

## Sports promotion strategy for intellectual disabilities by special olympics Indonesia

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### ABSTRACT

**Background:** Disability sports are still not widely known in the wider community. So many people give negative assessments to people with intellectual disabilities. So, there needs to be a promotion to provide education regarding intellectual disabilities and sports (including competitions). **Purpose:** This research aims to discover how the Bandung Regional Indonesian Special Olympics promotes sports with intellectual disabilities. **Methods:** This research uses a case study method, with observation, interviews and documentation data collection techniques. This research was conducted in the Indonesian Special Olympics Bandung region and related agencies such as the Youth and Sports Service and the Social Service. **Results:** This research obtained results that there was cooperation between parties to carry out promotions. Not only organizations, but also the government's role in providing promotions. The promotion carried out also collaborates with the mass media for reporting, this states that the more news there is, the greater the chance of success in implementing this promotion. And finally, the promotion also uses social media (YouTube, Instagram, Facebook) to target social media users. **Conclusion:** Implementation of promotions, especially intellectual disabilities, will occur and run successfully if there is cooperation. This collaboration also covers everything from planning to funding. **Implications:** This research provides implications for implementing disability sports promotion in an unlimited time. This must be done continuously to provide the public with an understanding of intellectual disabilities and sports.

**Keywords:** Sports promotion; sports disability; intellectual disabilities; special Olympics Indonesia, SOIna

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## INTRODUCTION

Sports today have shown their essential role in society. Through sports, participants can socialize with others, contribute to team goals, master various sports skills, and improve health and well-being. One of the most extraordinary contributions, but less recognized by the world of sport to society, is the integration of groups that have historically been marginalized (such as ethnic minorities and women). Even intellectual limitations are a very important factor in improving various aspects of society but are also forgotten. The impact of sports activities is less recognized (Harada et al., 2011).

Sports today have shown their important role in society (Forde et al., 2015). Through sports, participants can socialize with others, contribute to team goals, master various sports skills, and improve health and well-being (Radojević et al., 2019). One of the most extraordinary contributions, but less recognized by the world of sport to society, is the integration of groups that have historically been marginalized (such as ethnic minorities and women). Intellectual limitations are a significant factor in improving various aspects of society (Açıkgöz et al., 2022; Harvianto, 2020; Jabeen et al., 2020).

Furthermore, the role of sports in empowering women and promoting gender equality cannot be overstated (Jabeen et al.,

2020). Participation in sports and physical activities has shown positive and significant effects on mental, physical, and emotional health and reducing the stress of both genders (Jabeen et al., 2020). The head of any college has a vital role in the progress of academic and sports activities. The role of principals and teachers is paramount concerning sports promotion and the overall success and prosperity of the institution (Jabeen et al., 2020).

In addition to its social impact, sports also play a crucial role in building principles and confidence (Khan et al., 2020). Sports are essential in one's life, and they have many advantages for physical and mental health (Khan et al., 2020). Sports are given priority in schools to enable the children's overall development and train them to meet all life's challenges (Khan et al., 2020). Youth sports can teach vital life skills, and there has long been a tradition that a healthy body leads to a healthy mind and that sports can support academic development in youth as well (Javed, 2020).

Overall, the transformative power of sports cannot be overstated. Through their ability to integrate marginalized groups, promote inclusivity, and build principles and confidence, sports have become a powerful means to heal and strengthen society (Radojević et al., 2019).

In fact, the world of sports has become a major force for disability activities (especially

intellectual). In addition, sports have allowed people with different backgrounds, ethnicities, races, religions and even disabilities to have the opportunity to take part in the same life experiences and compete on equal terms with other participants. In keeping with the purpose of sport as a vehicle, in recent years, there has been a surge in sporting opportunities for other groups who are on the fringes of society (such as people with disabilities) (Harada et al., 2011)

Sports also provide a unique platform for transformative marketing, as researchers have suggested that sports serve as an excellent medium for influencing positive social outcomes (Inoue & Kent, 2012; Sartore-Baldwin et al., 2017). Specifically, Sartore-Baldwin advocates that sport, through a shared sense of responsibility, can be used to deconstruct harmful and destructive systems in our larger society, which includes vulnerable populations. A brand's identity provides direction, purpose, and meaning to the product/organization, essentially how it is perceived, what characteristics it projects, and the relationships it creates (Hill & Vincent, 2006).

Several pieces of research evidence explain that sports participation can increase self-esteem and social competence and encourage social interaction for developing children and adolescents (Eime et al., 2013; Howe, LaJeana et al., 2010). Participation in sports can also

support the development of teamwork skills and connections with members of the community (disabled and non-disabled) (Harada et al., 2011).

Approximately 70% of individuals with severe intellectual disability and 50% of individuals with mild intellectual disability have an organic or biological basis for their disorder (Shree & Shukla, 2016). It is estimated that the total number of people with intellectual disabilities worldwide in 2011 reached 200 million people (Harada et al., 2011). Factors such as poverty, neglect, abuse, limited stimulation and poor parent-child interactions are just some of the psycho-social factors found to be associated with intellectual functioning.

