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스포츠매니지먼트석사학위논문

# Factors That Motivate Youth in Sport Participation:

Examining the Emergence of Lifestyle Sports  
in Indonesia

청소년의 스포츠 참여 동기 요인에 관한 연구:  
인도네시아의 스포츠 라이프 스타일을 중심으로

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## **Abstract**

# **Factors That Motivate Youth in Sport Participation:**

## **Examining the Emergence of Lifestyle Sports in Indonesia**

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Indonesia, the 4<sup>th</sup> biggest population in the world, is blessed to have a large population of youth with 62.3 million; respectively 40 percent youth in Southeast Asia is in Indonesia. Youth as the main segment of this study refers to the category of millennial Generation Z, with the age group 15 – 22years old. They value communality and idealism, the instant generation born in the era where the internet is well established. Therefore, in the context of trend adoption, such as music, fashion and including sports, they perceive some things are ‘cool’ or ‘fun’ when their peers and the internet confirm it.

This is how “Lifestyle Sports”, the term used by the researcher, fit into the picture. This term is quite recent in the academic literature. Belinda Wheaton(2004) is the scholar who coined the term. She defines lifestyle sports as the sports practiced mostly by young people in the postmodern setting, related to personal factors and lifestyle practices. The examples are; skateboarding, riding BMX, 3x3 basketball playing, parkour, running and many other new emerging sports based on lifestyle and social purposes.

This study is aiming to examine the emergence of Lifestyle Sports in Indonesia with two stages. The first stage is to find out what factors motivate youth to participate in lifestyle sports, conducted by survey. Researcher collected 518 samples comprising Gen Z youth from age group 15-24 years old in two cities; Jakarta and Bandung.

The survey result analyzed by hierarchical linear model (HLM) showed that there are four significant variables for youth as the motivation factors to participate in lifestyle sports; self efficacy and fun & enjoyment as the intrinsic motivations. Social reward and friends & peers as the extrinsic motivations. Among all the four variables, Social Reward has the highest significant value of 99%. Social reward implies that when youth do certain activities, it should be proper or worthy to be posted in their social media.

The second stage is a follow-up of the previous finding, what the significance, implications and future opportunities of lifestyle sports are. Seven in-depth interviews of youth trendsetter, expert and sport academicians were conducted to explore their perspectives on this topic. The interview findings indicate that lifestyle sport is significant for youth since social reward and communality are naturally embedded in lifestyle sports, attributes that other conventional sports could not fulfill.

These elements are the reasons why youth fundamentally value lifestyle sports; by doing lifestyle sports, such as skateboarding or freestyle, they could have their self-branding and they could post it in their social media, earn the attribute by their peers, for example “This is Abram, the freestyler” or “Febby, the skateboarder”. It rewards them the feeling of significance and sense of belonging to their lifestyle sports community.

As an emerging trend, Lifestyle Sports will be in the long run; it has sustainable pattern of participation, unique characteristics and this trend will penetrate globally with the boost of multiplatform media in particular digital media and the international recognition, as well.

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**Keywords:** Youth Sports, Motivation, Sport Participation, Lifestyle Sports

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# **Chapter 1. Introduction**

## **1.1. Background**

In our historical thinking, our founding fathers emphasized the character building. To build this big nation of the 4<sup>th</sup> biggest population worldwide is never an easy task. For almost three and a half centuries this nation was occupied under the Dutch, Englishmen and Japanese who racially restricted education and treated our people as third-class citizens in our own country.

This condition somehow formed low self-esteem mentality among Indonesian people. “We want to be a new Indonesia that dares to see the world with open mind, self-confidence and both physical and mental strength” as stated by Soekarno, the First President of Indonesia. He believed that character building was a foundation to be a great country. He also believed that to change one nation’s destiny, it had to start from the youth. “A thousand parents could only dream, a young person could change the world” is one of his memorable quotes, a legacy that is still imprinted until today.

This way of thinking is actually very crucial and important. Our ignorance towards the character building resulted in moral degeneration

channeled to negative attitudes; drugs, prostitution, criminal and school rage among the youth. What the youth need is a diversion; they are craving for social currency as a stimulus of character building and sport is the tool to make it happen. By addressing the right pattern to this issue, the youth could be a potential asset for the nation's character building.

The ethnographical research conducted by YouthLab Indonesia showed that youth are the future indicators that play a role as a pivot influencer across younger generation and older generation.

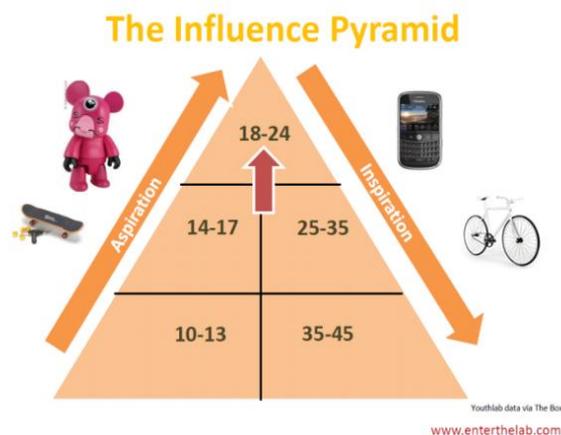


Figure 1. Influencer pyramid of Youth in Indonesia

The above figure showed that youth get aspiration and ideas from the younger segment and then gives inspiration to the older segment at the same time. For example, the trendy finger board or a mini skate board, that uses fingers to play, is the toys that little children usually play.

The youth get this aspiration from the younger age and make it as a major trend in Indonesia. Another example is the trend of modified bicycle. Youth gives the inspiration to the older age, so now we can see lots of older people ride modified bicycle in public parks. Therefore, youth is a very important aspect especially in Indonesia since the 40 percent of youth in Southeast Asia region is in Indonesia.

Researcher mentioned in the beginning that sport is the unifying tool to address the issue. In the context of sport, youth in Indonesia was introduced to sport since early learning in School. It is stipulated in *Undang-Undang Nomor 4 Tahun 1950* (Indonesian Act Number 4, Year 1950) of the Basic Education in School. Chapter IV verse 9 specifically about physical education states that “Physical Education could lead to a balance between the growth of body and soul, and it is also a way to create Indonesia into a healthy nation”. Hence, the physical education is not considered as important as academic accomplishment at school.

However, with the trend of sport brought by the media and the advancement of digital media, youth in Indonesia now can seek global trend of sport worldwide with internet medium by YouTube or Google, a trend that is not covered in the school curriculum of physical education.

This is what Belinda Wheaton(2004) termed as “Lifestyle Sport”. According to Wheaton, lifestyle sport is used to refer to activities like board sports such as skateboarding, surfboarding, freestyle, BMX cycling, among others. It is an appropriate term to indicate a contrast to traditional or mainstream sport (Rinehart, 2000). Other scholars also refer lifestyle sport with “subculture”, “postmodern” and “new sports” which may reflect the characteristics of the activities.

Lifestyle Sports is now emerging and surpassing the conventional format of sport because it gives youth social rewards, a unique factor that will be further examine in this study. This phenomenon caused a sharp decline on the youth participation to the conventional mainstream sport. The concept of Lifestyle Sports will be elaborated later in the second chapter of literature review.

Furthermore, Lifestyle Sport trend is also happening in several other countries despite the term is quite new in the typology of sport. There are several studies conducted by Paul Gilchrist and Belinda Wheaton published in International Journal of Sport Policy and Politics 2011, about the Lifestyle Sport and Youth Engagement. They study the emergence of Parkour in the South of England. In their studies, they highlight the emergence of lifestyle sports as a potential role in terms of encouraging

youth engagement, physical health and well-being. The researcher found this study is relevant to what is trending now in Indonesian sport especially youth sport.

With the trend of practicing Lifestyle Sports, youth desire will be diverted from negative activities like drugs, crimes or school fights and focused more on physical activities that they actually like, not forced.

## **1.2. Objective**

If we put the terms of youth and sport together, it is almost definite that questions about participation will spring to mind - who takes part, what do they do, where do they do it and why do they do it? (Kremer, Trew, & Ogle, 1997).

Several researches and studies had been done to discover certain motives and factors to this youth engagement in sport. In a way, the term sport could be manifest into various classifications of sport types. In the context of this study, it is the Lifestyle Sports.

With this current phenomenon showed in the research data and all these related key information, the researcher would like to examine the emerging trend of Lifestyle Sport in Indonesia, in the perspective of youth motivation to participate, furthermore the result will be elaborated with the significance, implications and future opportunities of Lifestyle Sports.

The main methodology used for this study is quantitative, involving gathering data and describing the data collection from the questionnaires in a form of tables, charts and graphics. The respondents are the youth segment, 15 – 24 years old, living in two representative urban cities in Indonesia, Jakarta and Bandung.

In addition to the quantitative result, the researcher would like to add weight to it by using a qualitative approach consisting of five to seven in-depth interviews with the informal leaders or trend creators of lifestyle sport in Indonesia. The interviews will be transcribed and then coded thematically.

Although there are many studies conducted to study youth participation and lifestyle sport, this research desires to fill the gap and connect those two elements of study in youth participation factors and motivation to the lifestyle sport that is emerging in Indonesia.

### **1.3. Significance**

For scholars and students, this study is significant in adding study of youth participation in lifestyle sport with psychological and sociological approach especially in Indonesia where the culture of collectivism is still salient.

For the practitioner and sport administrator in Indonesia, this study may indicate a phenomenon of youth driven factors in lifestyle sport which

surpasses the conventional format sport, so the future sport policy and program could be the best fit to this current trend.

## **Chapter 2. Literature Review**

In the literature review, the researcher will focus on the theories of the main aspect with the various sources of books, articles and journals on related topic.

First, the researcher will analyze the theories of Youth, with the generational theory and youth theory in general. In the section of Youth in Indonesia, researcher will also display the table of statistical data from National Census regarding the population of youth in Indonesia.

The second part is the definition of Lifestyle Sports, the basic concept and characteristics of Lifestyle Sports. Furthermore is the position of lifestyle sports and other related terms, such as action sports. In addition, this part will also cover the theories of how significant lifestyle sport and youth participations are.

The third part will cover the theories of youth participation in lifestyle sports, drawn from the preceding theories on sport participation as well as identifying the additional factors.

Lastly, all of these interconnected theories help the researcher to be able to formulate two research questions that will be examined thoroughly with the appropriate methodology.

## **2.1. Theories on Generation**

Before the researcher gets into the core theory of youth, there is a theory as the umbrella of it, the generational theory. Youth is a stage within the generation. William Strauss and Neil Howe are the authors of generational theory books; *Generations*, *the Fourth Turning* and *Millennials Rising: The Next Great Generation*.

Generation is a cohort-group whose length approximates the span of a phase of life (Strauss & Howe, 1991). It is defined by peer personality, such as common age, locations, beliefs, behaviors and perceived membership in a generation.

Furthermore, in their book *The Fourth Turning*, Strauss and Howe mentioned that:

People in a particular age group tend to share a distinct set of beliefs, attitudes, values and behaviors because they all grow up and come of age during a particular period in history (Strauss & Howe, 1997).

Strauss and Howe mean that each generation has their own stereotypes and archetypes. New generations can bring certain attitudes and belief and perceptions.

