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## Analysis and Revitalization of Traditional Sports Policy as a Means of National Development in Preserving National Culture

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**Abstract.** Traditional sports face the risk of extinction due to globalization and lack of policy attention. This study analyzes the role of government policies in the development and preservation of traditional sports as part of national development and cultural heritage protection. Using a qualitative approach, data were collected through in-depth interviews, observations, and documentation involving community representatives and relevant government stakeholders. NVIVO 12 Plus was used for thematic data analysis, including reduction, presentation, conclusion drawing, and verification. The findings show that policy support positively impacts cultural identity, youth participation, and public awareness. Key strategies identified include curriculum integration in schools, traditional sports festivals and competitions, digital transformation of games, and cultural diplomacy. Strong collaboration among government, schools, communities, and youth is essential for sustainability. This study contributes to the development of inclusive, culturally rooted sports policies and highlights the potential of traditional sports in character education and the creative economy. It enriches the discourse on collaborative governance for heritage protection and offers insights into effective cultural preservation through sport. Continuous commitment is required to ensure that traditional sports not only survive but thrive as living traditions and national assets.

**Keywords:** Analysis; Revitalization; Traditional Sports Policy; National Development; Preservation of National Culture



## INTRODUCTION

Traditional sports are an important part of local culture that reflect the wisdom of the community (Rahadian and Suryakencana 2020) (Setiwan and Setiabudi 2020). However, with the passage of time and the advent of technology, many traditional sports are beginning to be forgotten by the younger generation, making it necessary to make efforts to preserve them (Saura and Zimmermann 2021) (Zhou and Wang 2024) (Jaekel 2017). Traditional sports are an integral part of a nation's cultural heritage (Maryuni and Nasrulloh 2022). In Indonesia, for example, there are various types of traditional sports that have existed for hundreds of years, such as: mardideng, pocca piring, rondang bintang, jembatan tapanuli, marsigala, marsukkil, marsir, marsitekka, marbatu bulu, margejak, and so on (Simamora and Sibarani 2022). These sports not only serve as a means of recreation, but also as a medium to strengthen cultural identity and teach moral values to the younger generation (Olahraga et al. n.d.). However, with globalization and modernization, the existence of traditional sports faces various challenges that threaten their preservation (Lidström, Svanberg, and Ståhlberg 2022) (Marchibayeva 2016). One of the main problems faced is the lack of attention and support from the government in the form of concrete policies.

These policies are often not well integrated into the national education and sports development systems (Segoviana 2019) (Palangkara n.d.). This results in traditional sports not being given a proper place in the education curriculum, so that the younger generation is less familiar with and appreciative of their cultural heritage (Radziejowski et al. 2022). In addition, the lack of promotion and socialization of traditional sports is also an obstacle (Nofrizal et al. 2023). As a result, public interest, especially among the younger generation, in traditional sports is declining (Mega, Baitul, and Arif 2018) (Bakti et al. 2024) (Damayanti and Tiaraningrum 2023). Without serious efforts to promote and develop traditional sports, the potential to strengthen cultural identity is lost (Triardhana et al. 2024).

On the other hand, traditional sports are also often marginalized in terms of funding and facilities. Many communities want to develop traditional sports in their areas, but are constrained by a lack of adequate resources and infrastructure (Meurandeh and Langsa 2018) (Safari 2010). Existing policies often focus more on modern sports that are considered more popular and commercially profitable (Nofrizal, Sari, et al. 2024)

(Indonesia and Indonesia 2021). This creates inequality in sports development, where traditional sports that are rich in cultural values are neglected (Chen 2022). Against this backdrop, it is important to formulate more inclusive and sustainable policies for the development of traditional sports (Zhang 2017). In addition, there is a need for programs that educate the public about the importance of traditional sports as part of cultural identity and health (Riau n.d.). Through appropriate policies, it is hoped that traditional sports can not only be preserved, but also contribute to the social and cultural development of society (Nofrizal, Lubis, et al. 2024). Thus, traditional sports can become a bridge connecting past and future generations, as well as strengthening a sense of community and national identity.