Line with previous research on the role of sport and physical activity for children with intellectual disabilities identified four ways that activity can influence their movement needs: 1) reducing social and economic status; 2) increasing feelings of belonging and acceptance; 3) providing opportunities to improve knowledge and skills; and 4) personal development (Bailey, 2005)

Special Olympics International is currently the largest provider of health services for athletes with intellectual disabilities and presents an appropriate mechanism for assessing health data in this population segment. Special Olympics International has also been very active in

carrying out the same vision and mission in Indonesia.

The World Health Organization (WHO) states that around 3% of the world's population has intellectual disabilities (Li & Wang, 2013). Although the law has provided equal rights for people with disabilities to access education, transportation and employment, there are negative public attitudes (e.g. discrimination) towards people with disabilities (Dimitrova-Radojicic & Chichevska-Jovanova, 2014; Li & Wang, 2013). Previous findings show that people with intellectual disabilities are rated as the third least accepted disability by society. This can be caused by factors such as lack of knowledge about intellectual disabilities and cultural differences.

Disabling conditions are less the result of actual physical impairments than environmental barriers that effectively cripple a person's ability to participate in society. Children with physical or intellectual disabilities are now often educated in mainstream schools. Successful integration of such children into regular classrooms depends on peer acceptance and children with disabilities experiencing positive interactions with classmates. Problems with students without disabilities and with students with disabilities often occur in the wider community. Understanding and cultivating successful peer relationships is critical to ensuring the successful

inclusion of children with disabilities in public schools and supporting children's social and emotional development (Laws & Kelly, 2005).

People who have less knowledge about disabilities show more negative attitudes towards people with intellectual disabilities. One of the key recommendations of the recent World Health Organization report on disability to increase the public participation of people with disabilities is to increase public awareness and understanding of disability (O'Shea et al., 2012).

Special Olympics is a global movement of people creating a new world of inclusion and community where everyone is accepted and welcomed, regardless of ability or disability. We help make the world a better, healthier, and more fun place: one athlete, one volunteer, and one family member at a time. In this special Olympics, athletes who can join and take part in this championship are athletes who have intellectual disabilities (intellectual disabilities).

Intellectual disability is a term used when a person has specific cognitive function and skills limitations, including communication, social skills and self-care. These limitations can cause children to develop and learn more slowly or differently than typically developing children (Shree & Shukla, 2016). Intellectual disability can occur at any time before a child is 18 years old, even before birth. Intellectual disability is

the most common developmental disability.

According to the American Association of Intellectual and Developmental Disabilities, a person is said to have an intellectual disability if he meets three criteria: (1) IQ below 70-75; (2) There are significant limitations in two or more adaptive areas (skills needed to live, work, and play in society, such as communication or self-care); (3) This condition manifests itself before the age of 18 years (Shree & Shukla, 2016).

Special Olympics Indonesia (SOIna) is the only organization in Indonesia that has received accreditation from Special Olympics International (SOI) to organize sports training and competitions for people with intellectual disabilities. Indonesia joined the 79th Special Olympics on August 9, 1989. Until 2011, SOIna recruited 55,000 athletes from 33 provinces in Indonesia.

SOIna has the same degree of standing and position as the Indonesian National Sports Committee (KONI) and the National Paralympic Committee of Indonesia (NPCI). SOIna is directly under the Youth and Sports service; if at the national level, SOIna is directly under the Ministry of Youth and Sports (KEMENPORA). Remember that the National Sports System Law is a result or product of the Ministry of Youth and Sports. While KONI is an organization that manages non-disabled performance sports, NPCI is an organization

that oversees disability sports as a whole (blind, hard of hearing, hearing, intellectual and speech). Meanwhile, SOIna is an organization that focuses on intellectual disabilities under the guidance of the Ministry of Youth and Sports and the Youth and Sports Service (regional level) as well as the Indonesian Blind Sports Association (PORTI) and the Indonesian Deaf Sports Association (PORTURIN). The 2005 National Sports System Law is in CHAPTER VII concerning the Guidance and Development of Sports for Persons with Disabilities in articles 30 and 31. Apart from that, there is also article 48 (3) concerning the responsibilities of organizations organizing disabled sports. Article 56 concerning disability activities and sports. Article 58 (3) coaching and career development of athletes with disabilities. Meanwhile, in the explanation of the SKN Law No. 3 of 2005, it is explained that: What is meant by special sports in this provision is sports carried out by people with disabilities according to the type of disability, namely deaf and speech impaired, mentally retarded, blind, quadriplegic, paraplegic and polio.

RI Law No. 11 of 2022 concerning Sports explains that sports for people with disabilities are sports that are carried out in accordance with a person's physical, intellectual, mental, and sensory disability. Article 7 further explains that citizens with physical, intellectual, mental,

and/or sensory disabilities have the right to receive services in sports activities that meet their needs, dignity, and worth. Further, Section 7 of the Development and Development of Sports for Persons with Disabilities, articles 31 and 32 state sports with disabilities.