There are seven generations described by Strauss and Howe; *Missionary*, *Lost*, *GI*, *Silent*, *Boom* (Generation X), *Thirteenth* (Generation Y) and *Millennials* (Generation Z).

In the *Millennials Rising: The Next Great Generation* (2000), the book by Strauss and Howe, they used the key words: optimistic, rule followers to describe Millennials or they refer to Generation Z.

## **2.2. Theories on Youth**

Nicholas L. Holt (2008) defines Youth in terms of adolescence. Adolescence is regarded as a period of transitions between childhood and adulthood, and may be broadly divided into three phases; early 11-14 years, middle 15-18 years and late 19-21 years (Durbin, Darling, Steinberg, & Brown, 1993). Coleman and Roker (1998) also mention that adolescents must deal with biological, social, emotional, and psychological transitions in order to successfully enter the adult world.

Historically, according to Hall (1983), adolescence was regarded as a period of '*sturm und drang*' or storm and stress. It was normal for adolescents to alternate between extremes of sorrow and exuberance, and on the other hand could be shifted unexpectedly between friendly altruism and selfish hoarding (Hall, 1983). However, according to Offer (1969), adolescent storm and stress may have been given disproportionate emphasis by studying individuals already in turmoil (Offer, 1969).

Then, there are the researchers that recognize the need to examine both negative and positive aspects of the transition in adolescent (Coles,

1995). Graber and Brooks-Gunn (1996) mention that whereas certain individuals may have sensitivity to change, others may have sufficient personal resources to successfully cope with the transitions they face in order to make a healthy and successful entry into adulthood (Graber & Brooks-Gunn, 1996).

Apart from the concept of Adolescent, there is no universal standard to define the concept of youth based on age group. Indonesia Monograph Series number 2, published in 2010 by United Nations Population Fund (UNFPA) showed that the common understanding is that youth represents the time in life involving transition from childhood to adulthood, from a state of dependence in childhood to adult independence, and that it is a life stage accompanied by specific transitions in the physiological, legal, physiological, economic and social dimensions of life.

The monograph further explained on physiological term. Puberty that signals the beginning of the transition to adulthood occurs at different ages and also differs between male and female. Laws and various regulations entitle young people with rights and responsibilities which are not afforded to children. These might also be used to define the milestone to end the period of childhood.

However, the qualifying ages in these laws or regulations are not always consistent, as evidenced by differences in the qualifying age for voting, for getting married, for obtaining a driving license or for holding a job. In psycho-social and economic terms, adulthood in many cultures often entails independence from parents and the ability to control one's own life. These many dimensions of adulthood generate amount of debates to what is the appropriate chronological age for defining youth as opposed to childhood or adulthood, and these debates vary between nations and cultures (UNFPA Monograph, 2010).

UNFPA Monograph also emphasizes that the concept of youth cannot be limited to a fixed age group, it depends on the context. For example, the Indonesian Law on Youth of 2009 defines 'youth' as persons in the 16 to 30 year age range. For the purpose of comparison across countries, the United Nations (UN) defines youth as those aged 15-24 years old.

Therefore, the term youth in this research will refer to people in the 15-24 year age range. This has been pragmatically chosen to most closely reflect the age range specified by the Indonesian Law on Youth (16-30 years).

### **2.3. Youth in Indonesia**

It is always important to study young people because they will become tomorrow's leaders and power-holders. In introducing the Indonesian Youth, Lyn Parker and Pam Nilan in the book titled "Adolescents in Contemporary Indonesia" (2013) wrote that in Indonesia while youth has become an accepted separate social category, we argue that it is perceived and experienced differently. For instance, ideas involving turmoil and rebellion are rarely used to define the life-stage of youth in Indonesia (Parker & Nilan, 2013).

Parker & Nilan (2013) mention that the more common is the expression that youth are 'the hope of the nation'. They said that troubled youth are often explained as not having received enough affection and guidance from their parents and family.

However, while older generations might see young people as vulnerable, young people themselves seem confident and exhibit extraordinary optimism. For example in Indonesia, young people of both genders might feel that their parents do not treat them as adults and listen to them, but they see themselves embedded within family and parents.

Moreover, in the context of sizes, the youth demographic is a large scale and growing cohort in Indonesia. In Indonesia, adolescents embody

the dramatic social changes that are occurring in this vibrant, newly democratic nation (Parker & Nilan, 2013).

Indonesia, being the 4<sup>th</sup> populous country in the world after China, USA and India, is blessed to have a large population of youth. The 40 percent youth in Southeast Asia are in Indonesia.

Table 1. Indonesian Population by Youth Segmentation (BPS, 2010)

Basic of Definition	Age range (years)	Sex		Residence Area		Total Youth
		Males	Females	Urban	Rural	
Indonesian Law of Youth 2009 (a)	16 - 30	31,244,215	31,099,540	33,378,741	28,965,014	62,343,755
Statistical Definition (b)	15 - 29	31,133,330	30,949,480	33,106,899	28,975,911	62,082,810

Table 1 above shows the census counts of youth in Indonesia using both the legal definition of youth, those aged 16-30 years, and the pragmatically chosen statistical definition referred to above, of persons in the 15-29 year age range. The number shown, 62.3 million, in the legal definition is slightly higher than that in the statistical definition with 62.1 million. This difference is due to the different of terms and sources.

Table 2 below shows that in 2010, there was 62 million youth. It represented one fourth of total population in Indonesia.

Table 2. Youth Population by Sex and Percentage (BPS, 2010)

	<b>Males</b>	<b>Females</b>	<b>Total</b>
<b>Youth (by age)</b>		<i>number ('000s)</i>	
15 - 19	10,614.30	10,226.40	20,880.70
20 - 24	9,887.70	10,003.90	19,891.60
25 - 29	10,631.30	10,679.10	21,310.40
Total 15 - 29	31,133.30	30,949.50	62,082.80
Total 16 - 30	31,244.20	31,099.50	62,343.80
<b>Persons of all ages</b>	<b>119,630.90</b>	<b>118,010.40</b>	<b>237,641.30</b>
<b>Youth (by age)</b>		<i>% of the total population</i>	
15 - 19	8.9	8.7	8.8
20 - 24	8.3	8.5	8.4
25 - 29	8.9	9.0	9.0
Total 15 - 29	26.0	26.2	26.1
Total 16 - 30	26.1	26.4	26.2
<b>Persons of all ages</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Sources: a) BPS-Statistics Indonesia, 2011, "Statistik Pemuda", Indonesia 2010 (Katalog BPS: 4103008), and b) Population Census 2010, BPS-Statistics Indonesia [web] <http://sp10.bps.go.id>

According to official population projections published by BPS-Statistics Indonesia, the youth population in Indonesia is projected to increase to 70 million by 2035. This is close to 8 million more than the 2010 Census count.

The rising of youth population in Indonesia could be seen as a potential for nation's development in the perspective of economy, culture and social.

## **2.4. Defining Lifestyle Sports**

Before defining the concept of Lifestyle Sports, researcher will draw a definition of Lifestyle, which is a way of living of one's individual in their society manifest with their psychological, physical, economic and social environments. It can be expressed not only by work but also in terms of leisure behavior patterns. Such activities reflect attitudes, interests, opinions and values. Moreover, they reflect one's individual self-image. That is the way they picture themselves and the belief how they are seen by others (Hallberg, 2011).

In the context of sports, researcher will mainly use the concept of Lifestyle Sport by Belinda Wheaton, principal researcher in Sport and Leisure Cultures at the University of Brighton, UK. She was the one who coined the term of Lifestyle Sports; her wide range of international journals and books has been published since early 2000. Another scholar researcher used mostly in this study is Ken Green, an expert from University of Chester, UK in the field of youth participation in sports. He is also an author of the bestselling book, Key Themes in Youth Sport.

Lifestyle Sports could be manifested into many shapes. It includes being at the elite level, but still in a format of traditional sport for example,

X-Games including skating or sport climbing. It attracts young audiences, although it does not have to be an extreme sport at all.

In the emergence of lifestyle sports, what is being sold to the consumers, both participants and spectators, is not merely sport or leisure activity, but a complete style of life, emphasizing on postmodern culture especially young people. Most of the participants sought in a lifestyle are the exclusive social identity.

‘Lifestyle sport’ and ‘lifestyle activities’ terms tend to be used in one of two overlapping ways, especially when associated with youth sport. In the post-modern trends in youth cultures, lifestyle sport is defined as a specific type of alternative sport (Green, 2010).

Moreover Ken Green (2010) explained the concept of lifestyle sport in 3 (three) parts;

First, they are alternative in the sense of being different from conventional sporting forms (such as team games) and unlike some sports, are fundamentally about participation rather than spectating – either live or via the media (Malcolm, 2008).

In addition, Green (2010) added that in contrast to conventional sports, ‘alternative’ or lifestyle sports are characterized by none or limited regulation and custom refusal by the followers to follow the codes.

Second, the meanings attached to lifestyle sports often gave a personal dimension beyond success in competition.

Finally they have a tendency towards being extreme insofar as they involve risk-taking, including extreme locations, extreme emotions, transgression and extreme skills (Tomlinson, Ravenscroft, Wheaton, & Gilchrist, 2005).

#### 2.4.1. Basic Concept of Lifestyle Sports

The umbrella for Lifestyle Sports is within the Leisure Sports. Leisure sports can be defined as freeform, voluntary activities aimed to regulate the mental state of its participant. It is the product of modern society; develop with the growth of economy (Min, 2010). Within the leisure sports, there are different kinds of sport activities that are part of modern leisure living.

According to Min, there are standards for classification, but there have not been a uniform standard to classify leisure sports until now. However, most scholars classify these sports as leisure sports; fitness activities, alternative, action and lifestyle sports.

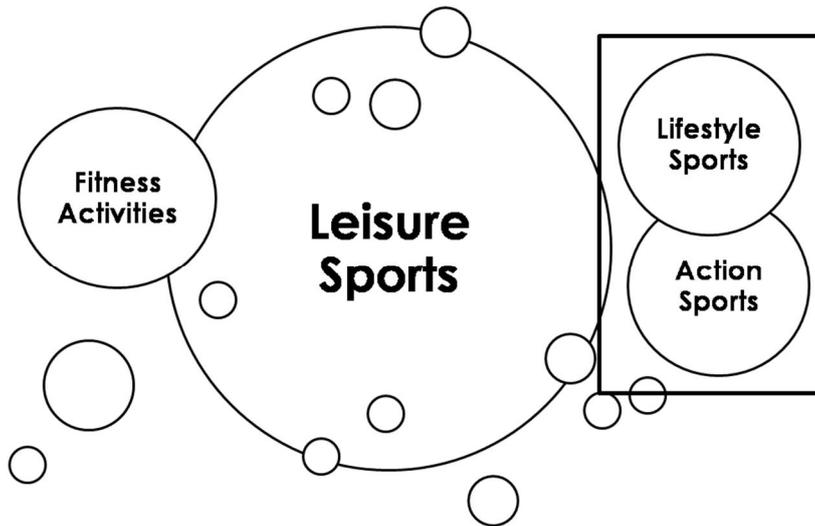


Figure 2. Mapping of Lifestyle Sports

In the figure 2 above, it shows that Leisure Sports is the umbrella and as the biggest dot. The smallest dots show some sports categorized as leisure sports. Lifestyle sports and action sports are sometimes used in overlapping ways. The classification between the two terms will be further explained in this next section.

