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## **OPTIMIZATION OF MANAGEMENT SUNYARAGI SPORT CENTRE IN CIREBON**

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### **ABSTRACT**

*As facility of city, Sunyaragi Sport Centre was used by athlete for training as well by public to improve their health standard. Lack of maintenance of this sport centre resulted in a lot of part of it having deterioration, so that the quality of the sport centre decreases. To enhance the sport centre function, community interest on using the sport centre need to be understand and give policy proposal to Government of Cirebon City about the sport centre.*

*This research used questionnaire method and interview to public including sport centre users, government official of Cirebon City and members of parliament (DPRD of Cirebon City). Descriptive analysis used to interpret Chi Square method statistical data whereas SWOT method and Litmus Test were used to compose the strategy.*

*In the matter of sport centre management by Management Committee of Sport Centre (Badan Pengelola Sarana Olah Raga/BAPSOR), 41.4% of government respondent and 58.3% of members of parliament respondent had the opinion that the board of BAPSOR can't continue its management period. In sport centre management, the board of BAPSOR need to be reorganized by enrol professionals and invite private sector in sport centre management. Public interest on using Sunyaragi Sport Centre still high, that is 64.4% of respondent still had interest on using the sport centre. Relationship between public interest and distance of sport centre is 43.7% of respondent not interested on sport centre because of its distance. Relationship between public interest and fare is, that 33.9% of respondent thought the fare is inexpensive. Relationship between public interest and sport centre quality is, that 58.9% of respondent had opinion that sport centre quality is low. Base on SWOT analysis and Litmus test, there are four strategic issues in Sunyaragi Sport Centre management, that are (i) Cooperation with private sector in Sunyaragi Sport Centre management, (ii) Improve sport centre quality to the standard level, (iii) Enrol professionals in board of BAPSOR, (iv) Fund support from government for sport centre operational and maintenance to improve its quality.*

*Keywords: Management, Sunyaragi*