Forms of promotion carried out by Special Olympics: The aim of promotion for disability sports is to take advantage of opportunities, educate world leaders and society, and influence policy change (especially in developing countries) through innovative program pilot projects and public awareness campaigns.

Sports activities for people with disabilities have many benefits, apart from health but also to improve relationships with their peers who are not disabled (McConkey, 2016). In the international world, there is a special forum that can “accommodate” athletes with intellectual disabilities to be able to carry out sports activities, namely the Special Olympics (SO). Today, Special Olympics serves nearly three million individuals with intellectual disabilities from more than 180 countries worldwide (Harada et al., 2011). Sports with intellectual disabilities have become a center of attention and provide various benefits, including for athletes and families, and can even provide huge profits. Many sports organizations have sponsorships, such as investing large sums of money in sporting events and promoting their

products and services, increasing the visibility of the sports brand and increasing profits (Jankovic & Jaksic-Stojanovic, 2019).

Special Olympic Indonesia (SOIna) is still often considered something taboo, even though many people with intellectual disabilities do not know where to take part in sports championships/competitions because the socialization and marketing of SOIna has not yet spread to all Indonesian society. Therefore, it is important to see how SOIna promotes sports to spread public understanding about the international Special Olympics or even SOIna.

The aim of promoting disability sports is to disseminate sports sustainably within the sports environment to provide a framework that makes it possible to “change” behaviour in a more desirable direction (Trail & McCullough, 2020). Forms of health and fitness dissemination (such as social) can be developed, together with Special Olympics and Olympic event organizers, to encourage the wider community and coaches to improve the health and well-being of people with intellectual disabilities and Special Olympic athletes who are undergoing training programs (McCullough & Trail, 2020).

Based on preliminary studies that have been carried out, SOIna is an intellectual disability organization that plays a role in developing and improving the abilities of children with disabilities and is also a forum



for accommodating athletes to channel their sports (competition) abilities. SOIna is the most developed disability organization compared to disability organizations with other specialties. SOIna is an organization that actively holds sports competitions at district/city, provincial, national, and international levels. Currently, SOIna is spread across provinces and district cities in Indonesia.

This research will attempt to explore the Promotion Strategy for Sports with Intellectual Disabilities by Special Olympics Indonesia in Bandung in more depth. So, four research questions are to be answered: (1). How does SOIna Bandung carry out recruitment, coaching and career development of athletes? (2). How does Bandung SOIna maintain relations with the media for publication to the public? (3). How does Bandung SOIna get support from family and community?

## RESEARCH METHOD

The method chosen and used in this research is a case study. Case studies are particularly useful when there is a need to gain an in-depth appreciation of an issue, event or phenomenon of interest in a natural, real-life context (Crowe et al., 2011). A case study is a research strategy for carefully investigating something by collecting complete information using various

data collection procedures (Creswell & Poth, 2018). Case studies are also carried out to gain an in-depth understanding and analyze things more intensively about an individual, group or situation.

By using case studies, the author tries to reveal carefully, in detail, and in-depth, based on various sources of information, the promotional strategies of SOIna management in creating an organization that is better known to the wider community.

This research carried out direct data collection, including making observations related to athlete coaching and development, funding, media and community support for SOIna in Bandung.

The research location can be explained as follows: a). Bandung Social Service: Jl. Babakan Karet, Derwati, District. Rancasari, Bandung, West Java 40292. b). Bandung Youth and Sports Department: Jl. Tamansari No. 76, Lb. Siliwangi, Coblong District, Bandung, West Java 40111. c). SOIna Bandung: Persib Sidolig Stadium, Jl. Gardenia No.22/122, Gardenia, Kec. Batununggal, Bandung, West Java 40271. d). SLB D YPAC Bandung: Jl. Mustang No.46, Sukawarna, Kec. Sukajadi, Bandung, West Java 40164

Several steps or procedures to carry out this research can be seen in the following description: a). Researchers carry out pre-

research and in-depth research regarding the problem, research design, and in-depth study of the informants used in this research. b). Next, the researcher requested an introductory letter from Padjadjaran University through the Faculty of Communication, which was then given to Central SOIna. c). Then, SOIna provides a recommendation or reply letter to be able to carry out the research. d). Researchers coordinate and communicate with the Central SOIna administrators to then find out who will be key informants in the research. So that further data collection can be carried out.

Data collection techniques in this research consisted of (1) interviews, (2) observation, and (3) documentation. (1) An interview is a special form of communication between people for a specific purpose related to some agreed subject (Dilshad & Latif, 2013). The research will be conducted using semi-structured interviews and following pre-existing guidelines. The following is a matrix, grid, and interview guide for researchers to collect research data. (2) Observation is selecting and recording people's behaviour in their environment. Observations are useful for producing in-depth descriptions of organizations or events, obtaining otherwise inaccessible information, and conducting research when other methods are inadequate. (3) Documents are used to obtain supporting data, so in this research, it is also carried out

through document studies or those originating from secondary data as a source of written data by analyzing several literature studies that have been carried out related to the research topic (promotional strategies that have been carried out). This data collection technique through secondary data is obtained through literature, activity records, articles, and promotional strategies carried out by the media.

