

# The Effect of Mass Media on Achievement of Indonesian Badminton Athletes

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Abstract: Mass media and sports have reciprocal relationships and influence each other. There are an advantage and disadvantages can occur in the relationship between mass media and sports. The mass media is widely accepted by its customers, as it broadcasts sporting events. While sports have supporters and fanatical audiences, as he is preached by the mass media. This paper has a goal to find an answer from the question about the effect of mass media on achievement athlete's badminton Indonesia from the sport psychology side.

## 1 INTRODUCTION

Sport became the main orientation in life to attain an achievement. The only way to get the achievement is by follow competition and get a victory. But to build sporting achievement is not an easy thing, because it needs a system that is mutually sustainable between athletes, parents, coaches, organizations and government.

In order to attain the highest achievement there must be a good planning and systematic coaching efforts and the existence of mutual attachment to produce the highest performance athletes. Singgih D Gunarsa (1996) argues that: "The appearance of an athlete's peak involves three interrelated aspects in harmony, namely mental, emotional and physical." Therefore, to achieve high physical and mental state athletes must be in peak condition. It means that to face a competition, an athlete must have a mental readiness to deal with all the possibilities that might be occur in the game. Sudibyo setyobroto (1993) said that: "Mental readiness is a person's mental state where emotional sources are ready to perform tasks according to their ability."

Unfortunately, mental factors are often ignored by trainers. Although the problem of disharmony or environmental problems that are not conducive will have an impact on mental factors or psychological factors, where these mental factors affect the achievement of athletes. Ostrow's research shows that 80% -90% of success, especially among "elite"

athletes, will determine by the preparedness of mental/psychology of the athlete.

Theoretically, individual performance is influenced by the presence of others. Social influence occurs when an individual respond to the presence of others, because basically everyone is acting oriented towards others around they. Khalid Mehraj, Akhtar Neyaz Bhat, and Hakeem Rameez Mehraj (2014, 56 – 64) said that *Man is a social animal, he cannot live in isolation, so his actions affect not only him but society in general, society affects a man in so many ways* Not just the presence of the influential ones, but the opinions and behavior of others can also improve the quality of individual performance (that called social facilitation) or even reduce the performance (that called social impairment).

For examples the news that exist in the mass media like newspaper, news on television or report on internet. Such reports can have both positive and negative impacts for readers, from athletes themselves, coaches, administrators and even the general public. The impact of the news can be negative or positive depending on the content of the news and the perceptions of each reader who sees the content of a news from various points of view. There always be news in the media related to the match result of the badminton championship.

When Indonesian badminton athletes win a championship, the news in mass media is busy giving praise to the athlete. Vice versa, if Indonesian badminton athlete suffered defeat in a championship,

the news in mass media crowded provide criticism, blasphemy and even contempt against the athlete.

The rapid development in the field of communications technology has a great influence on the dissemination of information or ideas that will bring about social change in society through increasingly sophisticated and complex media and having more power than ever before. As Marshall McLuhan says in a mass communication book, "we live in a global village today, because modern mass media allows millions of people worldwide to communicate to almost every corner of the world".

Mass media refers to the results of modern technology products as channels in mass communication. The term 'mass media' provides an overview of communication that working on a range of scales, ranging from a limited scale to reaching and engaging everyone in society, on a broad scale. According to Joseph R. Dominick (2011, p.9), "mass media are the channels used for mass communication". Basically mass media divided into two categories, namely printed mass media and electronic media.

Mass media can shape and influence messages or information that was submitted, so that the media can change or strengthen opinions, attitudes and behaviors and even the media has become one of the socialization agencies in creating and forming attitudes, values, behaviors and perceptions about social reality. In communication process, messages in the mass media can exposure someone either directly or indirectly.

Donald K Robert says that, "the effects are just changes in human behavior after being exposure by mass media messages". Mass media focus on message, so the effect must be related to the message conveyed by the mass media. While Keith R. Stamm and John E. Bowes (1990) divide the effects of mass media into two, namely: "first, primary effects or affective effects (exposure, attention and understanding); second, secondary effects that include changes in cognitive level (change of knowledge and attitudes), and behavioral changes (accept and choose).