### **Problem Formulation**

1. What is the Indonesian government's policy on preserving and developing traditional sports amid the growth of modern sports?
2. What efforts is the government making to increase public participation in traditional sports, especially among the younger generation?
3. To what extent does the government provide funding or logistical support for traditional sporting events at the national or international level?
4. What is the Indonesian government's policy on promoting traditional sports as part of the nation's cultural heritage and identity?
5. What challenges does the government face in integrating traditional sports into the education system or school curriculum in Indonesia?
6. How does the government regulate the protection of copyright or intellectual property related to traditional sports that have existed for a long time?
7. What are the government's policies regarding the organization of traditional sports festivals or competitions as a means of popularizing local culture?
8. How does the government collaborate with communities or community organizations in the preservation and development of traditional sports?
9. What are the government's strategies to ensure that traditional sports remain relevant amid rapid technological developments and globalization?
10. What is the role of the government in maintaining the diversity of traditional sports in various regions of Indonesia?

**Table 1.** GAP Analysis

<b>Article Title</b>	<b>Research Results</b>	<b>Desired conditions</b>
Introduction to Traditional Games to Preserve Indonesian Culture (Damayanti and Tiaraningrum 2023)	Low public awareness of traditional sports. Traditional sports have not been integrated into the curriculum.	High awareness of traditional sports. Traditional sports are an integral part of the education curriculum.
National sports policy towards Indonesia Emas (Golden Indonesia) in 2045(Amali 2022)	There are indications of several initiatives regarding traditional sports policy, but they are not evenly distributed. There are several Traditional Sports Programs, but they are inconsistent.	Policies regarding traditional sports must be well received by the community. Traditional sports must run smoothly.
The Role of Educational Traditional Games in Contributing to Character Building and National Identity (Psikologi 2006)	The need for stronger policy support for adequate facilities for education	Strong policies on traditional sports will increase community participation. Build and improve facilities for traditional sports in various regions.

## **METHOD**

It was explained that in conducting research activities, researchers used a qualitative approach (Metodologi 2023) (Safarudin, Kustati, and Sepriyanti 2023). This method was chosen because research on traditional sports policy requires more in-depth research (Waruwu et al. 2023) (Teknologi et al. 2025). Triangulation is a method used in the process of determining the validity of qualitative research data (Abdullah 2024). This method involves analyzing evidence collected from various data sources and using it to construct a comprehensive explanation for the theme (Wiraguna and Widjaja 2024) (Humaniora 2005). Data collection was carried out using face-to-face interviews with respondents for approximately 50 minutes (Fiantika et al. n.d.). The interview grid or guide used was based on the development of sustainable traditional sports, eight questions relevant to government policy support, five questions related to stakeholder support, and ten questions for approval from the traditional sports activist community. The respondents in this study were the government (n=4) and stakeholders (n=2),

traditional sports activists (n=2). The participants gave their consent before data collection. To facilitate the analysis of interview data, the researcher assigned codes A (Community/Traditional Leaders), B (Youth/Students), and C (Government). The number 1 indicates the order of participants, namely A1 to A7 and B1 to B3

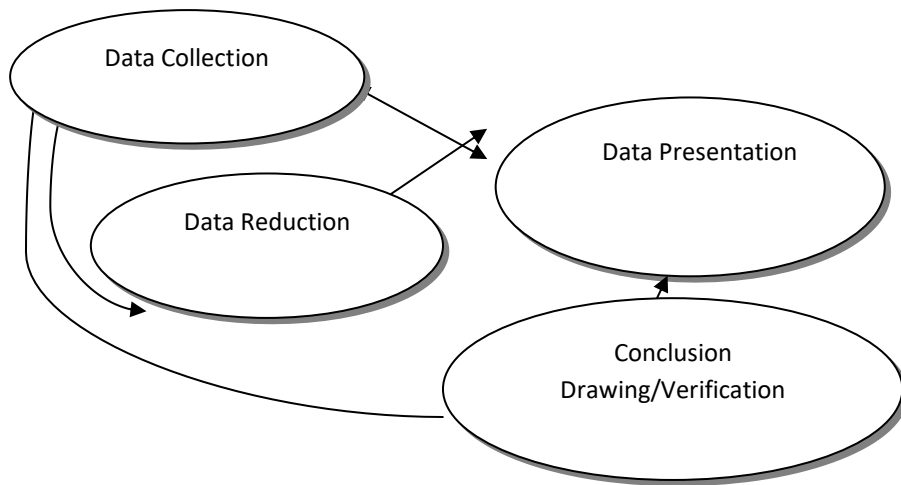
**Table 2.** Respondent Characteristics

Participant	Frequency n=8	%
Community/Traditional Leaders	2	40 %
Youth/Students	2	30 %
Government	4	30 %
Gender		
Male	4	70 %
Female	4	30 %
Education		
Bachelor's Degree	5	60 %
No Bachelor's Degree	3	40 %