#### 2.4.2. Lifestyle Sports and Related Terms

In the book titled “Understanding Lifestyle Sports: Consumption, Identity and Difference” written by Wheaton in 2004, she mentioned that there is now a body of academic literature examining the phenomena of what has been variously defined in other terms such as ‘extreme’, ‘alternative’, ‘whiz’, ‘action-sports’, postmodern’, and ‘new’ sports. Those

labels encompass a wide range of mostly individualized sporting activities, from established practices like surfing and skateboarding, to new emergent activities like what are trending recently in North America, sports like B.A.S.E. jumping or ultimate Frisbee.

These sporting activities found in Wheaton journal are also elaborated by the analysis from Nancy Midol. Midol analyzed 'new sports' based on the 'whiz' sport movement in France in the early to mid-1980s(Midol, 1995). It is more like a 'labeling' of those activities.

Midol and Broyer (1995) developing Midol's (1993) earlier work argue that a sporting movement developed around the 'whiz sports' which constitute new sport forms, and new communities is based on them:

This culture is extremely different from the official one promoted by sporting institutions. The whiz sport culture is championed by avant-garde groups that challenge the unconscious defense of the existing order through which French society has defined itself for the last two centuries. These groups have dared to practice transgressive behaviors and create new values. (Midol and Broyer, 1995:210)

Lifestyle sport is closely related to social setting in late-modern/postmodern society (Hetherington, 1998). What they mean that the lifestyle in the culture of consumer manifested into symbols, including the sporting or leisure activities. It signifies self-expression and individuality (Hetherington, 1998).

It is also related to 'Leisure' that particularly displays so many of the characteristics of consumer culture' (Chaney, 2002). These:

New heroes of consumer culture make lifestyle a life project and display their individuality and sense of style in the particularity of the assemblage of goods, clothes, practices, experiences, appearance and bodily dispositions they design together into a lifestyle.

(Featherstone, 2007)

Lifestyle Sports also emphasizes on choice, self-expression, differentiation and creativity. These characteristics are reflected in the culture of Lifestyle Sports; becoming identity and the styles of life.

Furthermore, those characteristics are emphasizing the lifestyles in the urban and middle class. Wheaton (2004) mentions other types of groupings, such as subcultures based around sporting identification, are also useful.

To understand the sociological significance of the lifestyle activities, Wheaton (2004) said that we shall understand the context of 'free choices'. For example, she said that when acknowledging the choices, we often structured them by factors such as age, class, gender, and ethnicity; that the relation of such activities to other dimensions of lifestyle (Wheaton, 2004).

Since there are some terms used overlapped with Lifestyle Sports, the researcher draws the theories of each characteristic of the terms, action sports in particular presented in the table 3 below:

Table 3. Differences between Action Sports and Lifestyle Sports

<b>Dimensions</b>	<b>Classification</b>	
	Action Sports	Lifestyle Sports
Type of Participation	Grass Root	Grass Root
Type of Sports	Related to extreme sports; mountain bike, sky diving, motor racing	Specific sports; skateboard, inline skating, BMX, freestyle basketball, and so on
Equipment used	Common sport equipment / tools	Consumption of new objects (boards, bike, discs), new technology
Values	Competence, skill	Collective expression, social identity
Participatory ideology	Adrenaline rush	Fun, self-actualization, self-image
Segment	Mostly male, older youth / adults	Mostly youth segment
Play Area	Sport facilities	Public space, park, parking area, urban environment

There are seven dimensions to distinguish Action Sports and Lifestyle Sports; type of participation, type of sports, equipment used for the practiced sport, values, the ideology of participatory, the main segment and the play area of the practiced sport.

Action sports mostly related with extreme format of sports such as mountain biking, motor racing, sky diving while the Lifestyle Sports, it is more specific into certain format of sports, related with youth segment for example, skateboarding, inline skating, BMX, freestyle basketball and so on (Wheaton, 2004).

In Lifestyle Sports, the participatory ideology promotes intrinsic rewards like fun, hedonism, involvement, self-actualization, ‘living for the moment’ and adrenaline rushes, different from the action sports that are institutionalized, regulated and commercialized. Moreover, the action sports tend to have an ambiguous relationship with conventional format of sports.

Other major differences are the values and ideology differences; action sport values are embedded on competence/skill and the ideology is more into adrenaline rush. On the other hand, Lifestyle Sports are valued heavily on social or collective expression, and have an ideology of fun, self-image and self-actualization (Green, 2010).

#### 2.4.3. Indigenous Characteristics of Lifestyle Sports

Each sport in the context of Lifestyle Sports has its own history, identities, specificity and patterns in its development. On the other hand, there are commonalities as well; the ethos and ideologies within the consumer produce the similarity of commodity that underpins the culture.

There are several highlights that become the unique or indigenous characteristics of Lifestyle Sports. They are showed in the figure 3 below, the smaller circles indicate each characteristic.

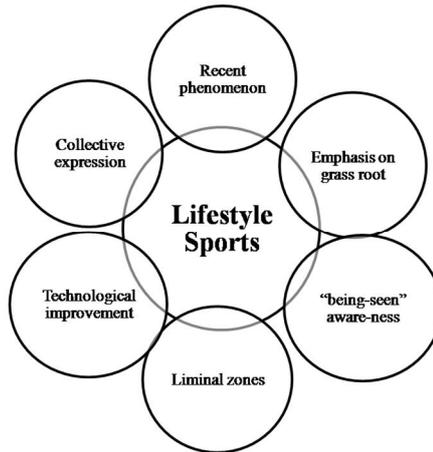


Figure 3. Indigenous Characteristics of Lifestyle Sports

First, such sports are historically recent phenomena compared to the elite and entertainment sport. Some of the sports emerged based on the creation of new activities, for example windsurfing, snowboarding or ultimate Frisbee over the few decades (Humphreys, 1997).

It could also be an adaptation of older 'residual' cultural forms, such as the reemergence of surfing culture in California in the 1960s (Finney & Houston, 1996).

The second is the 'grass roots' participation. Unlike some alternative extreme sports, lifestyle sports are fundamentally about participation, not

spectating, either in live or in mediated settings (such as watching the X-Games or other media festivals).

Nevertheless, practitioners are self-consciously aware of ‘being seen’ and presentation of self to others – whether in live settings or mediated forms – seems to be a part of the experience (Rinehart, 2000). Similarly Allison regards these ‘postmodern sports’ as representing a revival of Amateurism (Allison, 2012).

Another characteristic of Lifestyle Sports are based on the technology improvement; new objects consumption such as boards, discs or bikes. Yet, it is still embracing change and innovation. Improvements to technologies have resulted in rapid developments in many lifestyle sports, such as fragmentation that can produce new scenes, or even the creation of new activities (Allison, 1986).

Collective expression in a form of time and/or money commitment and the style of life itself is also a unique characteristic of Lifestyle Sports. It is the social identity and attitude that is embedded in the activity (Stamm and Lamprecht, 1997).

Lifestyle Sports also emphasize the creative, aesthetic and performative expressions of their activities (Howe, 2003). Reinhart (2000) has termed these activities ‘expressive sport’ rather than the reward driven

‘spectacle’ sports, they are rarely conducted for spectators or competitive practice. Moreover, some practitioners refer to their activities as art.

In the context of spaces, the practice of Lifestyle Sports are more into outdoor ‘liminal’ zones (Shields, 1992). It is mostly without fixed or created boundaries (Borden, 2001).

Most of the Lifestyle Sports occur in the urban environment like streets, public or cultural spaces. Urban-based activities like skating and parkour adapt and redefine urban city spaces (Borden, 2001).

#### 2.4.4. The Significance of Lifestyle Sport and Youth Participation

Gilchrist and Wheaton mention that in May 2002, in a poll conducted by a ‘teen’ marketing firm in the USA, skateboarding star, Tony Hawk, was voted as the coolest athlete ahead of Michael Jordan and Tiger Woods known as the mainstream mega-sport celebrities (Layden, 2002).

In relation to that, Green (2010) mentions that it seems to over-exaggerate the distinction between lifestyle and conventional sports. Many sports are primarily ‘about participation’ (Green, 2010) in the sense that very many of those interested are either participating currently or have participated in them.

Similarly, an increasing number of young people are engaging with less formal and competitive, in other words less regulated, versions of conventional sports such as football.

At the same time, sizeable minorities of those taking part in lifestyle sport not only participate but also watch and take part in demonstrations, exhibitions and competitions, for example surfing, climbing, skateboarding and BMX (Green, 2010).

Youth – some of whom are involved not only in both established (such as climbing and surfing) and emergent (skateboarding, free-running, street basketball, for instance) lifestyle activities, but also in more conventional sports (such as running and football) – differ, by degree, in the extent to which they adopt some or all of the supposed cultural artifacts (such as dress, musical tastes and adherence to particular forms of participation) associated with lifestyle sports. In fact, many youth who take part in more established sports also adopt some of the behaviors and attitudes associated with lifestyle activities.

Green (2010) mentions that in the latter sense of the term, the relative predominance of lifestyle activities over more competitive performance-oriented sports was apparent in the participatory profiles of

young people in six European countries featured in Telamaet.al's (2002) study.

Among the 15-year-olds, for example, cycling was the most popular activity for young males in Belgium, Estonia and Finland. As in the case of increasing popularity of in-line skating in countries such as Slovenia (Kovač, Sloan, & Starc, 2008). The most popular activities among 16 – 19 year-olds in Norway in 2007 neatly encapsulated the shift towards lifestyle activities at the relative expense of traditional sports. The top ten were jogging, fast-walking/weight training, cycling and aerobics (Vaage, 2009).

All in all, Green (2010) concludes that sport, as well as lifestyle activities, is integral to youth and their leisure activity. In the study of six European countries (Brettschneider & Naul, 2004), recreational or lifestyle sports was the sixth most popular leisure activity among youth while organized sport with rules and competition was ninth. Not only have lifestyle activities 'experienced substantial increases in participation among young people but they are also 'among those with the most regular participants' (F Coalter, 2004).

In the participatory terms, the trend of sports now is shifting towards individualistic and recreational. The traditional boundary of sport might

signal the end of competitive sports with its competition nature and institutionalized forms (F Coalter, 1996).

Nevertheless, the substantial shift towards lifestyle activities cannot be taken to indicate that sport and especially competitive games – is in terminal decline among youth.

The trends in lifestyle sports among youth reflect a broadening and diversification of participation, to incorporate lifestyle sports and activities, rather than a wholesale rejection of sport (Green, 2010).

## **2.5. Youth Motivation to Sport Participation**

To define motivation, it is referring to the cause of behaviors; an umbrella term for initiating or energizing certain behavior (Moran, 2004). Motivation is to ‘get people going’ in the sense of encouraging them to do particular things such as doing sport or exercising.

It has been a debate in the academic context as to what motivates youth start something, continue with, drop-out and return to the things they have been doing in the first place.

One of the research results said that much of the plentiful research into motives for participation in sport focuses, in line with the dominant social-cognitive approach like fun and enjoyment, skill improvement, being

with friends, the need of winning and physical well-being (S. J. Biddle & Mutrie, 2007).

Nonetheless, related with youth and sports, in many studies, fun and enjoyment consistently emerges as the major motives for participation in sport (S. J. Biddle & Mutrie, 2007).

