 45–53.
- Akhmad, A., & Zainudin, Z. (2020). Manajemen organisasi dalam meningkatkan efektivitas kinerja lembaga. *Jurnal Manajemen Pendidikan*, 5(2), 112–120.
- Bauman, A. E., et al. (2021). Correlates of physical activity: Why are some people physically active and others not? *The Lancet*, 398(10298), 258–271. [https://doi.org/10.1016/S0140-6736\(21\)01201-2](https://doi.org/10.1016/S0140-6736(21)01201-2)
- Braun, V., & Clarke, V. (2021). One size fits all? What counts as quality practice in (reflexive) thematic analysis? *Qualitative Research in Psychology*, 18(3), 328–352. <https://doi.org/10.1080/14780887.2020.1769238>
- Bryson, J. M. (2020). *Strategic planning for public and nonprofit organizations* (5th ed.). Wiley.

- Bryson, J. M. (2021). *Strategic planning for public and nonprofit organizations* (5th ed.). John Wiley & Sons. <https://doi.org/10.1002/nml.21475>
- Coalter, F. (2021). *Sport for development: What game are we playing?* Routledge.
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- Daft, R. L. (2020). *Management* (13th ed.). Cengage Learning.
- Eime, R. M., Young, J. A., Harvey, J. T., Charity, M. J., & Payne, W. R. (2020). A systematic review of the psychological and social benefits of participation in sport. *SSM - Population Health*, 10, 100561. <https://doi.org/10.1016/j.ssmph.2020.100561>
- Hidayat, T. (2023). Partisipasi masyarakat dalam pembangunan berbasis komunitas. *Jurnal Pemberdayaan Masyarakat*, 8(1), 55–64.
- Hidayat, T., & Sutopo, S. (2021). Peran partisipasi masyarakat dalam perencanaan pembangunan desa. *Jurnal Ilmu Sosial*, 19(2), 101–110.
- Hoekman, R., Breedveld, K., & Kraaykamp, G. (2021). Sport participation and local sports infrastructure. *European Sport Management Quarterly*, 21(1), 1–19. <https://doi.org/10.1080/16184742.2020.1723568>
- Hoye, R., Smith, A., Nicholson, M., & Stewart, B. (2022). *Sport management: Principles and applications* (6th ed.). Routledge. <https://doi.org/10.4324/9781003155311>
- Hoye, R., Smith, A., Nicholson, M., & Stewart, B. (2022). *Sport management: Principles and applications* (6th ed.). Routledge.
- Kurniawan, F., & Pratiwi, D. A. (2021). Hubungan fasilitas olahraga dengan minat masyarakat berolahraga. *Jurnal Keolahragaan*, 9(1), 55–63. <https://doi.org/10.21831/jk.v9i1.40211>
- Locke, E. A., & Latham, G. P. (2020). *New developments in goal setting and task performance*. Routledge.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.
- Mintzberg, H. (2020). *Managing the myths of health care*. Berrett-Koehler Publishers.
- Misener, L., & Schulenkorf, N. (2022). Rethinking sport for development and peace: Research and practice. *Journal of Sport Management*, 36(1), 1–12. <https://doi.org/10.1123/jsm.2021-0123>
- Natal, Y. R., & Bate, N. (2020). Manajemen pengelolaan sarana dan prasarana PJOK. *Altius: Jurnal Ilmu Olahraga dan Kesehatan*, 9(2), 70–82. <https://doi.org/10.36706/altius.v9i2.12879>
- Nichols, G., Taylor, P., James, M., Holmes, K., King, L., & Garrett, R. (2020). *Volunteering in community sport*. Routledge.
- Northouse, P. G. (2021). *Leadership: Theory and practice* (9th ed.). SAGE Publications.
- Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2020). Thematic analysis: Striving to meet the trustworthiness criteria. *International Journal of Qualitative Methods*, 19, 1–13. <https://doi.org/10.1177/1609406920968125>

- Nugroho, A. (2022). Motivasi masyarakat dalam berpartisipasi pada kegiatan olahraga. *Jurnal Keolahragaan*, 10(2), 87–95.
- Prasetyo, D. (2022). Pembagian tugas dalam organisasi untuk meningkatkan kinerja tim. *Jurnal Manajemen*, 14(1), 23–31.
- Putra, R. (2023). Peran pemuda dalam kegiatan sosial masyarakat desa. *Jurnal Sosial Humaniora*, 9(1), 66–75.
- Rahman, A. (2022). Penerapan konsep SMART dalam perencanaan program. *Jurnal Manajemen Strategi*, 6(2), 77–85.
- Ratten, V. (2020). Sport entrepreneurship and innovation. *International Journal of Sports Marketing and Sponsorship*, 21(2), 241–256. <https://doi.org/10.1108/IJSMS-04-2019-0043>
- Sinaga, N. R., Anakampun, R., Sitompul, S. R., Nababan, D., & Simatupang, R. (2024). Pengaruh penerapan model pembelajaran game based learning terhadap minat belajar siswa. *Tri Tunggal: Jurnal Pendidikan Kristen dan Katolik*, 2(4), 45–56.
- Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson.
- Sari, M. (2021). Koordinasi organisasi dalam meningkatkan efektivitas kerja. *Jurnal Administrasi Negara*, 13(2), 98–106.
- Setiawan, B. (2023). Implementasi program olahraga masyarakat berbasis desa. *Jurnal Keolahragaan Indonesia*, 11(1), 45–54.
- Situmorang, C. V., et al. (2020). Partisipasi masyarakat dalam pembangunan desa. *Jurnal Ilmu Administrasi*, 17(2), 234–245. <https://doi.org/10.31113/jia.v17i2.574>
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Suryadi, D. (2023). Pengelolaan sarana dan prasarana olahraga di tingkat desa. *Jurnal Olahraga dan Kesehatan*, 7(2), 120–128.
- Suryani, E. (2022). Evaluasi program sebagai dasar pengambilan keputusan. *Jurnal Manajemen Pendidikan*, 9(1), 34–42.
- Tracy, S. J. (2020). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact* (2nd ed.). Wiley-Blackwell.
- Weinberg, R. S., & Gould, D. (2020). *Foundations of sport and exercise psychology* (7th ed.). Human Kinetics.
- Wicker, P., & Breuer, C. (2021). Sport participation and infrastructure. *European Sport Management Quarterly*, 21(1), 1–20. <https://doi.org/10.1080/16184742.2021.1876832>
- Wicker, P., & Breuer, C. (2021). Sport participation and well-being: Evidence from community sport. *European Sport Management Quarterly*, 21(1), 1–20. <https://doi.org/10.1080/16184742.2020.1715299>
- Yin, R. K. (2023). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.
- Yusuf, M. (2022). Koordinasi dan pengawasan dalam pelaksanaan program organisasi. *Jurnal Manajemen Publik*, 8(2), 59–68