During this stage of the research process, researchers will be responsible for analyzing qualitative data (Subhaktiyasa 2024) (Syahrizal and Jailani 2023). Examining all accessible data from various sources, such as interviews, observations recorded in field notes, personal documents, official documents, and so on, is the first step in the process of analyzing the collected data.

### **Data Analysis Technique**

During this stage of the research process, researchers will be responsible for analyzing qualitative data. Reviewing all data that can be accessed from various sources, such as interviews, observations that have been written in field notes, personal documents, official documents, and so on, is the first step in the process of analyzing the collected data. After reading, studying, and reviewing what has been studied, the next stage is to organize the data into units, classify them, and ensure their accuracy before stepping on processing all data and arriving at research conclusions. The interactive model is used as a foundation in the data analysis carried out. this paradigm for analyzing data consists of four interconnected components, as follows: data collection, data reduction, data presentation, and conclusion drawing and verification.



**Figure 1.** Miles and Hubberman Data Analysis Cycle

## **RESULT AND DISCUSSION**

### **RESULT**

#### ***Community***

*“...The Government of Indonesia, through the Ministry of Youth and Sports, has several strategic policies to preserve and promote traditional sports. One of its main policies is integrating traditional sports into educational and sports activities at both regional and national levels. For example, through the Traditional Sports Festival program, which is held annually across various provinces. In addition, we also collaborate with the Ministry of Education so that traditional sports can be taught in schools, either as part of physical education classes or extracurricular activities. This is important to ensure that younger generations continue to recognize and preserve the cultural heritage of their ancestors.” (A1, 1-2)*

*“...The government, through the Ministry of Youth and Sports, has made various efforts to increase public participation, especially among young people, in traditional sports. First, we regularly organize the Traditional Sports Festival in different regions, from village to national level. This festival serves not only as a competition, but also as a platform for education and cultural promotion.” (A2, 1-2)*

*“...The government, particularly through the Ministry of Youth and Sports, plays a very active role in providing funding and logistical support for the organization of*

*traditional sports events. We allocate a specific annual budget to support these activities, whether in the form of festivals, competitions, or exhibitions. For national-level events such as the National Traditional Sports Festival, the government provides funding for operational needs, including game equipment, participant meals, referee training, and transportation for participants from different regions.*

*We also collaborate with local governments to ensure smooth implementation and local support. At the international level, although still limited, we continue to provide support whenever there is an opportunity to introduce Indonesian traditional sports abroad, such as during international cultural events or cultural exchanges. This support usually comes in the form of costumes, equipment, team transportation, and training for representatives.*

*We also encourage collaboration with the private sector and communities through co-funding schemes, so that activities can reach a wider audience. Our hope is that, with sufficient support, traditional sports will become more widely known and loved by the public, as well as serve as a means of promoting national culture on the global stage...”*

*The government has also worked with schools to teach traditional sports as part of extracurricular programs and physical education classes. The goal is to ensure that the younger generation does not only engage with modern sports but also takes pride in their local culture. We provide teaching modules and interactive videos to help teachers and students learn the games more easily. (A4, 1-2)*

*The main challenges we face are quite complex. First, many schools still lack a comprehensive understanding of the importance of traditional sports as part of cultural heritage. Many still perceive them merely as old-fashioned games, rather than an essential part of education. (A5, 1-2)*

*The government, through the Directorate General of Intellectual Property, has a special mechanism to protect communal intellectual property, including traditional sports. Since traditional sports are a collective cultural heritage passed down through generations, their protection is not individual like copyright, but collective, on behalf of the community or the region of origin. (A6, 1-2)*