In this study, researcher found that there are general pull factors and specific pull factors that motivate youth to participate in sport; Self Efficacy, Enjoyment and Friends & Peers(Green, 2010). It is based on the context of intrinsic motivation and extrinsic motivation.

#### 2.5.1. Self-Efficacy

When faced with choices – for example, in their leisure, youth's dispositions are framed by their perceptions of what can be done and central to this are their perceptions of their own competencies, their beliefs about their ability to perform in ways likely to achieve desired outcomes. Youth's beliefs about their competencies are noted in their prior experiences of sporting success or failure, and they adjust their choices and aspirations accordingly (Green, 2010).

Poor motivation is as much a consequence of negative experience as a cause of it (Catan, 2004). If youth feel that their skill-levels and all-round competence in activities is good enough or improving, they will be a good

deal more likely to enjoy that activity and as a consequence, continue participating (Green, 2010).

Taken together, participation and perception of competence appear mutually reinforcing (Green, 2010). A variety of studies have shown that those individuals most active in participatory terms were the ones most likely to perceive themselves as competent in those activities in which they participated and to persist at becoming better at the tasks involved in the sports they were undertaking (Telama, Naul, Nupponen, Rychtecky, & Vuolle, 2002).

This is what psychologists refer to as self-efficacy – belief in one’s ability to successfully undertake a course of action, such as playing football – and it is particularly significant for youth at a time in their lives when developing positive self-images and identities are of paramount concern (Green, 2010).

This realization led to point out that self-efficacy is one of the most consistent predictors of physical activity behaviors (SJH Biddle, Treasure, & Wang, 2008).

### 2.5.2. Enjoyment

Enjoyment is evidently a central dimension of intrinsic motivation. It appears that very many adherents to sport participate not so much for

extrinsic reasons, such as health promotion, as the sheer pleasure of playing; put another way, reasons to do and the pursuit of 'flow'-like experience rather than any externalities that might accrue (Green, 2010).

In effect, youth learn the satisfactions to be had from doing particular sport and want to repeat them. The upshot is that youth are more likely to engage and continue with an activity when they enjoy what they are doing (Green, 2010).

Anticipated self-efficacy, fun and enjoyment all appear to influence youth's attitudes – a favorable or unfavorable evaluation of something (Hagger & Chatzisarantis, 2008).

Sport participation and attitudes are believed to pre-empt intentions which then find expression in behaviors. Attitudes inevitably have emotional and rational dimensions.

The significant aspect of attitude in youth with regard to lifestyle activities are the element of emotion for example how youth relates music to what they feel on the certain period of time. In sport, it relates with developing and sustaining their friendship or peers as the emotional element (Green, 2010). Unsurprisingly, youth's favorable or unfavorable evaluation of sport tends to be acquired and internalized as habit via socialization

among parents and family in the first instance but increasingly as they approach youth, among friends and peers (Green, 2010).

### 2.5.3. Friends and Peers

Green (2010) mentions that the term ‘friend’ refers to those whose company youth, choose and seek out, rather than being bound to as in the case of family members and with whom they develop mutual emotional and reciprocal bonds.

Peers, by contrast, are youth’s ‘social equals’ defined in terms of shared social status or characteristics such as educational background, sport community, membership or age (James & James, 2012). The age, social class, gender, ethnic and geographical make-up of youth’s peer networks form the particular contexts in which their friendship is formed.

The ‘communities of choice’ – often based on similarities of interest as well as proximity (James & James, 2012) – that make up friendship groups tend to have stable patterns of interaction and youth derive important aspects of their self-identity from these and other similar peer groups (Arai & Pedlar, 2003).

As young people move into teenage years, there tends to be a loosening of parent-child relationship as the balance of significance in their

lives shifts away from parents and family, for that matter, adults more generally, towards friends and peers.

This process strengthens as they approach the youth-life stage when other young people and youth culture more generally become major points of their reference (James and James, 2009). Around this time, youth increasingly exchange ‘the emotional and social supports previously provided by the family for those provided both by friendships with individuals and friendship groups comprising the youth’s peers.

Indeed, the teenage years not only ‘signal the growing role of the peer group as an influence on youth’s choices’ they frequently involve ‘clashes between the continuing role of parents as a major source of advice and that of friends (Feinstein, Bynner, & Duckworth, 2005). While peers generally play a more and more prominent role in youth’s lives, it is friends in particular who become the single-most influential element in their daily lives (Carter, Bennetts, & Carter, 2003).

According to O’Donovan (2002), this is because youth place a lot of importance of belonging, on being included, on being “normal”, and on being a part of a group, the feeling of significant. O’Donovan added that a prime concern for youth is making and keeping friends and the meaning of

what they do lies in no small measure in what it means to their friends(O'Donovan, 2002).

In terms of social life, youth invest a great deal of energy in group in order to make and keep friends and tend to evaluate their attitudes and practices, in part at least, on the basis of friends' responses (Green, 2010).

The psychological and social significance of friends can be measured indirectly by the amount of time they spend together, in relation to loyalty, trust, respect and empathy (James & James, 2012).

Green (2010) added that youth is also a period in which young people seek increased autonomy and independence. Nevertheless, because friendships and sociability are so important to them, youth are keen to become independent in socially acceptable ways to their friends and peers. Their desire to feel as if they belong and are accepted means that friends, in particular act as a form of reflected appraisal for a youngster (Brustad, Vilhalmsson, & Fonseca, 2008) and provide an influential setting for validation of youth's tastes and identities (Jones, 2009).

Green (2010) concluded that friends are not only central to the processes of gaining independence and developing an identity but are also important to youth's well-being. Youth appreciate that being surrounded by

people and being central to such networks is likely to make them happy and that such happiness can be contagious (Fowler & Christakis, 2008).

This emotional element was observed by Zuzanek (2005) that it correlates with a sense of happiness and less boredom when socializing with friends (Zuzanek, 2005).

In relation with sports for youth, Friends and Peers play a significant role for youth participation. As young people move towards and through the life-stage of youth, not only does the nature of their leisure activities begin to change so too does the company they keep (Feinstein, Bynner, & Duckworth, 2006). Consequently, youth spend a relatively large proportion of their time socializing, hence the popularity of cinema-going, virtual forms of socializing via the Internet.

A similar process occurs in relation to youth sport: friends and peers become increasingly influential on youth's leisure and sporting involvement while the significance of parents and family diminishes (Green, 2010).

In the mid-1990s, there was a trend across Western Europe for young people age group to become more significant as agents of socialization into sport than their parents did (De Knop, Skirstad, Engstrom, Theebom, & Wittock, 1996).

Youth involvement in sport can be strongly influenced by their friends and peers. This finding has been found in the most recent studies worldwide (Brustad et al., 2008).

According to Green (2010), youth view participation with friends as not only enabling but also motivational. Several studies indicate that ‘participation of friends in physical activity is a reason why young people participate themselves, particularly in unstructured lifestyle forms of physical activity (A. L. Smith & Biddle, 2008).

In all of those studies that explore the significance of friendship for youth sport, heavily conditioned by their perceptions of their friends’ likely or actual reactions to their choices (A. Smith, 2006).

In the end, Green (2010) mentions that it is not just what their friends think about sport and do or do not do in practice that influences youth but also the opportunities for new trend to occur.

These sports become a tool to sustain friendships and the ways in which youth’s friendship groups facilitate links with other young people sharing similar interest and situations (Green, 2010).

Indeed, one of the main motives for engaging in sport among youth is the opportunity it provides for establishing and maintaining friendships (Brustad et al., 2008).

Having opportunities for socializing by having more friends in the neighborhood and many same-age peers to hang out with, are predictors of walking and cycling in one's neighborhood among adolescents. Social networks such as friendship groups are especially likely to affect the amount of physical activity and exercise in which youth engage (Fisher, 2002).

## **2.6. Youth Motivation to Participate in Lifestyle Sport**

Parker and Nilam (2013) found in their study that Young Indonesians are highly sociable and they value *ramai* (translated as 'lively' in English) social settings in which there is a lot of enjoyable action and interaction. Flowing from the enjoyment of *ramai* social experiences, leisure activities are very popular among young people, from sporting clubs, performing groups to community-based youth groups. Informal leisure time is spent socializing with peers, usually those of the same sex.

The usual range of activities of youth leisure practices is observable in Indonesia today. Young Indonesians might use their spare time for informal leisure such as cycling, kicking a soccer ball or playing online games.

In the survey, they were asked about the use of spare time. Summarizing written responses, it seems there are three broad kinds of

informal activities: playing, in the broadest sense, socializing and consuming.

Playing includes informal sport for lifestyle purpose such as BMX, kicking soccer ball with friends, playing online games. Socializing includes talking in groups and strolling with one's friends and participating in online social networks. Consuming includes shopping, window-shopping, going to the cinema, attending sporting events and snacking at food stalls (Parker & Nilan, 2013).

In addition, according to Tomlinson, limited market research suggests that around one-in-ten of the adult population is interested in lifestyle sport and that the majority of this 10 per cent is drawn from a narrow age and socio-demographic grouping 15-24 years old, youth segment, mainly men from the higher socio economic classifications (Tomlinson et al., 2005).

Coalter (1999) describes that it is a conception of lifestyle sports based upon styles of participation rather than styles of life. In his description he added that lifestyle activities in terms of the more-or-less common features of the many and varied activities, new and old, have become increasingly popular among youth in recent decades.

He also suggested that lifestyle sports are characterized as being non or at least, less-competitive than traditional team sports, more recreational in nature, flexible, individual or small group activities, sometimes with a health and fitness orientation: in other words, activities that can be undertaken how (more – or less competitive for example), where (commercial gyms, voluntary or local authority sports center), with whom (singly or with friends) and when (in bouts of spare time) youth want (Fred Coalter, 1999).

#### 2.6.1. Drawing Theories on Youth Sport Participation

The previous research or work on young people's sporting lives, it is possible to identify at least three discrete areas of activity (Kremer et al., 1997).

First is the psychological approach that focuses on either how sport may impact on youth's perception of sport or how models of motivation can influence in the world sport.

Second is the sociological approaches, which look upon sport and leisure as an essential part of the process of socialization.

Third, there is a loose alliance of educational, developmental and medical approach who undertake youth's physical activity chart of the school curriculum.

## 2.6.2. Identifying Additional Factors

YouthLab Indonesia research showed that in the era of social media, most activities should have a social reward or should be social worthy to be posted on their timeline in Twitter, Instagram, Facebook or Path. Doing something ‘social worthy’ like BMX, skate boarding, freestyle with all the tricks and style will make a worth posting and generate ‘likes’ from their peers.

Based on their data, what has been happening in the last decade in Indonesia is that sports having a concept of social and lifestyle-related are attracting an ever-increasing number of young participants mostly aged 15 to 24 years old.

Today’s Indonesian youth, the post-millennial generation Z born from early 90s until early 2000s learn from their millennial parent, generation X and Y born from early 70s and 80s to be more a performer than a competitive kid.

Therefore, generating a social reward becomes an indication to be the additional factor for youth to participate in Lifestyle Sports, which will be examined further through this study.