Next, this research will be analyzed using the data triangulation method. Triangulation is the combination of two or more data sources, researchers, methodological approaches, theoretical perspectives or analysis methods in the same study. This combination results in data, investigator, methodological, theoretical, or analytical triangulation. When more than one type of triangulation is used, for example, two or more data sources shared by two or more investigators, the resulting complex triangulation is referred to as multiple triangulation. One of the primary goals of triangulation validation is to reduce, eliminate, or compensate for the shortcomings of one strategy, thereby improving the ability to interpret findings.

Researchers triangulated data to support the quality of this research. Triangulation is a data validity checking technique that checks other sources for comparison.



## RESULTS AND DISCUSSION

General Description of the Special Olympics Indonesia (SOIna) Bandung. Special Olympics Indonesia is a non-profit organization that provides sports training and athletic competitions for people with intellectual disabilities. The organization was founded in 1983 and is part of the global Special Olympics movement, which aims to provide inclusive sports programs for people with intellectual disabilities and to promote acceptance and inclusion in communities around the world.

Special Olympics Indonesia is supported by a network of volunteers, coaches, and donors who help people with intellectual disabilities participate in sports and other activities. Suppose you are interested in supporting Special Olympics Indonesia or getting involved as a volunteer or coach. In that case, you can contact the organization via its website or social media accounts.

SOIna in Bandung needs to be more timely than SOIna in several regions of Indonesia. How could it not be, the new Bandung SOIna was born and formed in 2018. Meanwhile, SOIna in Indonesia itself was born and has existed since 1984. However, the delay in the formation of the Bandung SOIna has remained the same and discouraged this organisation from the existing SOIna in the city/ other districts. This can be

proven by the medals SOIna Bandung has won in various events and championships held at regional, national and international levels. These achievements can be seen in Table 1.

SOIna Bandung has a Vision and Mission that provides comfort and special attention to people with intellectual disabilities. SOIna Bandung does not only develop and improve the careers of athletes in the field of sports. However, SOIna Bandung carries out development and training with the aim of developing things that can be useful for use in social life.

Bandung SOIna Athlete Recruitment, Coaching and Career Development System. The athlete recruitment system searches for and selects athletes who meet the requirements to join the team or SOIna. The system usually includes a series of stages, such as collecting athlete applications, holding tryouts or ability tests, and conducting interviews with selected athletes. The main objective of the system is to find athletes who have the best abilities and potential to compete at a high level.

One of the ways SOIna Bandung has recruited athletes is by collaborating with various partners, one of which is schools and also disabled sports activists in the community. This aligns with research results, explaining that the easiest and most efficient way to promote sports programs is through special education or special education teachers (Ryan et al., 2014).

**Table 1 Bandung SOIna Medals Obtained from 2018-2022**

Event Name	Year	Levels	Medal
National Sports Week VIII SOIna	2018	National	9 Gold 10 Silver 8 Bronze 1 Award Medal
Special Olympics World Summer Games XV, Abu Dhabi, Dubai.	2019	International	2 Gold 1 Silver
Football Championship, Jawaharal India	2019	International	Silver *Followed by 20 countries throughout the Asia Pacific.
The 1st Special Olympics Asia Pasific Virtual Unified Football Competition” Thailand	2021	International	Silver (Team)
National Virtual Competition for Sports and Arts and Culture	2021	National	3 Gold 3 silver 2 Bronze 3 Award Medals
National Special Olympics Week (PeSONas) to -1	2022	National	20 Gold 8 silver 16 Bronze

Source: SOIna Bandung, 2022

Because by collaborating with teachers and special schools, it will be easy to identify and find quality seeds in one place.

McConkey also conveyed the same thing in the results of his research, which stated that the recruitment process by utilizing one school made the job easier and even provided a field facility to be used in the activities carried out (Mcconkey et al., 2013) this is not the case for children and adults with intellectual disability who experience marked social isolation. The study evaluated the outcomes from one sports programme with particular reference to the processes that were perceived to enhance social inclusion. Method The Youth Unified Sports programme of Special Olympics combines

players with intellectual disabilities (called athletes. Therefore, what SOIna Bandung has done by using schools as partners and also utilizing the position of the Chair of SOIna as chairman of the Bandung SLB heads' forum makes the work done easier and better. This convenience is utilized and used by SOIna Bandung to increase the number of athletes both in quality and quantity.

Due to the easy recruitment system, up to now, SOIna Bandung has plenty of athletes. Around 1,500 athletes have joined SOIna Bandung. This is in accordance with the results of research conducted by McConkey, which states that a fantastic number of athletes have joined the International Special Olympics, up

to now in its 51st year (2019), there are 174 countries with active status and with more than five million athletes participating joining Special Olympics International (McConkey et al., 2021). Because the aim of this recruitment is to provide equal opportunities for athletes with intellectual disabilities to be able to exercise, train and compete like other non-disabled athletes.