*Community involvement, especially among young people, is our main focus. Through festivals and competitions, we aim to revive traditional sports that are starting*

*to be forgotten. We also collaborate with schools, art and cultural communities, as well as social media platforms, to attract young people's attention and participation so that they feel proud of and connected to this cultural heritage. (A7, 1-2)*

*The government greatly values the role of communities and civic organizations as the front line in preserving traditional sports. Therefore, we actively build strategic partnerships with various local communities, associations, and cultural organizations across Indonesia. Forms of collaboration include technical assistance and training, provision of facilities and traditional sports equipment, and funding support for their activities. We also facilitate communities in organizing festivals, competitions, or workshops on traditional sports. In addition, we involve communities in program and policy design to ensure they are aligned with field needs. (A8, 1-2)*

*We utilize digital platforms and social media to introduce and popularize traditional sports among the younger generation. For example, through tutorial videos, online competitions, and creative campaigns on digital media, traditional sports can be enjoyed and learned more widely. Second, we promote the integration of traditional sports into both formal and non-formal education, so that children and adolescents gain direct experience and deeper understanding of the cultural values embedded in these sports. Third, we organize festivals and traditional sports competitions in modern and engaging formats, making them attractive to the broader public, including at the international level. (A9, 1-2)*

*The government is strongly committed to safeguarding the diversity of traditional sports, which are an important part of Indonesia's cultural heritage. We make various efforts to ensure that traditional sports from Sabang to Merauke remain vibrant and continue to grow. We conduct data collection and documentation of traditional sports across all regions, provide funding and facilities to traditional sports communities, and organize training and workshops for coaches and trainers at the local level. (A10, 1-2)*

### **Student/Youth**

*"...We are also working on the digitalization of traditional sports documentation—in the form of videos, guidebooks, and mobile applications—so that the public can more easily access information about the various types of traditional sports across different regions. Amidst the popularity of modern sports, we do not want traditional sports to be marginalized. Therefore, the government encourages*

*collaboration between traditional sports communities, the private sector, and the media to promote traditional sports to the wider public, including through social media and competitions designed to attract young people. We believe that traditional sports are not only about physical activity but also about cultural values, togetherness, and local wisdom that must be preserved.” (B1, 3-4)*

*“We encourage the integration of traditional sports into school activities. We collaborate with the Ministry of Education so that sports such as egrang, gobak sodor, and bentengan can be played in extracurricular programs. This is important to introduce traditional sports from an early age.” (B2, 3-4)*

*“We collaborate with local governments, youth and sports offices, as well as local communities to organize similar events at the provincial or district/city level. The central government usually provides support in the form of stimulus funding, logistical assistance, and technical training for local committees to ensure that events meet established standards...” (B3, 3-4)*

*“Through cultural diplomacy, we take advantage of international events such as ASEAN cultural festivals or student exchange programs to introduce Indonesian traditional sports to the world. The government also supports Indonesian delegations who wish to showcase traditional sports abroad, as these events serve as platforms to build a positive image of the nation.” (B4, 3-4)*

*“Many schools, especially in urban areas, lack adequate open space to play certain types of traditional sports. In addition, traditional game equipment such as bakiak or egrang is not always available. To address this, we provide assistance by distributing equipment to schools and developing simple guides to help adapt the games to school conditions.” (B5, 3-4)*

*“Regional governments, indigenous communities, or cultural institutions can apply for communal intellectual property (CIP) registration with the Directorate General of Intellectual Property. They must include descriptions, historical documentation, origins, and the format of the traditional sport. Once verified, the CIP will be included in the national database of communal intellectual property, which is currently being integrated into the national digital database.” (B6, 3-4)*

*“We promote competitions as a way to enhance both the quality and public interest in traditional sports. These competitions are not only local but also national in*

*scope, with increasingly higher standards of organization. In recent years, we have also facilitated inter-provincial competitions to strengthen unity and broaden the reach of promotion.” (B7, 3-4)*

*“The greatest challenge is maintaining communication and synergy between the government and communities scattered across vast and culturally diverse regions. However, we continue to address this by strengthening networks and using technology to improve coordination.” (B8, 3-4)*