### 2.6.3. Measuring Lifestyle Sport Participation

According to Green (2010), participation in sport and for that matter lifestyle sport tends to be measured in terms of one or more of the following; first, the rates by the numbers and proportions (usually expressed in percentage terms) of youth taking part in certain sport. Secondly, the frequency by the number of times youth take part (each week, month or year, for example). Third is the duration by the length of each ‘bout’ of participation. Lastly is the type by the form of participation – in general terms as well as more specific activities (skateboarding, running, et cetera).

Green (2010) added that it can also be interesting to know something about the context of participation such as the facilities and venues used (private gym, public playing field or center streets), the time of day or week (e.g.: after-school, weekends and school holidays), who youth are most likely to participate with, such as friends as well as manner (e.g. more or less organized or informal) of participation.

To relate it with youth, Green (2010) mentions that the aforementioned limitations and the fact that sports participation data may be ‘somewhat conservative’, provides little evidence about the intensity and quality of the activity (Fred Coalter, 1999). The use of similar, repeated methods within (if not between) studies over time alongside studies

provides a snapshot of a particular time and place and provides substantial evidence of a clear trend towards increased participation among youth and adults across the developed and occasionally the developing world since the 1970s.

## **2.7. Research Questions**

Based on the analysis of Youth and Lifestyle Sports theories, researcher formulates these two research questions, as follows:

RQ1. What are the factors that motivate youth to participate in the lifestyle sports?

RQ2. What is the significance, implications and future opportunities in the emergence of lifestyle sports in Indonesia?

## Chapter 3. Method

In this chapter will be explained the methodological considerations which are adopted for this study.

To analyze the youth culture which is very dynamic, the researcher will use both quantitative research approach with survey and additional qualitative research with in-depth interview to elaborate the insight. These two methods are considered to be the most suitable approaches to analyze the research questions.

The timeline of this study will be allocated within the given period of approximately ten months. Researcher arranges the timeline with five phases as seen in the figure 4 below.



Figure 4. Research Timeline

The first phase is preparing the research proposal with topic background, literature review and methodology selection from January to June 2016. The second phase is preparing the research concept and questionnaire finalization in July. Third phase is getting the research

proposal approval by the committee in August. Fourth phase is the research data collecting starting from September until October 2016. The last phase is doing the research analysis and findings disseminating that will be conducted at the end of November 2016.

### **3.1. Survey**

The researcher will use survey with questionnaire to pursue the following question: *“What are the factors that motivate youth to participate in the lifestyle sports?”*

#### **3.1.1. Sample**

The researcher will use non-probability sampling which has a definition of every element of a population, do not have the equal chance or probability to be chosen as a sample (Siregar, 2013).

The sampling method that will be used by the researcher is Convenience sampling, a technique of sampling selection based on ease of access. The respondents, with the minimum target of 500 samples (n=500) group of youth age 15 – 24 years old, divided into two urban cities in Indonesia, Jakarta and Bandung with specific interest into the lifestyle sports such as skateboarding, freestyle, BMX, running and parkour.

### 3.1.2. Procedures and Measures

The most common used in the regression technique is linear regression. In this case, the dependent variable is continuous, control variable as the comparison. Independent variable is a predictor that can be changed in a given model or equation. It provides input which is modified by the model to change the output. While dependent variable is the values resulted from the independent variables. Then the researcher will use Hierarchical Linear Model (HLM) to establish a relationship between control variable, dependent variable (Y) and one or more independent variables (X) using the best fit straight line or regression line.

It is represented by an equation  $Y=a+b*X+e$  where a is intercept, b is slope of the line and e is error term. The equation can be used to predict the value of target variable based on given predictor variable(s). There are two types of Linear Regression, the simple linear regression and multiple linear regressions.

According to Pearson (1908), the multiple regression is used to analyze the relationship between more than one independent and a dependent variable. With multiple regressions, it can show the relation of this conducted study. Other purposes of multiple regressions are explanation, prediction and theory building.

The researcher would like to study the factors motivate youth to participate in lifestyle sports. The variables will be general factors like enjoyment, enhanced competence or skill, voluntariness as well as the unique factors which are friends & peers and social reward purposes. These indicators may have influence to the lifestyle sport participation. The dependent variable is the lifestyle sports participation and the independent variables are the factors that motivate youth participation.

### 3.1.3. Analysis

The researcher will collect the data by surveying few hundred samples with the minimum of 500 youth in Indonesia. The result will be input through the SPSS statistic program to find the multiple regression equation.

For the multiple regression equation, the researcher will use X as the independent variable and Y as the dependent variable.

$$Y_i = b_0 + b_1X_{1i} + b_2X_{2i} + e_i$$

$Y$  =Dependent variable

$X_{1i}$ =First Independent variable

$X_{2i}$ =Second Independent variable

$e_i$ =stochastic error

When applied to this study, Participation in Lifestyle Sport is the dependent variable and factors that motivate youth to participate is the independent variable. Then, the equation will become:

$$PARTI_i = b_0 + b_1 Motivation_i + e_i$$

*PARTI* =The number of youth participation in Lifestyle Sport

*Motivation* =Factors that motivate youth to participate in Lifestyle Sport

$e_i$  = Stochastic error

#### 3.1.4. Instrumentation

The questionnaire was designed with the purpose of measuring the level of youth participation in sport and understanding the driven factors that motivate youth to participate in lifestyle sports.

The first part is demographical questions on age, sex, income, profession and residency as the control variables. The second part is questions on type of sport, hours practiced and why they interest in that sport, then the third part is variables of motivation to join sport, each variable consists of four indicators, total of 20 questions with Likert scale answer; 1 to 5 scale with 1 disagree to 5 totally agree (Norman, 2010).

The survey questionnaire distributed to the targeted respondents is attached in the appendix A and briefly described in the table 4 below:

Table 4. Distribution of the Survey Questionnaire

No	Section	Questions Breakdown
1	Demographic profile	Age, sex, income, profession, residency
2	Involvement in sports	Type of sport, hours practiced, location, interest in sports
3	Variables on motivation	Likert Scale: self-efficacy, fun & enjoyment, social reward, friends & peers

### 3.2. Interviews

The researcher will use in-depth interview to pursue the following question: *“What are the significance, implications and future opportunities in the emergence of lifestyle sports in Indonesia?”*

#### 3.2.1. Purpose of Interviews

To add the insight of this study, the researcher will conduct in-depth interview with semi-structured and open-ended interview style. Open ended interview allowed the interviewees to extensively express their perspectives (Giorgi, 1997). The insight of this interview will be used to enrich the result from the quantitative using regression analysis.

In addition to that, in-depth interview is one of the qualitative research methods that involve conducting intensive individual interviews with small number of respondents to explore their perspectives on a particular issue and situation (Boyce & Neale, 2006).

The researcher considers this method because in-depth interviews are useful to obtain detailed information about a person's thoughts and behaviors or to explore new issues.

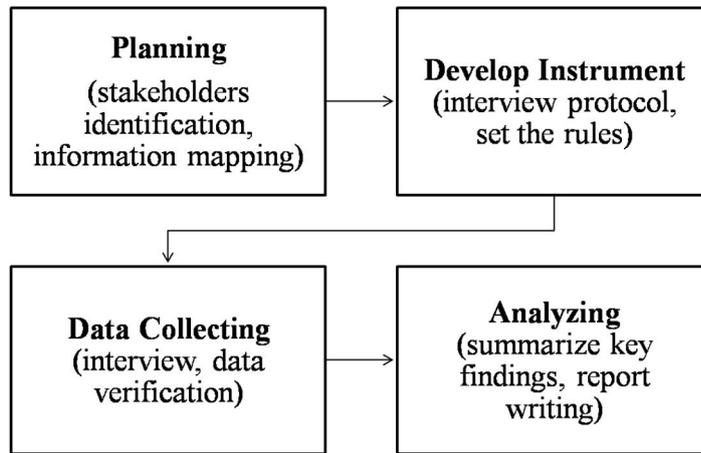


Figure 5. In-depth Interview Phases

According to Boyce, there are four steps to be implemented when conducting research using in-depth interview as described in the figure 5 above. The first is planning phase, involving identifying stakeholders who will be involved and what kind of information is needed and from whom.

The second is developing the instrument, which means developing an interview protocol or the rules that guide the interview administration. This part contains some important points to consider such as what to say to interviewees when conducting the interview and to develop an interview guide that lists the questions or issues to be explored during the interview.

The third phase is collecting the data; the researcher should summarize key data and then verify the information given in the interview as necessary. The fourth phase is analyzing data and disseminating findings. The researcher should transcribe and/or review data then write the report as appropriate. All the interviews will be audio-recorded, transcribed and saved in a computer to ensure that the data are protected (Suzuki et al, 2007).

### 3.2.2. Selection of Interviewees

In this study, the researcher will have six to seven respondents. They are the youth community leaders, trend creators among youth in a field of lifestyle sport and sport administrators in the field of elite sport and talent identification. The questions will mainly focus on the emerging trend of lifestyle sport and their perception on youth behavior, participation pattern towards lifestyle sport and the implication to elite sport in Indonesia.

### 3.2.3. Interview Guide for In-Depth Interview

In the in-depth interview session, there will be several questions divided into three sessions related to the issues of youth and lifestyle sport.

The key objectives are to gather an understanding of the common behaviors of youth towards lifestyle sport and an insightful discovery into

what makes lifestyle sport emerge in Indonesia. The questions for in-depth interview are presented in the Appendix B.

#### 3.2.4. Validating Interview Findings& Data Analysis

For the in-depth interview, validity and credibility shall be explained in terms of authenticity and trustworthiness (Lincoln & Guba, 1985).

The results of the interview will be analysed using the thematic analytic process combined with existing theory. This method is commonly used for data interview (Roulston, 2001). It involves developing and putting data into categories (Preissle, 2008).

The end of the process will be accomplished by determining the patterns and meaning – seeing how the results fit into the themes (Thomas, 2006). The themes give control that will help researcher understand certain issues and phenomenon (Thomas, 2006).

## Chapter 4. Findings

This chapter will show the result of both survey and in-depth interview. As mentioned in the previous chapter 3, researcher has two research questions; each uses different method to answer.

Both of the methodologies; survey and interview were conducted directly in Jakarta City and Bandung City, Indonesia for two weeks by the researcher starting from September 8<sup>th</sup>- 22<sup>nd</sup> 2016. Below is the research result that will be presented accordingly.

### 4.1. Survey

This method is used to answer the first research question; *“What are the factors that motivate youth to participate in the lifestyle sports?”*

Based on the literature review, researcher found motivational factors for youth to participate in sport based on the intrinsic and extrinsic motivations; self-efficacy, fun & enjoyment and friends & peers (Green, 2010).

Furthermore, in the context of Lifestyle Sport, researcher took the insight from YouthLab Indonesia’s finding. The finding shows that sports in Indonesia shall have a concept of social status and lifestyle-related; that most sporting activity should be social worthy to be posted on their social media platform. Therefore, social reward is included in the variables of

youth motivation to Lifestyle Sports which also could be categorized as the extrinsic motivation.