The second step by SOIna Bandung in recruiting athletes is to hold a competition that can invite and bring in many people. These activities can generate interest in potential registrants. This is also one of the steps taken to reach the number of sports enthusiasts through various events. Sporting events are no longer just about providing good exercise; sports have become a common tool for economic development, and organizers are expected to attract as many visitors as possible to maximize the economic impact. In organizing them, organizers can appeal to more people.

Similar to the explanation above, the event activities carried out by SOIna also succeeded in inviting spectators and asking the public to SOIna Bandung. Spectators come to watch various sporting events for various reasons: 1) because they like the sport, 2) because they are idol players, 3) because they are curious. If linked to the results of this research, the SOIna championship may be positioned as a new sport

and make the general public curious.

The third activity by SOIna Bandung to attract the general public's interest is holding TOT. In this regard, the coach training program is explained as a model for structuring sports settings to provide optimal psychological benefits for those who participate (Conroy & Coatsworth, 2006). It is hoped that this activity can provide an overview for disseminating the programs that have been prepared and planned.

An overview of the Training of Trainers (TOT) activities carried out is as shown in Figure 1.

In developed countries, parents will look for coaches with certificates and experience so their children can participate in sports training. This is done so that children gain certainty and valuable experience from the exercises. Apart from that, security factors are also a consideration when registering athletes.

Health checks conducted during the 1999, 2001, and 2003 World Special Olympics Games revealed that many athletes were overweight or obese. Surveys of Special Olympics trainers worldwide have agreed that athletes need fitness training (Ni, 2006). It is the same as the coaching at SOIna Bandung, the main target. The aim is not to get medals and achievements, but it is more complex than that. The training also includes the athlete's physical and psychological health. It provides athletes



Source: Researcher Documentation, 2022

**Figure 1 TOT Training for SOIna Activists and Special School Teachers**

maximum opportunities to move and exercise according to their interests and branches.

Similarly, the coaching provided by Special Olympics International is to improve long-term health outcomes for athletes by providing them with the information, encouragement and facilities they need to maintain physical fitness and healthy lifestyle choices; improve the quality of life and self-image of athletes; providing tools for athletes so they can work to improve their health and well-being; and allowing more people with intellectual disabilities to participate in Special Olympics and retaining currently active athletes (Ni, 2006). Exercise is important to improve health behaviour and ensure that care

can provide knowledge, skills and resources to facilitate healthy living (Stanish & Frey, 2008). SOIna Bandung also has a vision and mission in coaching that is no different from the International Special Olympics.

Meanwhile, in Malaysia, the guidance carried out by disability organizations is also not far from what has been determined internationally, namely: to create an independent, just, and caring society that emphasizes achieving independence, equalizing opportunities for the less fortunate, and fostering a spirit of mutual assistance and support to improve a culture of care (Khoo, 2011).

It is clear that a person with intellectual

disabilities has the desire and hope to live a better life in the future. Sport itself is a significant asset and can provide a future for intellectual disabilities; apart from that, sports can also increase self-esteem and social competence and encourage social interaction (Eime et al., 2013; Howe, LaJeana et al., 2010). Most expressed long-term goals related to living in their chosen community, having a career they like that fits their interests and preferences, building more community connections through friends family, and making a meaningful contribution (Shogren & Broussard, 2011).