*“I think the government also needs to integrate traditional sports into schools, both as part of lessons and extracurricular activities. If children get used to them from an early age, they will surely care more and feel proud of their own culture. Festivals and competitions are also very important, but they must be presented with a modern and appealing concept so that young people are interested in joining. For example, events should be fun, with entertainment and creative promotion through social media.” (B9, 3-4)*

*“In my opinion, the government plays an important role in preserving the diversity of traditional sports by giving attention and support to every region. Indonesia is very rich in traditional sports, so the government must ensure that all regions receive adequate facilities and preservation programs. For example, providing funding and facilities to traditional sports communities in the regions, and organizing training for coaches and instructors so that traditional sports continue to develop and are not lost. I also think the government should integrate traditional sports into schools and universities, as well as utilize social media and digital technology to promote traditional sports in an engaging and contemporary way.” (B10, 3-4)*

#### **Traditional Leaders/Government**

*“...The government is also developing digital documentation of various traditional sports, whether through videos, guidebooks, or online applications. The goal is to make it easier for younger generations to access information and learn how to play traditional sports from any region in Indonesia. Our hope is that traditional sports will remain alive and become part of Indonesia’s cultural identity. They should not only be preserved but also developed into a source of national pride, and even introduced on the international stage.” (C1, 5-6)*

*“We also collaborate with local communities, artists, and young influencers to revive traditional sports through social media. Digital campaigns such as short videos, traditional sports challenges, and creative content competitions have proven effective in attracting the interest of young people. In addition, we have created guidebooks and interactive digital materials on how to play and the history of traditional sports. These are already being accessed by schools and communities across various regions. In essence, the government is not only focused on preservation, but also on making traditional sports part of a healthy and enjoyable lifestyle for society, particularly children and teenagers.” (C2, 5-6)*

*“The government, particularly through the Ministry of Youth and Sports, plays a key role in supporting the organization of traditional sports events. At the national level, we routinely allocate budgets for activities such as the National Traditional Sports Festival, which involves participants from various provinces. We provide support in the form of funding, game equipment, participant transportation, as well as technical assistance such as referees and trainers.” (C3, 5-6)*

*“Thank you also for this opportunity. The government views traditional sports as an important part of intangible cultural heritage that must be safeguarded. Therefore, we have policies to ensure that traditional sports are not only recreational activities, but also symbols of culture and national identity. One of our main policies is to include traditional sports in various cultural promotion programs, both at national and international levels.” (C4, 5-6)*

*“...within the Merdeka Belajar (Freedom to Learn) curriculum, which gives schools the flexibility to incorporate local wisdom. However, its implementation is still uneven. For this reason, we continue to encourage traditional sports to become part of mandatory extracurricular activities or as projects to strengthen the Pancasila student profile. We are also preparing traditional sports learning modules that can be used at all levels of education. In addition, we are strengthening cross-ministerial and local government cooperation, as well as involving local cultural communities to help teach traditional sports in schools.” (C5, 5-6)*

*“We hope that more regions and communities will become aware of the importance of protecting their cultural heritage, including traditional sports. This is not only a matter of legality, but also of recognizing cultural identity. With proper protection,*

*we can preserve ancestral heritage and develop it sustainably, even turning it into a promising creative economy potential.” (C6, 5-6)*

*“The government, through the Ministry of Youth and Sports, indeed has clear policies in supporting the organization of traditional sports festivals and competitions. We see these activities as effective means to preserve and popularize local culture to the wider public, especially young generations. We regularly hold the National Traditional Sports Festival, which brings together traditional sports communities from across Indonesia. The government provides support in the form of funding, logistical facilitation, and event promotion through national and regional media. In addition, we encourage local governments to organize similar festivals with technical support from the central government.” (C7, 5-6)*

*“The government greatly appreciates the role of communities and civic organizations as the spearhead of traditional sports preservation. We build partnerships through various programs, such as training, technical assistance, and providing facilities and financial support for their activities. We also collaborate with local communities to organize traditional sports festivals in various regions. Furthermore, we support civic organizations in developing training modules and documenting traditional games so that they can be more widely taught, including in schools.” (C8, 5-6)*