#### 4.1.1. Respondent Profiling for Survey

For the samples, researcher collected the total of 518 respondents (n=518) mostly from lifestyle sports communities; skateboard, BMX, freestyle, running, futsal. The description presented in the table 5 below;

Table 5. The Demographics of Respondents

<b>Variable</b>	<b>Group</b>	<b>N</b>	<b>Percentage</b>
Gender	Male	271	52.3
	Female	247	47.7
Age	10 - 14	14	2.8
	15 - 19	296	57.1
	20 - 24	193	37.2
	25 - 29	15	3
Profession	Junior High School Student	24	4.6
	High School Student	184	35.5
	College Student	274	52.9
	Employee	25	4.8
	Entrepreneur	11	2.1
Residency	Jakarta	147	28.4
	Bandung	145	27.8
	Sub-Urban	226	43.3
Monthly Income (in USD)	Below USD 50	127	24.5
	USD 50 - 100	215	41.5
	USD 100 - 300	145	28
	USD 300 - 500	21	4.1
	More than USD 500	10	1.9
Monthly Cost (in USD)	Below USD 50	166	32
	USD 50 - 100	216	41.7
	USD 100 - 300	125	24.1
	USD 300 - 500	8	1.5
	More than USD 500	3	0.6
	Total	518	100%

As seen in table 5 above, the males and females distribution is almost even, male are 52,3% and female are 47,7%. Males are slightly higher than females by 24 sample differences. It indicates that lifestyle sport is played equally by both males and females compared to action or extreme sport which played more by males.

For the age distribution, as targeted by the researcher in the methodology chapter, the most respondent age groups are in between 15 years old to 24 years old seen in table 5 above. It complies with the UNFPA definition of youth age range with 57,1% are in the age group of 15 to 19 years old and 37,2% are in the 20 to 24 years old.

Since the most age group is 15-24 years old, the most profession of the samples are senior high school with 184 respondents and college students with 274 respondents.

In the residency row, the respondents (n=518), are spread between three categories of residency. As shown in figure 5 above, 1.0 represents Jakarta, the capital city of Indonesia with 147 respondents, 2.0 represents Bandung, a city with indigenous characteristics where most of the lifestyle sport communities are originated. Interestingly, the biggest area of respondent are coming from sub urban Jakarta, which means that lifestyle sports are now reaching the second tier of the sub-urban youth. This pattern

is linear with the income distribution shown in the row of monthly income and cost.

It shows that most of the samples income are between USD 50 to USD 100, which according to *Badan Pusat Statistik* (Statistics Indonesia) is categorized into middle class with Socio Economic Status (SES) B income. The expanding middle class in Asia especially in Indonesia has been published by major global media and statistic report. It is considered as the biggest seismic shift in history.

Table 6. Respondent Social Media Account Ownership

<b>Social Media Account(s) Ownership</b>	<b>N</b>	<b>Percentage</b>
0 social media account(s)	2	0.4
1 social media account(s)	42	8.1
2 social media account(s)	60	11.6
3 social media account(s)	79	15.3
4 social media account(s)	75	14.5
5 social media account(s)	75	14.5
6 social media account(s)	63	12.2
7 social media account(s)	65	12.5
8 social media account(s)	37	7.1
9 social media account(s)	11	2.1
10 social media account(s)	4	0.8
11 social media account(s)	5	1
Total	518	100%

The result of the social media account ownership as seen in table 6 above is related to the previous finding of social reward value in lifestyle sport. The chart above shows that most of the respondents have more than one social media account; 60 respondents have two social media accounts 79 respondents have three social media accounts, 75 respondents have five social media accounts, and more than 60 respondents have six to seven social media accounts.

This indicates that youth participating in lifestyle sport has multi social media platforms where they could post their daily activities like school, hangout places, food, friends, including when they are doing their sports.

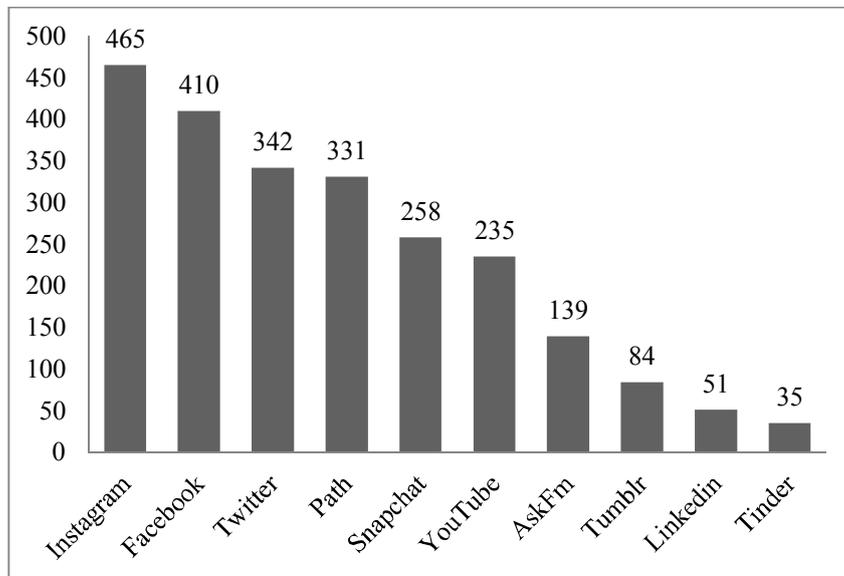


Figure 6. Ranks of Social Media Used by the Respondents

In addition to elaborate the previous data on the social media account ownership, researcher maps the top ranks for the social media account used by the respondents. As seen in figure 6 above, Instagram is the most popular social media account followed by Facebook and Twitter.

In Indonesia, social media with the function of posting feeds in pictures, videos or thoughts will generate users as youth like to share almost all activities in their day to day life. This finding will be further elaborated in the next chapter.

#### 4.1.2. Reliability Analysis

The result applied Cronbach's Alpha coefficient to assess the variables or the predictors of the independent variables. As seen in table 7, all variables meet the level standard of internal consistency, which generates above the standard level of consistency, .60.

Table 7. Variables Reliability Test

<b>Variable</b>	<b>No of Items</b>	<b>Cronbach's Alpha</b>
Self-Efficacy	4 items	.720
Fun & Enjoyment	4 items	.666
Social Reward	4 items	.801
Friends & Peers	4 items	.666

The value of Cronbach's Alpha shows that Fun and Enjoyment being the lowest value with .666, while the social reward being the highest value with .801.

#### 4.1.3. Regression Result

This method is used to find the correlation between the frequency of sport participation which is the dependent variable and the factors that motivate participation as the independent variables. The result proved that the independent variables influenced the dependent variable.

Table 8. Descriptive Statistics of the Dependent and Independent Variables

<b>Variables</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Hour(s) Practiced	518	1.0	5.0	2.676	1.0253
Self-Efficacy	518	1.75	5.00	3.6491	.66414
Fun & Enjoyment	518	1.50	5.00	3.7847	.64452
Social Reward	518	1.00	5.00	3.1105	.87683
Friends & Peers	518	1.00	5.00	3.0217	.71570
Valid N	518				

In the table 8 above shows the overview of one dependent variable and five dependent variables. The "Mean" column shows the average number of each variable and the "Std. Deviation" column shows how spreads out the numbers from each variable is, while the "N" column indicates how many samples, which are 518 samples, were being collected in this research.

Table 9. Summary of Hierarchical Linear Model (HLM) Analysis

Variable	<b>Model 1</b>		<b>Model 2</b>		<b>Model 3</b>		<b>Model 4</b>		<b>Model 5</b>	
	<b>Demographic</b>		<b>Intrinsic Motivation</b>				<b>Extrinsic Motivation</b>			
	Control Var.		Self-Efficacy		Fun & Enjoyment		Social Reward		Friends & Peers	
	B	(S.E)	B	(S.E.)	B	(S.E.)	B	(S.E.)	B	(S.E.)
Age	.048	(.025)*	.052	(.025)**	.047	(.025)	.040	(.024)	.039	(.024)
Sex	-.580	(.087)***	-.462	(.090)***	-.453	(.087)***	-.496	(.087)***	-.467	(.088)***
Income	.061	(.055)	.065	(.054)	.069	(.054)*	.080	(.053)	.077	(.053)
Profession	-.240	(.099)**	-.265	(.098)**	-.266	(.097)**	-.258	(.095)**	-.255	(.095)**
Residency	-.135	(.052)***	-.131	(.051)**	-.128	(.050)*	-.099	.050**	-.098	(.050)**
Self-Efficacy			.302	(.065)***	.168	(.075)*	.137	(.074)	.137	(.074)*
Fun & Enjoyment					.274	(.078)***	.239	(.080)***	.188	(.079)**
Social Reward							.207	(.050)***	.190	(.051)***
Friends & Peers									.101	(.061)*
R <sup>2</sup>	.111		.147		.167		.194		.199	
Adjusted R <sup>2</sup>	.103		.137		.156		.182		.185	
n=518										

To answer the first research question of what factors that motivate youth to participate in lifestyle sports are, researcher conducted the hierarchical multiple regression function by SPSS program to evaluate these set of dependent variable, independent variables and the control variables.

The analyses were conducted among five indicators of youth motivation to join lifestyle sports (the DVs) and demographic predictors for controlling the dependent predictor.

The control variables consist of five demographic factors based on three categories. The first is demographic with age and sex variables. The second is economic with income and profession variables. The third is geographic with residency variable.

Table 9 presents the results of the hierarchical linear model (HLM) regression analysis. In model 1, it consists of five control variables; age, sex, income, profession and residency variables. Age variable, sex variable, profession variable and residency variable are statistically significant, while income is the only variable that is not statistically significant to the lifestyle sports participation. In the last Model 5, researcher included all the predictors that influence youth to participate in the lifestyle sports. The result showed that among the control variables, Sex, Profession and Residency are still statistically significant to the lifestyle sports as in the

first model. As for the actual predictors, there are four variables; Self-Efficacy, Fun & Enjoyment, Friends & Peers and Social Reward that motivate youth to participate in lifestyle sports under confidence level 95%.

The four variables showed positive relations to the lifestyle sports participation. It indicates that when these four variables are increasing, the participation rate to the lifestyle sports is also increasing. On the other hand, when these variables are going down, the participation rate to the lifestyle sports is also decreasing. As in the R square column in the table, the R square changes from the first model to the last model showed a significant increase from .111 or 11,1% to .199 or 19,9%. Social reward is the variable that has the highest significant value of 99%, compared to the other variables. This particular variable will be elaborated later in the next chapter of discussion.

Table 10. Reason to Join Lifestyle Sports

<b>Reason to Join</b>	<b>N</b>	<b>Percentage</b>
It Looks Fun	197	38.0
I Have Seen it on TV/Internet	16	3.1
I Read About it in Magazine	10	1.9
My Parents are Interested	55	10.6
I Have a Friend who Interested	108	20.8
It Looks Like a Challenge	62	12.0
I Want to Learn New Skills	69	13.3
Others	1	.2
<b>Total</b>	<b>518</b>	<b>100%</b>

In the table 10 above, it showed the descriptive distribution of why the respondents join their sports. The researcher put the chart after the regression since the result is parallel with the motivation factor significances.

The question was why you participated in the sport you practiced. Most of the respondents, with the total of 197 samples, answered that it was because it looked or felt fun. The regression result also shows that Fun & Enjoyment is significant to the lifestyle sports participation. The second highest with 108 samples said that the reason of why they participated in lifestyle sports was because they had friends who were interested in that sport. Again, it shows parallel result in the regression that friends & peers variable is significant with to the lifestyle sports participation.

