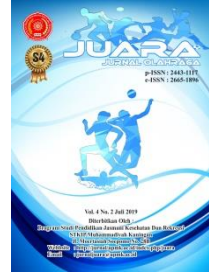




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Management of Dirgantara Driving Range Golf Wiriadinata: Plan and Strategy

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Abstract

This research was motivated by the researcher's desire to find out how the management of the only Dirgantara Driving Range Golf Wiriadinata in Tasikmalaya. The method used in this research is a case study, with a qualitative approach. Data collection used in this research is using observation, interview, and documentation techniques. The results of the research are planning, management, evaluation, follow-up, difficulties, and development of management. The management applied is conventional management by determining goals and objectives, budget strategies, management teams, and management systems.

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INTRODUCTION

Golf is one of the many sports that are quite popular with the public. Golf is an outdoor sport that is played individually or in teams with the aim of putting the ball into the holes. Golf is played on a large grassy field that has holes. While the place to practice hitting golf balls is usually called the Driving Range. The driving range may have natural grass, similar to a golf course, or players may have to use synthetic mats that resemble real grass.

A driving range is one of the facilities that provides a place for golfers to practice and improve their skills. As a facility provided to practice hitting the ball, directing the ball to trying new golf clubs, all golf lovers must have tried this driving range facility. At the driving range, players can hit more than 100 balls in a short time without having to move from one place to another. The existence of a driving range also helps players to continue practicing golf even when the weather is bad. Maximum results from training at the driving range can be obtained by practicing the correct way to drive golf.

Dirgantara Driving Range Golf is a driving practice place located on Jl. Kolonel Basyir, Sukanagara, Kec. Purbaratu, Kab. Tasikmalaya and has been established since 2017, Dirgantara Driving Range golf consists of 9 Teeing areas (hitting areas) with an area of 50m and a length of 200m making a comfortable hitting distance as a means of learning Golf for beginners.

The landscape of the golf driving course is the environment around the course in the form of non-grass plants and a playing area in the form of grass. The golf driving course is different from the golf course where without trees it will look bare and players will feel the importance of trees and ornamental plants. This facility plays an integral role in the development of golf players, from beginners to professional players.

Therefore, effective management in the management of the golf driving range is very important in ensuring that this facility can meet the expectations and needs of players, as well as ensuring operational sustainability.

It is hoped that the results of this study can provide a real contribution to the golf industry, both in terms of improving the quality of the golf driving course and in expanding understanding of sustainable practices in the management of facilities at this Golf Driving Range

RESEARCH METHOD

The method used in this study is a case study, with a qualitative approach. The management used by Dirgantara Driving Range Golf Wiriadinata includes planning, management, evaluation, follow-up, difficulties, and development of management of Dirgantara Driving Range Golf Wiriadinata. The research subjects came from one Supervisor of Dirgantara Driving Range Golf Wiriadinata. Data collection was carried out through interviews and observations of members while practicing.

The interviews we conducted were conducted directly on the training field. The interview conversation was conducted by two parties, namely us as interviewers who asked questions and the driving range Golf party who was interviewed who provided answers to the questions. The interview material included questions concerning the management of Dirgantara Driving Range Golf Wiriadinata. All interview results were recorded and broken down into units to be combined into the data needed according to the research being conducted.

Meanwhile, observations were conducted when members were practicing and using participant observation. Researchers showed themselves or participated in the activities carried out. With

this observation, researchers can better appreciate, feel, and experience themselves. Observation data is combined with interview material.

RESULTS AND DISCUSSION

Results

The location of Dirgantara Driving Range golf is in Sukanegara, Purbaratu District, Tasikmalaya Regency. Open from 07.00-22.00 WIB. This semi-tropical concept field offers cool and shady air as a place to practice playing golf. The facilities at Dirgantara Driving Range Golf include 9 Teeing Areas (hitting areas), Cafe, Mushola, Toilet, and adequate parking facilities.

Having a length of 200m and a width of 50m and surrounded by lush trees, it provides its own attraction for players to play in this place. Unlike golf courses in general, driving does not provide several facilities that are usually available, such as Hazards, water puddles, and so on which are usually obstacles in playing golf.

At Dirgantara Driving Range Golf, there are a total of 7 employees working, 3 as cashiers and 4 as Caddy (golf coaches). Where 1 cashier works at 07.00-14.30 WIB, and 2 other cashiers at 14.30-22.00 WIB, while Caddy is always on standby if there are visitors/members who want to play and need a coach.

For field maintenance, the management always maintains the grass and trees every 2 weeks by cutting them so that they remain sloping and green and do not make the ball that is hit get stuck there, besides that the management always cleans the general facilities every day,

such as sweeping the prayer room, seats, and the surrounding area.

In terms of digital, Dirgantara Driving Range Golf has applied an online booking system via WhatsApp and has also carried out its digital marketing via Instagram and Facebook, but it is indeed less focused, which causes its digitalization to be less efficient, and seems monotonous and conventional for its visitors who are mostly young.

The price to try this game is also quite affordable when compared to driving golf in other cities. At Dirgantara Driving Range Golf, we can play driving golf with a main price of IDR 85,000 for 100 balls, and IDR 50 thousand for stick rental, while if you want to rent a coach, players must pay again at a price of IDR 200,000 for one game.

For a cheaper price, we can become a member here, the privilege is the cheaper ball price and the practice schedule that has been booked for several member periods that we apply for. And if you become a member, of course you will get special training on how to play golf from holding the stick to being good at hitting it.

The management conveyed several difficulties that are often faced, one of which is because the location is surrounded by dense trees, making it often the case that balls are hit too hard, making it difficult to find balls that often even get lost because they cannot be found. Broken sticks due to being hit too hard are also something that sometimes happens in this driving golf, requiring players to replace sticks that are not cheap.

Not only in the game, but the management that is still conventional is also a problem faced by

Dirgantara Driving Range Golf. Marketing and advertising that are still done manually are claimed to not be able to bring enough changes in the profitability of this business. Sometimes many members complain about the difficulty of finding this place because of the lack of information on the internet, and the difficulty in finding a schedule that is still available without having to come there in person.

Discussion

Dirgantara Driving Range Golf Wiriadinata in Tasikmalaya has been quite successful in implementing conventional management well. Dirgantara Driving Range Golf has ensured the provision of quality golf facilities, including well-maintained courses, sufficient hitting stations, and distance targets that help golfers measure their shots. The implementation of management includes regular maintenance of facilities and comfortable customer facilities, such as cafes and bathrooms. They also periodically evaluate the club's performance and respond to customer feedback to improve their services.

In terms of planning, Dirgantara Driving Range Golf Wiriadinata has ensured the provision of quality golf facilities and good management implementation. It is quite in accordance with the principles of effective management that involve continuous planning, implementation, evaluation, and follow-up.

Although the club faces some difficulties, such as time-consuming course maintenance, increasing ball rental prices, and marketing challenges related to the perception of golf as an expensive sport, good management has enabled them to overcome these obstacles.

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