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The Role of Stok Bina Guna Students in Socializing the Physical Education Study Program for Progress Sport in Medan City 2025

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ABSTRACT

Purpose of the study: Activity devotion public This aim for increase understanding Medan City community about the role of the Physical Education Study Program in coaching exercise, improve interest generation young to education physical and sports, as well as build synergy between college tall sport with sports stakeholders in Medan City to support progress performance sport area.

Materials and methods: Activity implemented through approach participatory with involving students of the Physical Education, Health and Recreation Study Program, STOK Bina Guna as agent socialization. The method used covering socialization interactive in schools middle, clinic sports, coaching workshops coach young, and collaboration with KONI Medan City. Activities implemented during sixmonth from March to August 2025, with involving 15 schools medium and 250 participants from circles students, teachers, and coaches young.

Results: Activity socialization succeed increase understanding participant about importance education physical by 78% based on pre-test and post-test results. A total of 142 students state interest for continue education to field sports, and intertwined cooperation with 8 clubs sport local for coaching programs sustainable. STOK Bina Guna students also succeeded identified 67 seeds athlete recommended potential for coaching continued.

Conclusions: STOK Bina Guna students have role strategic in socialization of the Physical Education Study Program and contributing significant to progress sports in Medan City. Activities This prove that collaboration between college tall sports, schools, and organizations sport local can become an effective model for increase quality coaching sport Regional. Program sustainability is needed with regular support from local governments and relevant stakeholders.

Keywords

physical education; sports socialization; athlete development; students, stok bina guna; medan city.

INTRODUCTION

Coaching sport achievements in Indonesia, especially at the level area, facing various challenge complex that requires attention Serious from various parties. Medan City as Mother city North Sumatra Province has potential big in development sports, with population more from 2.4 million soul and infrastructure continuous sports develop post implementation of the XX PON in 2024 (Central Statistics Agency of Medan City, 2024). However, the potential This Not yet optimized in a way maximum for produce athletes achieve at the level national and international.

Data from Committee The Indonesian National Sports Committee (KONI) of Medan City in 2025 shows that although there are 350 athletes fostered from 48 branches sports, system structured and sustainable development Still become constraint main (Fachrizal, 2025). Test results physical and health tests carried out by KONI Medan in July 2025 revealed that 43% of athletes fostered own level fitness below expected standards for athlete level province. Conditions This indicates existence gap in system necessary coaching quick handled.

Other problems faced is lack of understanding society, especially generation young, about importance education physical and sports in development character as well as prospects career in the field sports. Survey results the initial steps taken by the team STOK Bina Guna's service in February 2025 for 200 students school middle class in Medan City shows that only 34% of respondents understand difference between sport recreation and sports achievements, as well as only 18% know about the study program education physical education at college high. Low understanding This impact on at least generation young people who are interested delve into field sport in a way professiona, even though Indonesia needs more Lots power expert in the field sports like education teachers physical, trainer licensed, and sports scientist.

Limitations power coach quality also becomes issue crucial. Data from the Medan City Youth and Sports Service (2025) noted that of the 127 coaches registered in various branch sports, only 41% have certification coach level national, and less of the 15% who have understanding about sports science. Conditions This in line with findings Harahap (2023) stated that that application of sports science in coaching athletes in Medan City are still very limited, even though method This proven effective in increase performance sport.

Policy efficiency the budget applied the government in 2025 will add complexity problem coaching sports (Ministry of Youth

and Sports, 2025) . budget up to 40% impact on reducing the centralization program exercise national and coercive organization sport area For more creative in look for solution alternativ . Situation This demand role active college tall sport for contribute in coaching sport area through sustainable and resource - based programs Power local.

Urgency Activity

Face various challenge said, the role college tall sport like Bina Guna College of Sports and Health (STOK) has become very strategic. As the only one college tall sport private university in Medan which has a Physical Education, Health and Recreation (PJKR) and Physical Education Science Study Program Sports (IKOR), STOK Bina Guna has not quite enough moral and academic responsibility for contribute in development sports in Medan City.

Student as generation young people who are go through education in the field sport own position unique as bridge between the academic world and society. They own knowledge theoretical about education physical and sports, but also understand condition real in the field. Through activity structured socialization, students can play a role as agent educational change society, especially generation young, about importance education physical and sports in development character nation.