Lastly, the third highest respondents with 69 samples answered that they want to learn new skills. It is parallel in the regression for self-efficacy that has significant score to the lifestyle sports participation.

In the questionnaire presented in Appendix A, researcher include additional question as the adjacent of the survey result. The respondents were asked to rate the 'coolness' (least cool to the very cool) of the 35sports, mixed with lifestyle and conventional format of sports.

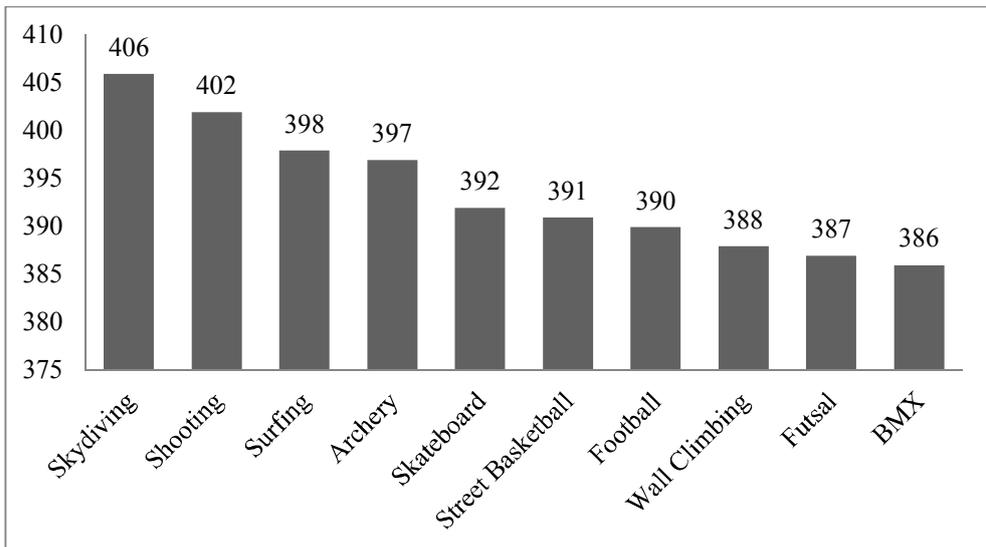


Figure 7. The Top Ten Sports According to the 'Coolness' Rate

In the figure 7 above, it shows that seven out of ten sports voted as the 'coolest sports' are lifestyle sports; skydiving, surfing, skateboard, street basketball, wall climbing, futsal and BMX.

Archery is specific case, because in Indonesia, archery is partly become lifestyle sports since some of the Indonesian famous youth trendsetter recently practicing archery and they posted in their social media, mostly instagram.

Interestingly, badminton known as the backbone sport in Indonesia is not displayed in the top ten lists. This finding is matched with the in-depth interview results presented below.

## 4.2. Interviews

To answer the second research question; “*What are the significance, implications and future opportunities in the emergence of lifestyle sport in Indonesia?*” researcher used in-depth interview as the selected methodology.

The interview was conducted in Jakarta and Bandung, the same locations and time period with the survey samples. Each interview took 30 to 45 minutes.

The main consideration for researcher to use this method is to get the in-depth exploration and understanding towards this issue. Therefore, researcher chose seven different interviewee sources to explore their perspective on Lifestyle Sports, to examine the significance, implication and future opportunities.

### 4.2.1. Respondent Profiling for In-depth Interview

The seven interviewees as the researcher’s main stakeholders come from various background. They are mostly youth trendsetters in the context of lifestyle sports, youth researcher experts and sport administrators as well as the sport academician specifically in the field of young athlete talent identification.

They were asked the question displayed in the Appendix B to address the significance, implications and future opportunities of the Lifestyle Sports in the context of sport in Indonesia.

All of the seven respondents gave insightful answers related to their field and expertise in sport community and youth. The seven respondents as seen in Table 11 below have distinguished the field of sport and youth especially with the emerging lifestyle sports.

The first respondent is Brahmanda or Abram, one of the youth trendsetters in the field of freestyle basketball. He joined "Masa Depan" community back in 2007. At that time, freestyle basketball was not as popular as today.

The community grew bigger and involved in many performance and freestyle competitions. Now he is one of the main squad leading members in the community. The last competition he was performed with his team was in the "International Open X-treme Sports Championship 2016".

From the lifestyle sport community, researcher also has Febby Arhemsyah as the second respondent. Febby Lorentz, his 'street' name, is a skateboarding pioneer. He started to join the first Skateboard community in Indonesia back in 1996. He brought the trend of skateboarding for youth in Bandung.

Table 11. List of In-depth Interview Respondents

No	Name	Profession	Community / Institution
1	Brahmanda Pandya D. (Abram)	Basketball Freestyler	Komunitas Freestyle Masa Depan (Future Freestyle Community)
2	FebbyArhemsyah (Febby Lorentz)	Skateboarder, Entrepreneur	Homeless World Cup, TWOC
3	Ricky Dangos (Dangos)	Longboarder	Bandung Longboarders
4	GadisPrameswariAzahra (Gadis)	Cyclist, Blogger	Bandung Cycle Chic
5	JohansyahLubis (Johansyah)	Sport Academician	Jakarta National University
6	Mustara Musa (Mustara)	Sport Academician	Jakarta National University
7	Muhammad Faisal (Faisal)	Youth Research Expert	YouthLab Indonesia

Despite doing skateboarding, Febby is a manager in Homeless World Cup community and the owner of TWOC, a clothing company for youth in Bandung. Febby is also a social media consultant in rumahcemara.org. In 2011, Febby won the International Young Entrepreneur Award by British Council for his achievement in youth community.

Another trendsetter from Lifestyle Sport community is Ricky Dangos. Dangos, his popular 'street name', is a founder of Bandung

Longboarders community. It is one of the biggest longboard communities in Bandung City. He won a 3<sup>rd</sup> place in Master Division at "The Jakarta Street Bomb" competition. He also initiated the "Cangar International Longboard Festival" in Batu, East Java for two consecutive years. Dangos creates YouTube channel specialized in Longboard trick with thousands of viewers.

Then researcher had Gadis Prameswari as the third respondent.

Gadis, a 21-year-old female trendsetter, is the founder of Bandung cycle chic community, the first community for female young cyclist in Bandung. At the age of 13, she was honoured by Ashoka, an international NGO, as Ashoka Young Changemakers for a movement that made to empower women to ride bicycle as a symbol of women's liberation. To get the insight on the academic side, the fourth respondent is coming from sport academician. Johansyah is a PhD in Sport Education with cum laude predicate. He is the dean for "Universitas Negeri Jakarta" (Jakarta National University) in the physical education college. Johansyah was a Pencak Silat athlete back in the 1990s and won a gold medal in 1991 SEA Games in Manila.

Another academician is Mustara Musa. He is a lecturer in "Universitas Negeri Jakarta" specialized in sport education. In 2015, he was the chief for Indonesian Special Olympics team delegation. He is

specialized in grassroots sports and communities, as well as the initiator of many community events in Jakarta. He is now is one of the member for INASGOC (Indonesian Asian Games Organizing Committee) in the division of Youth Volunteer.

Lastly to enrich the study, the researcher also had a youth researcher expert, Muhammad Faisal, to confirm some initial findings from the survey. Faisal is a founder of YouthLab Indonesia. He has been pioneering Indonesian youth research companies since 2009.

He got his PhD in Psychology in his early 30s. He has published several books. The latest one is called "Generasi Langgas", the first book in Indonesia which addresses in-depth issues on Indonesian Youth behavior and characteristics. He is now a lecturer in several top-notch universities in Indonesia.

All of the respondents were chosen based on their expertise and below is the findings of the in-depth interview.

#### 4.2.2. In-depth Interview Findings

From all the interview transcription, researcher notes the findings of in-depth interview and categorized into several highlighted findings. These findings were analyzed using thematic analytic process (Roulston, 2001).

The key findings were generated through the patterns and meaning, to see how the results fit into the themes (Thomas, 2006). There are five key findings based on the in-depth interview.

First is the pattern of the youth trend in Indonesia. Second is why lifestyle sport is emerging in Indonesia. The first and the second findings are the background or the preliminary finding that leads researcher to the further perspective of the issue and the answer to the second research question as well.

Preliminary finding is needed to have a better understanding of why some issues or certain phenomenon emerged. It helps the researcher to analyze the pattern and connect each one of them to understand the big picture of the context.

The third finding is the significance of lifestyle sports for youth in Indonesia. The fourth are the implications of the lifestyle sports. Last, the fifth finding is the sustainability and the future opportunities of lifestyle sports in Indonesia.

The summary of key findings based on the seven in-depth interviews with the selected respondents described with each of the key words and its description to is presented to the table 12 below:

Table 12. In-depth Interview Key Findings

No	Key Findings	Key Words	Description
1	The pattern of the youth trend in Indonesia	Generation Z	Youth Generation; Gen X (28 - 35 years), Gen Y (22 - 28 years) and Gen Z (15-22 years)
		Indigenous Characteristics	Gen Z has certain characteristics unlike Gen X or Y; communality, idealism
		Instant Generation	Gen Z are the instant generation, born when internet was established widely
2	Why lifestyle sport is emerging in Indonesia	Momentum	"Car Free Day" is the momentum for the emerging of lifestyle sports
		Social Context	Urban needs are the social context of lifestyle sports
		Internet Trend	YouTube and Instagram attract new followers on lifestyle sports
3	The significance of lifestyle sports for youth in Indonesia	Self-branding	Youth needs 'branding' to fit into their peers
		Social worthy	Youth activities shall have social worthy for social media posts
		Conversational content	Social media post works as conversational content for youth
4	The implications of lifestyle sports	Conventional sports	Social values in lifestyle sports attract more than conventional sports
		Government role	Government only focused to the certain Olympic sports
5	The sustainability and future opportunities of lifestyle sports.	Public space	Public space is the key to make lifestyle sports sustain
		Talent identification	Talent idis needed to find young player regeneration
		Role model	Role model will attract more followers to lifestyle sports

Firstly the pattern of the youth trend in Indonesia. Before the researcher goes through this finding, there are three groups of youth, the millennial generations based on their birth year (Sebastian, Amran & YouthLab 2016). The first group is the Student Millennials, born from 1993 to 2000.

In 2015, their age is around 15-22 years old. The second group is the Working Millennials, born in 1987 to 1993. They are 22 to 28 years old last year. The last group is the Family Millennials. They are 28 to 35 years old last year. Each group has indigenous characteristics towards trend adoption. As for this research, most of the respondents are in the Student Millennials group.

Furthermore, the researcher asked the distinguished characteristics between each groups. According to Faisal, the main differences between the Student Millennials (Gen Z) and working & family millennials (Gen X & Y) is the internet growth era. The working & family millennials (Gen Y) were born when the internet was just emerged, while the student millennials (Gen Z) were born and grew when the internet was established almost everywhere.

This timeline differences, make Gen Z an instant generation. They received multi information and tend to be multi-tasker. They also like to try

new things but not as persistent as their successor generation X which is more loyal into their hobby or passion.

Therefore, the trend adoption is going instant in the Gen Z similar to their way of thinking, including lifestyle sports. New emerging sports like longboard, freestyle basketball, parkour, or air wheel were adopted in quite a short time, within one to two year time span.