*“I think the government should be more active in promoting traditional sports through media that are easily accessible to the public today, such as television, the internet, and social media. This way, young people and the general public can learn about and be interested in traditional sports. I also hope the government supports training and development programs in villages, so that traditional sports are not only a form of entertainment but can continue to grow and be passed down to future generations. In addition, when there are traditional sports festivals or competitions in villages, the government can provide assistance to make these events livelier and more festive. This is very important. If children are introduced to traditional sports from an early age, they will love their own culture more, and these sports will remain alive. Schools should be supported by the government to teach traditional sports.” (C9, 5-6)*

*“We work closely with local governments and community organizations so that preservation programs can be carried out in line with the needs and potential of each*

region. In addition, we organize traditional sports festivals that showcase the cultural diversity of various regions.” (C10, 5-6)



**Figure 2.** Mind Map of Qualitative Data on Traditional Sports Policy

**Table 3.** Summary of Interview Results

Category	Main Themes	Summary of Statements
Community (A1–A10)	Policy & Integration	The government, through the Ministry of Youth and Sports (Kemenpora), integrates traditional sports into education (extracurricular & physical education classes). Regular Traditional Sports Festivals are held annually across provinces.
	Public Participation	Focus on increasing youth involvement through festivals, competitions, and collaboration with schools, art, and cultural communities.
	Funding & Logistics Support	Annual budget allocation for festivals, competitions, training for referees/coaches, equipment, and participant transportation. Collaboration

Category	Main Themes	Summary of Statements
<b>Students/Youth (B1–B10)</b>	Challenges	with local governments and private sector (co-funding). Many schools still perceive traditional sports as “old games” rather than valuable cultural heritage.
	Legal Protection	Traditional sports are protected under Communal Intellectual Property (CIP) mechanisms, not individual copyright.
	Digitalization & Promotion	Use of social media, online competitions, tutorial videos, and creative campaigns to attract youth interest.
	Community Role	Local communities are considered the front line of preservation; the government provides training, facilities, funding, and involves them in policy-making.
	Digitalization & Access	Digital documentation (videos, guidebooks, apps) makes traditional sports information more accessible.
	School Integration	Traditional sports (e.g., egrang, gobak sodor, bentengan) are introduced in extracurricular activities and PE lessons.
	Events & Competitions	Competitions are organized from local to national levels, serving as platforms for unity and cultural promotion.
	International Promotion	Cultural diplomacy through ASEAN festivals, student exchanges, and showcasing Indonesian traditional sports abroad.
<b>Traditional Leaders / Government (C1–C10)</b>	Challenges	Limited open spaces in urban schools, lack of equipment, and difficulty maintaining coordination between government and communities.
	Government Role	Expected to provide facilities, training, and funding, while using social media and digital technology to make traditional sports more appealing to youth.
<b>Traditional Leaders / Government (C1–C10)</b>	Digitalization & Education	Development of digital resources (videos, apps, interactive materials, guidebooks) to teach and preserve

Category	Main Themes	Summary of Statements
		traditional sports for younger generations.
	Media & Promotion	Campaigns via social media, influencers, creative content competitions, television, and cultural festivals.
	National & Local Events	Regular National Traditional Sports Festivals with government support in funding, logistics, transportation, coaches, and referees.
	Policy & Curriculum	Traditional sports included in the Merdeka Belajar (Freedom to Learn) Curriculum, especially in extracurricular activities and Pancasila Student Profile projects.
	Cultural Protection	Promoting Communal Intellectual Property (CIP) registration to safeguard cultural heritage and develop creative economy potential.
	Community Collaboration	Partnerships with local communities for training, technical assistance, facilities, funding, and curriculum materials.
	Challenges & Aspirations	Uneven school implementation, need for stronger promotion, and support for rural areas to ensure traditional sports remain alive and passed down.