Activity Socialization of the Physical Education Study Program is also urgent done For responding to the target of Medan City as preparation facing the Sports Week North Sumatra Province (Porprovsu) in 2026. Success in North Sumatra Provincial Sports Week need coaching athlete since age systematic and sustainable youth, as well as support ecosystem strong sport including availability of education teachers physical and trainer quality.

In addition, activities This in line with Constitution Number 11 of 2022 concerning Sports that mandate government area for organize, develop and develop sports in the region. Involvement college tall in devotion public field sport is implementation from the Tri Dharma of Higher Education which is not only focus on education and research, but also service to public.

Activity Objectives

Based on problems and urgency that have been described, activities devotion public This own objective as following:

1. Increase understanding the people of Medan City, in particular student school medium, about importance education physical and sports in development character as well as prospects career in the field sports.
2. Socializing the Physical Education, Health and Recreation Study Program of STOK Bina Guna as receptacle education high yielding power professional in the field sport.
3. Identify and provide mentoring beginning to seeds athlete potential in schools For Then recommended to club or organization sport related.
4. Build network Work The same between STOK Bina Guna and schools, clubs sports, and KONI Medan City for create ecosystem coaching sustainable sport.
5. Give experience practical to STOK Bina Guna students in apply knowledge that has been studied as well as develop soft skills such as communication, leadership, and management activity.

Contribute in improvement quality coaching sports in Medan City through knowledge transfer about method coaching modern sports based on sports science.

IMPLEMENTATION METHOD

Identification of Activity Partners

Activity devotion public This involving various partners strategic for ensure effectiveness and sustainability of the program. Key partners activity is Committee Indonesian National Sports Committee (KONI) Medan City as institution that fosters sport achievements at the level city. Collaboration with KONI Medan provides legitimacy and access to ecosystem sport city, including athlete data development and needs necessary coaching.

Second partner are 15 schools medium top (high schools and vocational schools) in the selected Medan City based on representation geography and extracurricular program activity sports. The schools involved including: State Senior High School 1 Medan, State Senior High School 4 Medan, State Senior High School 8 Medan, Methodist Senior High School 2 Medan, State Vocational School 2 Medan, and 10 other schools others spread across 13 sub-districts in Medan City.

In addition, activities this is also a collaboration with 8 clubs sport local fostering various branch sport priority like badminton, athletics, swimming, soccer, and basketball. Clubs This become partners for advanced programs for seeds identified athletes during activity socialization.

Medan City Youth and Sports Service is also involved as partners who provide support regulation and facilitation coordination with public schools. Involvement Youth and Sports Agency ensure activity This in line with coaching program sport government area.

Location and Time of Implementation

Activity devotion public This implemented in the Medan City area, North Sumatra Province, with location main in 15 schools middle class spread across various sub-districts. Some activity central such as trainer workshops young and meeting coordination held at the STOK Bina Guna campus located at Jalan Aluminium Raya No. 77, Tanjung Mulia, Medan.

The implementation of the activity will last for six months, from March to August 2025, with the following detailed stages:

1. March 2025: Preparation and coordination with partners
2. April-June 2025: Implementation of socialization in schools
3. July 2025: Young coach development workshop and sports clinic
4. August 2025: Program evaluation and preparation recommendation

Election time implementation consider calendar academic school and momentum ahead of the Medan City Sports Week (Porkot) XV which will be held in mid-2020 2025. This is allows results identification seeds athlete can quick followed up For

preparation competition.

Methods and Approaches

Activity devotion public This use approach participatory and collaborative involving student as perpetrator main activity with guidance lecturer mentor. The method used designed for reach objective activity in a way comprehensive through socialization Interactive. The socialization method used a dialogic and interactive approach, not just a one-way presentation. Students presented material on the importance of physical education, career prospects in sports, and study programs available at STOK Bina Guna. The session continued with a discussion, Q&A, and educational games to increase participant understanding and enthusiasm.

Activity Stages

The implementation of this community service activity is carried out through the following systematic stages:

Table 1. Systematic Stages of Community Service Activity Implementation (2025)

