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The Urgency of Sports Photography in the Interest of Football Sports (Case Study of Amateur Football Club in Boyolali Regency)

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ABSTRACT

This research was conducted due to the emergence of a phenomenon where amateur or inter-village (tarkam) football matches use or hire the services of sports photographers. This became the primary focus of the researcher in examining the new culture of amateur football. The influence of technology and the rapid development of social media have become the basis for amateur athletes to use these photos. Many effects have emerged from this development, ranging from positive to negative. Therefore, this study aims to determine the importance of football photographers in influencing interest in sports in amateur clubs within Boyolali Regency. This study used a quantitative method by distributing questionnaires and conducting interviews with football players in amateur clubs in Boyolali Regency. The sample in this study amounted to 100 people who were selected using a random sampling method. Based on the findings, it can be concluded that the figure of interest in sports photography showed a figure of 75.72%, which can be concluded that the appeal of football photographers is relatively high. Enjoyment of the presence of football photographers showed a figure of 74.4%, which is a high figure. Attention to the presence of football photographers shows a figure of 71.2%, this figure is considered high, and the need for the presence of football photographers shows a figure of 65.8%, which is also considered high.

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1. INTRODUCTION

Photography is considered a tool for recording events that modern society admires today. Initially, photography was only used to capture historical moments, but over time, it has become an integral part of life. Photography has become a powerful and universal communication tool in modern culture. Today, the majority of people in the world know and apply photography in their lives. Photography has become a distinct identity for modern society. Documenting events that may only occur once in a lifetime is one reason why people are passionate about photography. Sports photography is a branch of the existing photography genre. This type of photography documents sports activities by maximizing the camera's speed to capture fast-moving objects. In sports

photography, capturing dramatic moments in competitions, matches, and sports games that may only occur once in a lifetime is the most important point.

Photography has a myriad of phenomena and influences in the world of football. Professional and amateur players alike are participating in the digital era by uploading photos of themselves on the pitch during the 90-minute game. This diversity of perspectives merits further exploration, as it generates both pros and cons, both among sports photographers and football teams. This divides perceptions into positive and negative. The positive impact is that the public becomes more enthusiastic about football because of the presence of photographers. Photographers feel they have a relatively open job market. Meanwhile, some negative impacts include the high demand for photos from competing teams, leading to disputes and price cuts between photographers in the amateur or inter-village (tarkam) class. Furthermore, from a team perspective, a dependency on photographers fosters enthusiasm for training and competing among amateur teams.

2. METHODS

This research was conducted at amateur clubs throughout Boyolali Regency. The research method used was a quantitative questionnaire. The basis for this method was distributing questionnaires and interviewing amateur athletes. The data was then processed to determine their level of interest in football photography.

In sampling, the researchers used the random sampling technique, which selects respondents randomly from the entire population. The sample consisted of 100 amateur club members or amateur athletes in Boyolali Regency.

The data collection technique used by the researcher is quantitative, in which data is usually collected using several techniques, namely by collecting data in the form of questionnaire results from the subjects concerned. In the information gathering process, data was obtained from primary sources, namely questionnaires distributed to amateur club members in Boyolali Regency. Researchers then conducted observations and interviews with club members to complete the necessary data.

In this study, the questionnaire used by the researcher was a closed-ended questionnaire, as respondents simply had to choose one of the answers provided on the answer sheet. The questionnaire was compiled based on modifications from previous research.(Ulfah, 2022)using a Likert Scale with five (5) answer categories as follows: Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), Strongly Disagree (STS). Each answer given by the respondent has a value listed in the table, as follows:

Table 1.1 Questionnaire Assessment Scale

Score	Choice
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Neutral (N)
4	Agree (S)
5	Strongly Agree (SS)

The data analysis technique used is descriptive statistics, where the data collection can be presented concisely and neatly and is able to provide core information from the existing data collection.

With descriptive statistics, data sets can be presented concisely and neatly and are able to provide core information from the existing data set.

Based on this data, the research analysis process was carried out starting from:

1. Data collection. In this study, the data collection process was carried out using a Google form distributed online.

2. Data reduction. In this study, data reduction was carried out by analyzing, sharpening, classifying, directing, and removing unnecessary data, then organizing the data to draw conclusions.
3. Data generalization. This is a presentation of the overall results of the discussion.
4. Data presentation. In this research, data presentation involves grouping the reduced data. This data is then labeled or otherwise presented.
5. Drawing conclusions. This involves analyzing the interpretation of the data obtained.

Data analysis calculations use the following formula:

$$P = \frac{Fx}{N} \times 100\%$$

Figure 3.1 Data Analysis Techniques
(Sugiyono, 2019).

3. RESULT AND DISCUSSION

Result

Football photography is quite familiar among football enthusiasts, from professional to amateur levels. This is an influence of the development of the times. The impacts felt vary from positive to negative for athletes to photographers. The opening of new job opportunities to the dependence of amateur athletes to exercise with the presence of photographers is real evidence in the field. The tendency or interest of amateur athletes in the urgency of football photographers at the amateur level in the Boyolali Regency area is relatively high. Interest can be influenced by several factors including interest, pleasure, attention and need. This is presented in the results obtained by researchers where the interest of amateur athletes in football photographers in training or match activities is (75.72%) where the figure falls into the High category, Pleasure towards the presence of football photographers shows a figure (74.4%) where the figure falls into the High category, Attention to the presence of football photographers shows a figure (71.2%) where the figure falls into the High category, The need for the presence of football photographers shows a figure (65.8%) the figure falls into the High category.

Simultaneously, data obtained through interviews shows that the presence of football photographers has received many positive responses from athletes. Many are of the opinion that the presence of photographers is for personal and team social media needs. The majority expect a good image from the resulting photos. As stated by one respondent who stated, "It is very useful because it can capture moments together when playing football with the club." The repetition intervals in hiring photographers also vary, the statement "Sometimes when there is a good event" proves that not all amateur football enthusiasts like and require the presence of photographers during matches or routine training. The association between athletes and the urgency of hiring photographers is dominated by opinions related to their documentation needs and social media needs, as stated by the following respondent, "Because to capture every moment of the match." The suggestions of amateur athletes for football photographers are dominated by the delivery of the results of the photos as soon as possible, as the following opinion: "Maybe for the time or period of the results of the shots faster so that they can be immediately enjoyed by me and interesting moments that can arouse enthusiasm for football."

The results of the study, which showed the high interest of amateur athletes in hiring the services of sports photographers, especially football photographers, are similar to the research conducted (Rafli et al., 2023) entitled "Analysis of Factors Influencing a Person's Decision to Become a Sports Photographer." The study found that the most influential factor in becoming a sports photographer is high market and general demand. This fact reinforces the influence of technological advancements on behavior and culture, which increasingly utilize social media for interaction.

4. CONCLUSION

Based on the results of the research on the importance of sports photography to interest in soccer, it can be concluded that the results of the study of amateur soccer athletes in Boyolali Regency show a high level of interest in soccer photography. With each percentage of 75.72% for interest, 74.4% for enjoyment, 71.2% for attention, and 65.8% for the need for soccer photography. Furthermore, the interview results indicate a fairly high and varied response to interest and need for sports photography.

AUTHOR'S STATEMENT

In this research has never been published in other scientific journals or publications and contains no plagiarism. The author wrote this article in good health and without any interference or pressure from any other party.

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