Mass media as a source of news, reviews or coverage of sporting event or championships could be a media of communication from journalist to the reader (such as community, coach or even the athletes themselves. News that published in mass media is informative, persuasive and perhaps instructive. So, article in mass media can be a source in efforts to develop psychological factors athletes by the coach or the athletes themselves directly. Because through sport and with the help of mass

media, athlete has a wide opportunity to develop their mental ability, gain recognition and increased popularity like celebrity, discover new friends, and all of that is bring an excitement and satisfaction for the athlete themselves.

Therefore, it can be said that the news in mass media is perceived to be disturbing so it has an opportunity to inhibit athlete to be able to provide optimal performance. And this is one of social influence that almost has to be faced by athletes, and unfortunately if the exercise program has been done very seriously should be useless because athletes couldn't cope with that social influence. Based on the above problems, it is necessary to find an answer about the effect of mass media on the achievement of Indonesian badminton athletes in order to restore the achievement of Indonesian badminton athletes to its glory era.

## 2 METHODS

The purpose of this study is to determine the effect of mass media on the achievement of Indonesian badminton athletes. Research method in this research was used an associative methodology with survey technique, while for data analysis in this research were used correlation and regression techniques. The data was collected at the National Training Center (PELATNAS) of Indonesian's Badminton.

The population used in this study was the Indonesian National Badminton Athlete which amount 64 people. The sample used is 49 people by using purposive sampling. The instrument research to know about the effect of mass media was used a questionnaire by using Likert scale. And for the instrument for the athlete achievement was used portfolio of the total score of the championship result during the beginning year of 2013 until the end year of 2015 that listed in badminton world federation's calendar.

## 3 RESULTS AND DISCUSSION

The results of this study can be seen from the general description of data distribution and frequency distribution in the following table:

Table 1: Descriptive Statistic of mass media and sport achievement of Indonesian Badminton Athlete.

Variabel	Mean	Median	Modus	Deviasi Standar
Mass Media (X1)	124.5	124	115	7.2
Sport Achievement (Y)	112.4	112	106	7.3

The following table (table 2 and table 3) was the frequency distribution from each variable's research:

Table 2: Frequency Distribution of Mass Media.

No	Interval class	Frequenc y	Relative Frequency (%)
1	114 - 117	10	20.41
2	118 - 121	10	20.41
3	122 - 125	9	18.37
4	126 - 129	7	14.29
5	130 - 133	6	12.24
6	134 - 137	5	10.20
7	138 - 141	2	4.08
Total		49	100

Table 3: Frequency Distribution of sport achievement of Indonesian Badminton Athlete.

No	Interval class	Frequency	Relative Frequency (%)
1	100 - 103	6	12.24
2	104 - 107	8	16.33
3	108 - 111	10	20.41
4	112 - 115	8	16.33
5	116 - 119	6	12.24
6	120 - 123	7	14.29
7	124 - 127	4	8.16
Total		49	100

The result of data analysis using regression shows that the regression equation formed is:  $= 30.43 + 0.66 X_1$ . And the result of data analysis that using correlation indicate that  $r_h$  value equal to 0.64 higher than  $r_t$  value equal to 0.23 with significance level of 0.05. This proves that the value of mass media affected the achievement of Indonesian badminton athletes. And the mass media

contribution to the achievement of Indonesian badminton athletes amounted to 40.96%.

The results of this study indicated that the achievement of an athlete is influenced by the exposure of mass media. Article in mass media is expected to affect the emotional state of the athlete to be quite passionate, that is, at a sufficient level of tension as has been pointed out in the previous section that sufficient tension can help the athlete reach the peak of his achievement. Because sufficient tension indicates arousal. And of course to get a peak performance, an athlete should have a good and positive arousal.

Reviews about the weakness of an athlete or a team, can reduce tension, because it can be seen that the opponent also has a weakness. For example, the news that review the weakness of an athlete or a squad so they can be defeated, will encourage another athlete or team that is being prepared, to be more motivated to train and get their best performance when they compete. Or coverage of an opponent's game pattern with all the specifics, can increase the confidence that he/she will be able to fight and win the games against opponents who have a pattern game like that.

## 4 CONCLUSIONS

The development of sports today cannot be separated from the mass media. There are positive and negative effect from the mass media that can affect the success of an athlete's performance. Because the success of sports growth is the result of media attention that has been done for a long time. The positive effect of mass media can provide information or description of one particular sport so that the sport became famous. But one of the negative effects, mass media can also make the sport is not advanced, when the news coverage in mass media not in line with the norms and values that existed in the sport. Therefore, a synergic relationship between the mass media and sports is required

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