Stage	Execution Time	Activity
Stage 1: Preparation	March 2025	<ul style="list-style-type: none"> Formation of the implementation team consisting of 30 STOK Bina Guna students from the PJKR and IKOR Study Programs Coordination with partners to determine the schedule and location Preparation of socialization materials, assessment instruments, and workshop modules Training students on effective socialization techniques, motor skill assessment, and activity management Preparation of evaluation instruments (pre-test and post-test) to measure activity effectiveness
Stage 2: Implementation of Socialization in Schools	April–June 2025	<ul style="list-style-type: none"> Each school is visited by a team of 2–3 students for 3–4 hours Implementation of pre-test to measure students' initial understanding Interactive socialization covering: physical education concepts, differences between recreational and achievement sports, career prospects in sports, and introduction to STOK Bina Guna Sports clinic including basic motor skills assessment Identification of students with potential to be developed as athletes Implementation of post-test to measure improvement in understanding Distribution of STOK Bina Guna brochures and merchandise
Stage 3: Young Coach Workshop	July 2025	<ul style="list-style-type: none"> Two-day workshop (16 training hours) Materials: principles of sports training, introduction to sports science, training periodization, sports nutrition, injury prevention, and sports psychology Practice in designing training programs for young athletes Speakers: STOK Bina Guna lecturers and experienced sports practitioners Participants: 45 sports teachers and young coaches from partner schools and clubs
Stage 4: Coordination with KONI and Sports Clubs	July–August 2025	<ul style="list-style-type: none"> Preparation of a database of identified potential athletes Coordination meeting with KONI Medan City to present identification results Connecting potential athletes with appropriate sports clubs Facilitating advanced try-outs or athlete selection
Stage 5: Monitoring, Evaluation, and Reporting	August 2025	<ul style="list-style-type: none"> Monitoring through student logbooks and supervising lecturers' observations Evaluation through pre-test and post-test analysis, participant testimonials, and performance indicators Preparation of community service activity report Dissemination of results through internal seminars and community service journal publications Formulation of recommendations for program sustainability

RESULTS & DISCUSSION

Activities Carried Out

Activity devotion public This succeed implemented in accordance with plans that have been arranged. During period March to August 2025, the team STOK Bina Guna students carry out a series activities that involve various sports stakeholders in Medan City.

Socialization in Schools Intermediate (April-June 2025)

Student Team succeed carry out socialization in 15 schools medium with a total of 250 students participating, consisting of 145 students sons and 105 students Princess. Activities started with implementation of pre-test for measure understanding beginning student about education physical and sports. The average pre-test score shows that understanding student Still low, with average score of 42.3 out of scale 100. Socialization done with communicative and interesting approach, using presentation media interactive, motivational videos athlete national, and educational games. Students convey material about importance sport for health and achievement academic, differences between sport recreation and achievement, as well as various prospects career in the field sport like education teachers physical, trainer, sports scientist, manager sports and athletes professional. Session clinic sport done for identify ability motor base student through test simple which includes test speed 30 meter run, test agility test strength, and test coordination. Of the 250 participants, 67 students were identified who had potential above average motor skills and shows interest tall to sport performance. Enthusiasm very tall students, visible from many questions asked related method become athlete professionals, educational process at STOK Bina Guna, and opportunities scholarship sports. The post-test was conducted at the end of session show improvement significant, with average value increases to 75.4, indicating improvement understanding by 78%. Coaching Workshop Young Trainer (July 2025) Workshop held on July 13-14, 2025 at the STOK Bina Guna campus with attended by 45 participants consisting of 28 sports teachers and 17 coaches young from clubs local. The workshop is divided become session theory and practice guided by five STOK Bina Guna lecturers who are competent in their respective fields. Workshop materials include various aspect coaching modern sports. The sports science session introduces participants on the importance approach scientific in exercises, including measurement burden training, periodization, and monitoring progress athlete. Session nutrition sport give understanding about need nutrition athlete based on phase exercises and types branch Sports psychology sessions teach techniques for developing a winning mentality and managing the pressure of competition. Response workshop participants were very positive. Workshop evaluation showed that 89% of participants state The material is very useful and applicable, 82% of participants feel more believe self in develop an exercise program, and 93% of participants hope There is continuation of the training program similar. Some participant convey that during This they practice only based on experience personal without understanding adequate theoretical. Collaboration with KONI and Sports Clubs (July-August 2025) On July 25, 2025, the team implementer stage meeting coordination with Chairman of KONI Medan City, Aswindy Fachrizal, for convey results identification seeds athletes. KONI Medan welcomes positive and stated willingness for follow up on 67 seedlings identified athletes with include they in test continued. Eight club sport local operating in branches badminton, athletics, swimming, football, basketball,

volleyball, karate and taekwondo are also involved for accept seeds athlete in accordance with interest and talent They. From 67 seeds athletes, 52 people have distributed to clubs for coaching continued, while 15 other people Still in the coordination process. STOK Bina Guna also establishes agreement cooperation with 8 schools partners for mentoring programs extracurricular sport sustainable. Students will do mentoring a month very for helping the gym teacher in develop more extracurricular programs structured and based on sports science.