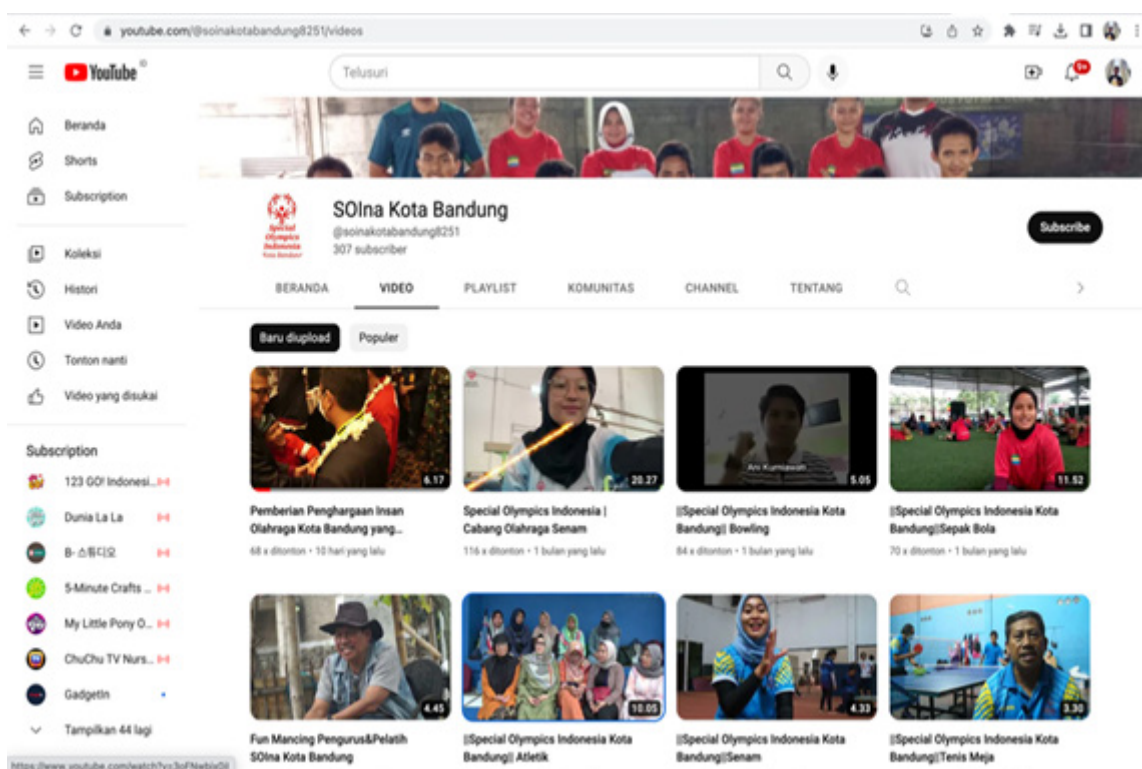
Career development for athletes with intellectual disabilities must also include mental and emotional support for athletes with intellectual disabilities because good stress management can lead to growth and development (eustress) (Devereux et al., 2009). This includes helping athletes with intellectual disabilities overcome self-confidence issues or pressure they may encounter during the training or competition process. People with mild to moderate intellectual disabilities can also recognize and accurately label other people's facial expressions and improve this skill with training (McClure et al., 2009). Bandung SOIna must also ensure that athletes with intellectual disabilities have the same access to mental and emotional support services available to other athletes.

To help athletes with intellectual disabilities develop their careers, SOIna Bandung has ensured that they have a good training program and also collaborate with various government agencies providing training and also recruiting workers. In addition, SOIna Bandung has also helped athletes with intellectual disabilities develop communication and leadership skills during training necessary to achieve their ambitions and career goals in sports.

SOIna Bandung in Establishing Relations with the Media for Publication to the Public. People with disabilities will inevitably have 'differences' from those without disabilities. Treating someone with a disability initially, without distinguishing their specific traits, will often produce the effect or result that they are treated differently, either by exclusion or suffering disadvantage (Pearce, 2017). Intellectual disabilities are the most common developmental disability and rank first among chronic conditions that cause significant limitations in daily living and work skills among people in the United States and abroad (Woolf et al., 2010) the Adaptive Behavior Assessment System-Second Edition (ABAS-II; Harrison & Oakland, 2003).

Promoting sports for people with disabilities can contribute to building an inclusive society (Yukishita, 2018). As has been done by SOIna Bandung regarding publications to the public,





Source: Youtube, 2022

**Figure 2 Publication of SOIna Bandung via YouTube**

it is explained that publications related to disability sports can sustainably disseminate sports within the sports environment to provide a framework that makes it possible to “change” behaviour in a more desirable direction (Trail & McCullough, 2020). The goal of publishing and disseminating information to society is to challenge people’s limited and negative depictions of developmental disabilities and, less frequently, to celebrate images and ideas that erode stereotypes (Ni, 2006). Externally, good media relations contribute to more effective and accurate message delivery (Ni, 2006). So far, SOIna Bandung has always carried out publications to disseminate to the

public what SOIna Bandung will do and what it has done to the public or broader community.

Social media and mass media publications can function to increase public awareness of a problem or issue that is currently occurring. Social media such as Facebook, Twitter, Instagram, and others are platforms that are widely accessed by the public. Technology and society are mutually constitutive, and media can have implications for the messages that can be conveyed about disability, as well as who produces, processes, and receives those messages. Through social media, SOIna Bandung can quickly spread information to many people. Meanwhile, mass media such as



newspapers, television, and radio still greatly influence society. Mass media can provide more detailed and in-depth information about a problem or issue that is currently occurring. The results of the study show that there has been rapid growth in the coverage of articles about students with ID over the last 30 years. Also, the relevance of reporting on intellectual disability is still an issue that needs to be reported (An & Kim, 2021).

One form of publication carried out by SOIna Bandung is reporting through mass and social media, as shown in Figure 2.

The lack of coverage of disability in the media to date has resulted in negative perceptions, prejudice and stereotypes, which are the main obstacles to full inclusivity and accessibility of people with disabilities to mainstream social experiences (Kolotouchkina et al., 2021). This is what SOIna Bandung then uses always to carry out various methods related to media coverage so that negative things about people with intellectual disabilities can be gradually eliminated. It was further explained that the social perception of disability while facing negative attitudes, prejudice and stereotypes, is one of the significant challenges still faced (Pappous et al., 2011; Whannel, 2014).

By using social media and mass media, SOIna Bandung can provide helpful information

for the community and increase public awareness of current problems. For example, by disseminating information about SOIna's daily life, training, sports, and the characteristics of athletes with intellectual disabilities, the public can get involved more efficiently and participate in these activities.