## DISCUSSION

Policy is a set of concepts and principles that form the outline and basis for the implementation of a task, leadership, and course of action (Government/Organization), a statement of ideals, objectives, principles, or intentions as guidelines for management in achieving goals or objectives. Policy is “the allocation of values to society as a whole.” Sports policy is positioned as an effort to motivate and facilitate people of all ages to enjoy sports and make sports a lifestyle. Sports must be viewed as both a goal and an asset for development. In order to enhance the culture of sports as part of the process and achievement of national development goals, the existence and role of sports in social, national, and state life must be given equal status with other development sectors, especially to improve health, fitness, social interaction, and the welfare of individuals,

groups, or society in general in a planned and systematic manner. In sports development, the main results that have been achieved are the formulation of a policy concept that supports the development of national sports and guidelines for sports coaching and physical fitness mechanisms; and the drafting of a Sports Bill to support the development of national sports, and the compilation of a Sport Development Index (SDI). In addition, to improve talent scouting and sports breeding efforts, sports coaching has been implemented among students, including students with disabilities, sports organizations and community sports (traditional games and sports), and there has been an increase in the number of coaches, researchers, practitioners, and sports technicians who have undergone education and training in accordance with competency standards, as well as an increase in the number and quality of sports talents.

The problems and challenges of the youth and sports development program are weak human resources in the field of talent scouting, weak sports management, insufficient efforts in talent development, declining coaching and lack of proper and correct application and utilization of science and technology in sports, lack of public facilities and infrastructure for sports, resulting in people being reluctant to exercise, lack of sports competitions at both the national and regional levels, low levels of education among young people, and lack of public spaces for young people to express themselves. Planning in sports development is the first step in providing sports facilities and infrastructure. Ideally, planning should involve all components of the sports community so that all aspirations and needs can be realized properly and in accordance with the main objectives, which are to promote sports and encourage the community to participate in sports, with the results being competitive sports, educational sports, and recreational sports. The most important thing is to take concrete steps to implement all the plans that have been made. Without implementation, a good plan is merely a concept without realization. Given the importance of planning, special attention must be given to the allocation of budgets for sports.

## **CONCLUSION**

The planning of work programs for sports administration policies, particularly those related to traditional sports and games, has been running well. This is evidenced by Local Regulation No. 11 of 2017, which states that traditional sports are an integral part

of the sports administration system. Unfortunately, this regulation still has weaknesses, particularly in relation to funding issues, so that its implementation is still less than optimal. The implementation of the work program for traditional sports and games is still far from optimal due to limited funding and low intensity of socialization of traditional sports and games at the provincial and regency levels, as well as events and festivals that are only held once a year, resulting in the low existence of traditional sports and games, especially among children and adolescents.

The supervision and evaluation of the work program for traditional sports and games can be said to be in line with expectations. This is supported by the attention given by the Riau province in facilitating participants who have the potential to take part in events and festivals at the regional, provincial, and national levels. However, unfortunately, at the national level, the support provided is still far from optimal because participants who become champions at the national level are only given trophies or medals and certificates of appreciation. This is very disproportionate to what the provincial government does, which is to always provide rewards or cash prizes that are considered sufficient to satisfy the participants who win. Research results show that the preservation of traditional sports in Indonesia has received serious attention from various parties, especially the government through the Ministry of Youth and Sports, but also involving schools, communities, and the younger generation.

#### 1. Government Policies and Support

The government has a number of strategic policies, such as organizing the National Traditional Sports Festival, providing financial and logistical support, providing learning modules, and digital documentation. Legal protection is also provided through the Communal Intellectual Property mechanism so that traditional sports are recognized as shared heritage and protected from claims by other parties.

#### 2. Integration into Education

Significant efforts have been made to integrate traditional sports into schools, both as part of physical education classes and extracurricular activities. Through the Merdeka Belajar (Freedom to Learn) program, schools are encouraged to make traditional sports part of a curriculum based on local wisdom. However, challenges remain, such as limited facilities, open spaces, and understanding on the part of schools.

#### 3. The Role of Young People and Communities

Young people are seen as the key to preserving traditional sports. Therefore, festivals, competitions, and contests are packaged with modern concepts and promoted through social media to make them more attractive. Local communities are also considered to be at the forefront, so the government provides support in the form of training, facilities, and funding for their activities.

#### 4. Digitalization and Global Promotion

Digital documentation in the form of videos, applications, and guidebooks is an important strategy for introducing traditional sports more widely. Social media, creative campaigns, and international cultural diplomacy are also utilized to introduce Indonesian traditional sports to the global stage.

#### 5. Challenges Faced

Some of the main challenges are limited facilities, a lack of understanding in schools, the perception that traditional sports are outdated, and the difficulty of coordinating between parties in a vast and diverse region.

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