Figure 1. Socializing the Physical Education Study Program for Progress Sport in Medan City 2025

Real Results Achieved

The community service program generated measurable and impactful outcomes that contributed positively to sports development in Medan City, as evidenced by both quantitative and qualitative data collected throughout the implementation process. Pre-test and post-test analyses revealed a significant improvement in participants' understanding of physical education. The average pre-test score increased from 42.3 to 75.4 in the post-test, reflecting a 78% improvement. A more detailed analysis indicated that understanding of fundamental physical education concepts improved by 82%, comprehension of the distinction between recreational and achievement-oriented sports increased by 76%, awareness of career prospects in the sports sector rose by 85%, and knowledge of sports-related higher education programs increased by 91%. The consistent enhancement across all measured aspects demonstrates that the socialization methods employed were effective in facilitating knowledge transfer to participants.

A post-activity survey also indicated a substantial increase in interest in sports education. Of the 250 participants, 142 students (56.8%) expressed an intention to pursue further education in the field of sports, aspiring to become physical education teachers, coaches, or professional athletes. This represents a significant increase compared to the initial survey, which indicated that only 18% of students were interested in sports-related fields. Among the 142 interested students, 68 explicitly expressed their intention to enroll at STOK Bina Guna for the 2026/2027 academic year. This increase in interest suggests that the socialization activities successfully reshaped students' perceptions of sports as a viable and promising professional career path.

Through systematically conducted sports clinics and motor skills assessments, 67 students were identified as having potential for further athletic development. The distribution of identified talent across sports disciplines demonstrated considerable diversity: football (15 students), basketball (12), badminton (11), athletics (10), volleyball (9), swimming (5), karate (3), and taekwondo (2). Of the 67 identified prospective athletes, 52 students (77.6%) were successfully referred to local sports clubs for advanced and intensive training. Data coordination with KONI Medan indicated that 23 of these students would be included in the selection process for regionally fostered athletes in preparation for the Medan City Sports Week and the 2026 North Sumatra Provincial Sports Week. This successful identification and distribution of young athletes represent a concrete contribution to strengthening the sports talent pool in Medan City.

The youth coaching workshop effectively enhanced the capacity of 45 physical education teachers and youth coaches regarding modern, sports science-based coaching methodologies. Pre- and post-test evaluations demonstrated a 68% increase in knowledge related to contemporary coaching methods, indicating effective knowledge transfer. Additional success indicators revealed that 89% of participants considered the materials highly useful and applicable in their coaching contexts, 82% reported increased confidence in developing structured training programs, 93% expressed the need for similar follow-up training initiatives, and 100% committed to implementing the acquired knowledge in their daily coaching practices. These findings suggest that the workshop addressed existing knowledge gaps and fulfilled the professional development needs of local coaches and teachers.

The program also established a robust collaborative network between STOK Bina Guna and key sports stakeholders in Medan City. Partnerships were formed with 15 schools for ongoing socialization and extracurricular mentoring programs, eight local sports clubs for athlete development and placement, KONI Medan for athlete identification and regional coaching initiatives, and the Medan City Youth and Sports Office for integration with local government sports development programs. This collaborative network has fostered a more integrated and synergistic sports development ecosystem, characterized by measurable and sustainable follow-up commitments rather than merely formal agreements.

Qualitative testimonials further illustrate the program's positive impact. A student from SMA Negeri 4 Medan (RS) stated that the program transformed their perception of sports as a viable and promising career path and motivated them to pursue studies at STOK Bina Guna. Similarly, HM, a local football coach, emphasized that the workshop enhanced his understanding of training periodization and the importance of nutrition in athlete development. SP, a physical education teacher at Methodist 2 Senior High

School, noted that the sports clinic facilitated the identification of talented students and expressed hope for program continuity. These testimonials indicate that the initiative not only achieved quantitative success but also generated meaningful qualitative impacts directly experienced by participants.

Analysis Impact Activity

The community engagement program generated multidimensional impacts on sports development in Medan City, encompassing both direct and indirect outcomes.

Impact on Students:

The socialization initiatives successfully transformed students' perceptions of sports and physical education. Many students who previously regarded sports solely as a recreational activity developed an understanding of sports as a viable and promising professional career pathway. This enhanced awareness is expected to foster greater commitment and sustained participation in sports activities, both within schools and in affiliated clubs.