The media's role is critical in increasing global attention to sport and social justice, engagement with society, and encouraging change in viewpoints. In addition, images used in the media can educate, inform and challenge prevailing disability stereotypes (McPherson et al., 2016). However, when disability sports receive good quality media coverage, it can potentially introduce people to concepts and ideas they may not have previously enjoyed or go against what they have been led to believe about disability sports and disabilities (Brittain, 2017).

Overall, social media and mass media publications can serve as a means of increasing public awareness of current problems (especially for Bandung SOIna) and increasing public awareness about current issues related to Bandung SOIna and people with disabilities. intellectual. The way the mass media represents elite athletes with disabilities substantially influences attitudes towards these people and people with disabilities in general and thus can give rise to or reduce disability in a

social sense (Bertschy & Paraplegic, 2017). The role of sports media is not only to ignore disability sports quantitatively but also to report it at a lower level qualitatively (Bertschy & Paraplegic, 2017). SOIna Bandung has also utilized the role of the media to always report on activities, levels of disability and matters related to intellectual disabilities and those related therein.

Another benefit of this form of publication in increasing the reduction of discrimination against people with intellectual disabilities is the reduction in the level of discrimination against people with intellectual disabilities. Until now, discrimination is a problem that often occurs in society regarding intellectual disabilities (Ali et al., 2013) a number of legislative changes, policies and recommendations have been introduced to improve health care access for this population. The aim of this qualitative study was to examine the extent to which patients with intellectual disability and their carers experience discrimination or other barriers in accessing health services, and whether health care experiences have improved over the last decade years. Method and Main Findings: Twenty nine participants (14 patient and carer dyads, and one carer. Sport can play an important role in reducing discrimination against intellectual disabilities. In sports, all children are encouraged to participate,

and a large body of literature identifies clear benefits for children who participate in sports, particularly children with disabilities (Pearce, 2017).

Although social media use has been considered a useful tool in developing social relationships, concerns have also been raised regarding potential adverse impacts including loss of intimacy in interactions and potential vulnerability of young people who use the Internet to socialize (White & Forrester-Jones, 2020). Therefore, of course, you still have to pay attention when using social media for publication, and restrictions are required so that it does not lead to more intimacy. Nevertheless, SOIna Bandung is still the most effective way to build and increase popularity and public awareness of sports with intellectual disabilities.

SOIna Bandung in Getting Support from Family and Community. People with intellectual disabilities acquire information and skills at a delayed rate compared to their peers without disabilities. People with intellectual disabilities often demonstrate difficulty obtaining and maintaining employment, living independently, developing and maintaining relationships with non-disabled peers, caring for their physical needs, and exhibiting other necessary adaptive behaviours (Kampert & Goreczny, 2007. In relation to people with intellectual disabilities, the task force, parents, the community, and



Source: Researcher Documentation, 2022

**Figure 3 Parental Support when Accompanying Athletes in Training**

other parties responsible for helping people with intellectual disabilities can anticipate providing more intensive support to those who show a lower level of independence. (Woolf et al., 2010) the Adaptive Behavior Assessment System-Second Edition (ABAS-II; Harrison & Oakland, 2003).

In the past, disability sports only prioritized achievement as its primary target, but in the last three decades, international disability sports organizations have increasingly attempted to promote the integration and inclusion of people with disabilities in sports to become mainstream. (Jeanes et al., 2018). What this means is that disability sports can also be a way to promote disabilities to the broader community. There will be many benefits to be gained by promoting disability to the community, one of which is providing understanding, getting support and also reducing acts of discrimination against

people with disabilities (Smoll et al., 2011).

Several studies have specifically shown that sports experiences contribute to the quality of life of people with disabilities, helping to make their lives more bearable, relieve tension, and build and maintain relationships with family and friends. Sports activities undertaken by athletes with intellectual disabilities are believed to improve an individual's quality of life, help make life more bearable, relieve tension, increase self-esteem, improve health and physical fitness, and provide increased opportunities for learning, skill development, and risk-taking to reduce risk. illness, and to build and maintain relationships and social networks (Patterson & Pegg, 2009).

The support provided by parents who accompany athletes in carrying out training can be seen in Figure 3.

Parents automatically assume some obligations when a child enters a sports program (Smoll et al., 2011). These obligations include providing support to athletes and also SOIna Bandung. Because, after all, SOIna Bandung is also part of the athletes and must also get and receive support from parents. There are several things based on the results of similar research that reveal why parents support and provide full assistance for the activities carried out. (1) Feel proud of their child. Most parents identified that participation in sport also included positive



Source: <https://jabarekspres.com/>, 2022

**Figure 4 Bandung Named Disability Friendly City**

outcomes for themselves. (2) Improvements in parent-child relationships (Grandisson et al., 2012). Good public relations require participation in strategic management (Ni, 2006).