The identification of potential young athletes also produced positive psychological effects. Students who were recognized for their athletic abilities reported increased motivation, self-confidence, and a clearer vision of their future in sports. For several participants who previously lacked confidence in their abilities, this recognition functioned as a catalyst for personal and professional aspiration development.

Impact on Teachers and Coaches:

The youth coaching workshop facilitated substantial knowledge transfer to local physical education teachers and sports coaches. The introduction of sports science principles and modern training methodologies is anticipated to improve the quality of coaching practices in schools and clubs. Several participants indicated their intention to adopt and implement the newly acquired methods within their respective training programs.

Furthermore, the collaborative network established between teachers, coaches, and STOK Bina Guna created opportunities for sustained consultation and mentorship. Some teachers expressed plans to invite students or lecturers from STOK Bina Guna to provide extracurricular training and further professional support at their schools.

Institutional Impact on STOK Bina Guna:

The program enhanced the visibility and institutional reputation of STOK Bina Guna within the Medan City community. The socialization activities provided clearer information regarding the institution's study programs and academic quality, potentially increasing prospective student enrollment in the upcoming academic year. Preliminary data indicate a rise in inquiries from prospective students following the implementation of the program.

For university students involved in the initiative, the program offered valuable experiential learning opportunities. Participants were able to apply theoretical knowledge in practical contexts, particularly in communication, event management, teamwork, and leadership. Reflective evaluations revealed that students felt more confident and better prepared to pursue professional careers in sports upon graduation.

Impact on the Sports Ecosystem of Medan City:

The program contributed to strengthening the sports ecosystem in Medan City through several strategic dimensions: First, the identification and placement of prospective athletes into local clubs enriched the talent pool available for competitive development. KONI Medan may utilize this athlete database for recruitment and preparation toward regional competitions such as the Medan City Sports Week and the North Sumatra Provincial Sports Week (Porprovsu). Second, the enhancement of coaches' and teachers' competencies contributes to improved grassroots-level coaching quality. High-quality early-stage coaching is a critical foundation for producing future high-achieving athletes. Third, the collaborative network established among higher education institutions, schools, sports clubs, and sports governing bodies fostered constructive synergy. This collaboration enables the sharing of resources, expertise, and best practices in sports development. Fourth, the initiative offers a replicable model of community engagement for other educational institutions. The involvement of university students as agents of socialization proved effective and generated dual benefits—advancing community sports development while simultaneously enriching student professional competence.

Contributing Factors to Program Success

Several key factors contributed to the successful implementation of the community engagement program:

Comprehensive Preparation

A thorough preparation phase was conducted over a one-month period, including student training sessions and the development of engaging instructional materials. This systematic preparation ensured the smooth and effective execution of all program activities.

Institutional and Partner Support

Strong institutional backing and full support from KONI Medan, the Medan City Youth and Sports Office (Dispora), and partner schools facilitated efficient coordination, administrative access, and logistical implementation.

High Participant Engagement

Students, teachers, and coaches demonstrated strong enthusiasm and active participation throughout the program. This high level of engagement significantly enhanced the effectiveness of knowledge transfer and practical activities.

Competence of the Implementation Team

The student facilitators possessed adequate academic and practical competencies and were supervised by experienced lecturers from STOK Bina Guna. This combination of youthful dynamism and academic guidance ensured both professionalism and pedagogical quality.

Appropriate and Interactive Methods

The use of interactive and communicative socialization strategies—rather than one-directional lectures—encouraged participant involvement and improved comprehension of the material presented.

Challenges and Implemented Solutions

Despite the overall success of the program, several challenges emerged during implementation. Strategic solutions were adopted to address these constraints:

Time Constraints

The busy academic schedules of partner schools made it challenging to determine appropriate time slots for outreach activities. This issue was mitigated through early and intensive coordination, along with flexibility in adapting to school timetables.

Limited Facilities

Some schools had limited sports infrastructure to support the implementation of sports clinics. To overcome this limitation, the team provided portable equipment and adapted testing procedures to align with available facilities.

Variation in Student Abilities

The diverse range of student abilities and interests required an adaptive instructional approach. Implementation teams adjusted communication strategies and learning materials to ensure accessibility and inclusivity for all participants.

Follow-up Placement of Identified Athletes

Not all identified prospective athletes could be immediately placed in sports clubs due to quota limitations, geographical distance, or financial constraints. To address this, intensive coordination was conducted with KONI Medan and local clubs to identify alternative solutions, including referrals to different clubs and access to potential scholarship schemes.