Furthermore, the reason families and communities support SOIna Bandung is because this organization provides many benefits for individuals with limited intelligence as well as families and communities in Bandung. For the general public, it is important to provide support to increase awareness of differences (Grandisson et al., 2012). Basically, people with disabilities are more likely to be lonely and socially isolated than those without disabilities, this is due to low social support and low connectedness and relationships with intellectual disabilities (McCausland et al., 2022).

Thanks to support from various parties, in 2021 Bandung was named a disability-friendly city. As reported in Figure 4.

It must also be understood that the formation of an inclusive society is a result obtained from the desire and awareness of the existence of people with intellectual disabilities. Cases of discrimination against intellectual disabilities still occur frequently, this is evidenced by the lack of adequate services and discriminatory treatment within hospitals, such as insults towards public baths, lack of privacy, and overly restrictive environments (Werner et al., 2012). What the public must remember and understand about intellectual disabilities is how people with intellectual disabilities, especially those classified as severe, tend to need special education and services, including aids and supports, to acquire and perform daily living skills (Woolf et al., 2010) the Adaptive Behavior Assessment System-Second Edition (ABAS-II; Harrison & Oakland, 2003).

Recent studies show that people with intellectual disabilities face difficulties in forming friendships, have smaller and less diverse social networks (Merrells et al., 2019; White & Forrester-Jones, 2020) yet people with intellectual disability (ID). Therefore, it is a form of support and assistance from the community to be able to understand and better understand people with intellectual disabilities, especially

athletes who are coached by SOIna Bandung.

By being aware of the differences and eliminating the stigma about these differences, it will reduce and even eliminate the occurrence of discrimination in society at large. Sport can be a powerful tool in creating a dynamic society regardless of age, gender, disability or other factors (Yukishita, 2018).

## CONCLUSION

Based on the results and discussion, it can be concluded that what was obtained from the results of this research regarding the Sports Promotion Strategy for Intellectual Disabilities by SOIna Bandung is: (1) SOIna Bandung Promotion Strategy in recruiting, coaching and developing athletes' careers is the key to success in having a large number of athletes which is very large to date. SOIna Bandung really spreads ways to recruit as many athletes as possible (through approaches with special schools, championships, TOT, up to installing certified and experienced coaches). Until finally, SOIna Bandung had a very large number of athletes. As of now, the number of athletes owned by SOIna Bandung is 1500 athletes. Coaching also looks at or develops athletes' abilities, not just sports skills. This is done by changing and adding to the content of coaching material related to soft skills and athlete psychology. This

is done so that what athletes gain can be more complex and comprehensive. Apart from that, to ensure that athletes get better life insurance, SOIna Bandung also collaborates with SKPD (Regional Work Units) for SOIna athletes to receive materials and training other than just sports activities. This is, of course, an added value if athletes can take part in the training carried out (for example, Social Department) so that Bandung SOIna athletes can get living capital in the future.

Bandung's SOIna Promotion Strategy: Getting assistance (grants and sponsorship) from stakeholders to support Bandung's SOIna activities is the key of all. At the beginning of the birth of SOIna, Bandung did not have permanent assistance, especially from the government. Almost all Bandung SOIna activities are carried out by holding joint ventures between parents and Bandung SOIna administrators. This was done to be able to provide sustainable activities to SOIna Bandung athletes. After going through various approaches and the Bandung SOIna administrators who were able to convince the government about the existence of SOIna, grant funds from the Bandung Government were obtained and can be used for various Bandung SOIna activities. This is also a proud record of achievement regarding SOIna's ability to convince the government about SOIna's existence.



Bandung SOIna Promotion Strategy in conducting publications to the public related to existing intellectual disability activities. There are 2 steps for SOIna Bandung in carrying out publications to the public 1) recruiting journalists as part of SOIna Bandung: This step is very appropriate because what SOIna does can be quickly and precisely published and reported to the wider community. Previously, SOIna Bandung only relied on the help of the mass media, and sometimes, the reporting that was carried out was not in line with the desired expectations. 2) Utilizing social media and mass media in conducting publications: SOIna Bandung can really utilize the media to provide information, education and news to the public through social media. Currently, SOIna Bandung has social media such as: Facebook, Instagram, TikTok and also YouTube. SOIna uses social media to report on all activities carried out by SOIna Bandung. Apart from that, mass media is the next step in reporting. It is not uncommon for SOIna's activities to be covered by national media (TVRI, Kompas and others) regarding the activities carried out by SOIna in Bandung. The news published to the public is not only related to achievements. But it is also comprehensive and almost all SOIna Bandung activities are published (starting from training, habits, athlete qualifications, achievements and many others).

SOIna Promotion Strategy Bandung has good relations with the broader community. SOIna Bandung took 2 steps to get support from parents and the community. 1) Forming a Community Association and Association of Athlete Parents: This is done to include parents in various decisions by SOIna Bandung. Because after all parents are an inseparable part of SOIna Bandung. Parents can provide suggestions and input for better SOIna improvement. 2) Publicize each activity: This activity aims to provide information and education and attract public attention to SOIna Bandung. By publishing, the public will truly understand and understand SOIna Bandung. And in the end, there will be an inclusive society that disability activists envision in general.

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