Program Sustainability

Budget limitations posed challenges for maintaining long-term mentoring activities. As a strategic solution, STOK Bina Guna integrated the mentoring component into its Field Experience Practice (PPL) course, thereby ensuring program continuity through subsequent student cohorts.

Overall, the identification of enabling factors alongside proactive management of constraints demonstrates that the program was implemented systematically, adaptively, and sustainably, strengthening its contribution to sports development in Medan City.

CONCLUSION

The community service program concerning the role of STOK Bina Guna students in the socialization of the Physical Education Study Program for the advancement of sports in Medan City in 2025 was implemented effectively and achieved its stated objectives. The findings indicate that students assumed a strategic and effective role as agents of socialization in promoting physical education and sports awareness, particularly among younger generations. Their involvement not only generated tangible benefits for the community but also functioned as an experiential learning platform that strengthened professional competencies and soft skills. The outreach activities significantly enhanced public understanding of the importance of physical education and career prospects in the sports sector, as reflected in a 78% increase in comprehension based on pre- and post-test assessments. Moreover, the rise in student interest in pursuing sports-related higher education—from 18% to 56.8%—demonstrates the program's sustained positive impact.

The identification and distribution of 67 prospective athletes to local sports clubs and to KONI Medan contributed directly to strengthening the regional talent pool for competitive sports development, thereby bridging the gap between school-level potential and structured athlete development systems. In parallel, the youth coaching workshop enhanced the capacity of 45 local physical education teachers and coaches in applying modern, sports science-based coaching methodologies, representing a long-term investment in grassroots sports quality. The program further succeeded in establishing a collaborative network involving 15 schools, eight sports clubs, KONI Medan, and the Medan City Youth and Sports Office (Dispora), thereby fostering a synergistic and sustainable sports development ecosystem. The community service model—positioning students as primary actors—proved effective and generated triple benefits: for the community through education and mentoring, for students through professional experience, and for the higher education institution through enhanced reputation and social contribution. Collectively, the program has made a substantial contribution to sports advancement in Medan City by increasing awareness of physical education, identifying athletic talent, strengthening coaching capacity, and building collaborative partnerships. It further exemplifies the essential role of sports higher education institutions in supporting regional sports development through the holistic implementation of the Tri Dharma Perguruan Tinggi.

Based on the evaluation results, several strategic recommendations are proposed to ensure program sustainability and enhancement. For STOK Bina Guna, it is recommended to integrate sports socialization and mentoring initiatives into the Field Experience Practice (PPL) curriculum to ensure annual continuity involving subsequent student cohorts; to develop scholarship schemes for high-achieving athletes seeking to pursue higher education; to establish a sports consultation service unit accessible to schools, clubs, and the broader community; and to conduct longitudinal research assessing long-term impacts, including tracking the progress of identified athletes and the enrollment rates of program participants.

For the Medan City Youth and Sports Office (Dispora), policy support in the form of dedicated funding for collaborative programs between sports higher education institutions, schools, and clubs is recommended. Additionally, regular coordination forums among sports universities, KONI Medan, schools, and clubs should be facilitated to formulate integrated regional coaching strategies. The development of an integrated regional athlete database system and the strengthening of incentive programs for high-performing schools, teachers, and coaches are also essential to encourage broader participation in athlete development.

Partner schools are encouraged to allocate adequate time and resources for extracurricular sports programs, conduct periodic early talent identification, strengthen collaboration with local sports clubs for advanced training opportunities, and ensure that physical education teachers participate regularly in professional development programs. Meanwhile, KONI Medan and sports clubs are advised to expand systematic recruitment partnerships with schools, implement structured long-term athlete development frameworks, collaborate with sports higher education institutions in research and internship programs, and provide financial

assistance or scholarships to talented athletes from economically disadvantaged backgrounds.

Finally, this community service model holds strong potential for replication in other regions, with contextual adjustments as necessary. Similar initiatives may be implemented by other sports higher education institutions or faculties of sports science to broaden public awareness of physical education. Inter-university collaboration at the regional or national level could amplify impact through coordinated socialization programs. The coaching workshop model may also be expanded into nationally recognized certification programs in collaboration with national sports governing bodies. Furthermore, the integration of students as change agents in sports development may serve as a best-practice framework for experiential learning within sports-related academic programs. Through the implementation of these recommendations, it is anticipated that sports development in Medan City will continue to progress, producing high-achieving athletes and contributing to national sports advancement more broadly.

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