This insight would lead to the second finding of why lifestyle sport is emerging. Lifestyle Sports in Indonesia emerge because of the two things; momentum and context. Faisal shared his perspectives on this finding, for example the trend of cycling and running as a lifestyle in Jakarta.

The context of this trend was a realization of having a healthy lifestyle and became proud of it. It is a part of urban needs where the city they live in is too crowded with traffic. In addition, the social context also matters. Groups of cyclists and runners also tend to hangout and have communities.

The momentum is the “Car Free Day” held every Sunday in most of the big cities in Indonesia where no cars are allowed on the main streets from 5am until 11am. This momentum opens a big door of opportunity for sports and communities to grow in big cities. Runners, cyclists,

skateboarders, longboarders, roller skaters and many more always fill the protocol streets during the “Car Free Day”.

Another momentum is the trend of Instagram and video blogging (vlog). Dangos, the trend creator of longboards, admits that he gets the advantages of Instagram and YouTube vlog to attract new followers of longboard. Febby Lorentz added that the internet or YouTube plays a big role of creating the trend. When he started playing skateboard in the 90s, Febby and some of his friends got limited information or trick lesson that they got only from foreign magazines, brought in by one or two people to Indonesia. However, nowadays he said the younger generation could easily obtain information or learned new tricks from YouTube tutorials.

The trend of posting something on social media draws the researcher to the third finding of the lifestyle sports significance for Indonesian youth, a part of the research question and it relates with the Social Reward, in the survey result.

Gadis Azahra pointed out that youth like her needs ‘branding’ to fit into their peers and significant others. To convey that ‘branding’, one needs a medium, which is the social media because most of them are free, user friendly and widely used. The effort of creating the self-brand is through

their hobbies and personalities. Lifestyle sports have that element of being ‘social worthy’ in the context of social media (Stamm & Lamprecht, 1997).

All the things that we do, such as dining out, hanging out, having vacations or doing sports, should be decent or proper enough for our social media posts (Gadis, 2016).

In Gadis’ perspective, youth like to post their activities here and there because social media are also a means to communicate with their friends. They like receiving or giving comments in the posts as well as having conversational content with their friends based on their posts.

The same thoughts shared by Abram. He has joined the freestyle basket since 2007 mainly because of his passion in basketball. Then he started to see one of the freestyle teams and was interested to join the community. He realized that this was the way to express himself and feel significant because people appreciate him.

I like it when people associate me with my passion. They say something like, “Oh, this is Abram the freestyler or something like that.” I feel appreciated (Abram, 2016).

The above patterns lead to the fourth and fifth finding. They provide to answer the next part of the second research question. The fourth finding is to map the implications of lifestyle sports in the context of bigger scopes, the Indonesian sport as a whole and the international level as well.

According to Faisal, in the context of Indonesian sport, the implication of lifestyle sports is toward the elite sports participation. Lifestyle sports have social values which elite sports are lacking as mentioned before by other respondents that social values like branding and social media posts are significantly worthy.

These social values attract young people to engage in lifestyle sports more than in conventional sports and cause the trend shifting of the sports preferences for the Indonesian youth.

For example badminton as one of the most popular elite sports in Indonesia now lacks of young athlete regeneration. Unlike lifestyle sports, youth perception on badminton is more like a sport for older people who play it in housing complexes.

In addition, youth consider badminton as a sport that cannot offer them the social level or attribute they want to be branded with:

Today, badminton is difficult to be translated into youth's social class. It does not have any attribute or position in the modern society, different from running. People wear latest gear like band tracker, fancy running shoes to be associated with fashion (Faisal, 2016).

This finding is parallel with the result of 'sports coolness' ranks presented in the survey before. In the top-ten ranks of the coolest sports

according to youth, badminton did not make the cut. Seven out of ten sports are lifestyle sports

It indicates that the sport preferences for youth in Indonesia is shifting from the conventional format of sports to the ‘cool’ sports because of the social values.

Another implication to the elite sports lacking of young athlete regeneration lies within the elite sports system itself that affects the sports preference of young people. Johansyah mentioned that Indonesian elite sports system is too narrow:

The government only focuses on the Olympic sports development such as badminton or football. The grass root sports which could also have potentials to become Olympic sports are mostly neglected (Johansyah, 2016).

This is not in line with the condition of today’s society that has involved in many new emerging sports. The government and other sports administrators need to look for a wider opportunity that is potential to the future of Indonesian sports. The government needs to give attention to more international sports events, not only to Olympic but also to sports events such as X-Games, Beach Games or Martial Arts Games.

This finding indicates the future opportunities for lifestyle sports to grow big and to sustain in the future. For this final finding, Mustara and

Johansyah shared similar perspectives, because of their backgrounds as sports academicians.

They mentioned that the key to sport sustainability is the talent identification. If lifestyle sports for example skateboarding, which is now happening in Indonesian youth trend, it could produce more professional athletes, and they could become role models to attract more followers, similar with the case of Tony Hawk attracts young people in North America and European to try skateboarding.

The talent identification system in Indonesia should be started as early as possible. It should have an established grand design and handled by one dedicated institution for talent id (Mustara, 2016).

Despite talent id and role model, Febby Lorentz added that to make lifestyle sports sustain is to provide permanent public spaces. All this time, what they have is only temporary public space, provided just for the sake of some events.

The importance of having a proper public space is to maintain the communities and to create long lasting sport participation.

If the place is not permanent, it is useless to have sport competition because the effect will only be hit and run, just instant (Febby, 2016).

Febby emphasized that by having public space and letting young people train properly, only by that we could produce best talents out of lifestyle sports.

In an urban city like Jakarta & Bandung, public space is always an issue or more like a challenge to be conquered, because the government and investors are focusing on business sector like housing, malls or other economical boost sector.

To elaborate the overall the in-depth interview results, researcher asked the additional question to some of the respondents, what are the three words that come into their mind when they hear the word ‘Lifestyle Sports’ and they have to mention them quickly to show their top of mind.

Table 13. Associated Words with Lifestyle Sports

No	Respondent	Profession	Three Words Mentioned
1	Brahmanda Pandya D. (Abram)	Basketball Freestyler	1. Passion 2. Free 3. Fancy
2	Febby Arhemsyah (Febby Lorentz)	Skateboarder, Entrepreneur	1. Cool 2. Lifestyle 3. Attitude
3	Gadis Prameswari Azahra (Gadis)	Cyclist, Blogger	1. Dynamic 2. Street 3. Update
4	Muhammad Faisal (Faisal)	Youth Research Expert	1. Fashion 2. Shareable 3. Social Status

Table 13 above shows the top-of-mind three words mentioned by four respondents. The words characteristics are closely related to the characteristics of youth and the values of lifestyle sports.

For example the words ‘fancy’, ‘fashion’, ‘shareable’ and ‘social status’ implies to the social values that lifestyle sports could offer. It is fancy and shareable because lifestyle sports consider as a decent posts for the social media, again parallel with the Social Reward motivation.

Furthermore, the words ‘passion’, ‘update’ and ‘attitude’ implies to the characteristics of youth as the Generation Z or millennials. This pattern of generational characteristic will be explored in further details in the next chapter.

## **Chapter 5. Discussion**

In the previous chapter, researcher showed the results of the study; the descriptive statistics of the respondents, the regression result as well as the findings from the in-depth interviews.

Chapter 5 will discuss into the issues further and analyze of how they all relate. Moreover, it will be emphasizing the answers to the two research questions in this study.

Within this chapter, the researcher will mainly discuss about youth and their specific behavior. It relates to the generational theory by Strauss and Howe(1997). The theory explains why certain generation behaves differently from another generation and it will explain the result of the study as well.

In addition, this chapter will also discuss the lifestyle sports as a whole context, i.e. why it is emerging in Indonesia based on the results of the survey – youth motivation to participate to it and the significance, implication and sustainability in the future of the lifestyle sports based on the results of the interview.

## **5.1 Summary of Study**

Earlier in the introduction chapter, the researcher mentioned about the research conducted by YouthLab Indonesia with the finding that youth today are craving for social currency to feel significant and belong to their society. To fulfill that needs, they join communities, involve in their hobbies or passions as their attributes to feel significant, and this include how they are being motivated to participate in sport.

In Indonesia sport as another form of youth's hobby or passion, such as music or fashion, emerges by what is trending in their world; conversations with friends and what they see on TV, in magazine, moreover in internet. This is how lifestyle sports are relevant in the context.

The trend of lifestyle sports is not only happening in Indonesia, but also around the world. Belinda Wheaton, one of the main scholars referred in this study finds that lifestyle sports also emerge in cities in Europe, such as South England, and in United States, such as Los Angeles and New York. Although the term of lifestyle sport itself is quite new in the academic context.

Again, the term lifestyle sports were already discussed in detail in the literature review chapter. However, to summarize it, lifestyle sport is sports practiced in different ways from conventional leisure sports, mostly

related to personal factors and lifestyle practices. It is closely attached to social setting in late-modern or postmodern society & urban environment. The most participation occurs in the age of 15-24 years old (Wheaton, 2004 & Green, 2010).

With this primary information, researcher put them into background framework to the main topic of the study; factors that motivate youth to participate in sport and lead to the examination of lifestyle sports emergence in Indonesia by looking through its significance, implications and future opportunities.

## **5.2. Pattern of Trend in Youth as Generation Z**

Before the discussion of each finding in the previous chapter 4, researcher would like to bridge the findings with the pattern of trend in youth, referred as Generation Z. This explanation will explain the logic behind the findings in the study.

The pattern of youth trend in Indonesia has a significant relevance to the emergence of lifestyle sports. Youth trend cannot be separated from the characteristics and how youth behave to certain issues. It was explained through the theory of generation in the previous literature review chapter.

The generation in this study as mentioned before refers to Generation Z (Gen Z), the Student Millennials, born from 1993 to 2000. In 2015, their age is around 15-22 years old.

This theory was also matched with the research conducted by YouthLab Indonesia in the last two years since 2015 that this generation has a set of indigenous archetypes compared to their preceding generations; Generation X and Generation Y.

The particular characteristics of this group are Collective, Community, Chasing Inspiration, Connected and Confidence (YouthLab, 2016). First Collective means that Gen Z has high solidarity value within their peer groups. Unlike in other countries where internet and social media draw young people from social interaction, in Indonesia it is the other way around. Social media functions as a medium to bring them together offline.

Community means that Gen Z are more communal than individual; they appreciate the closeness with their families and friends. Chasing Inspiration shows that Gen Z likes to have a role model to be their aspiration; this role model is not always a singer or a movie star like their previous generation's preferences, but mostly informal community leaders, politicians, athletes, religious leaders and even national heroes.

The fourth characteristic is connected; it is obvious that this generation is the most connected generation throughout the development of internet. We could see that youth always seek for a Wi-Fi every time they head into café or hangout places.

Lastly is Confidence. It shows that this generation is highly confident, sometimes in the context of breaking the norms or conservative paradigm. This confidence exposes Gen Z to try many new things as they know they are capable of doing them.

In addition, aside of those characteristics, there is another finding by Faisal. He says that we start to enter an era where youth leave branded stuff as a social status or fashion statement. Today, youth of Gen Z appreciate independence, expertise and idealism more. The combination of these three values is considered to be labeled 'cool' – to be able to do something that has a higher value than to simply own something.

Therefore, Generation Z has more activities in public spaces, more street games, and more community sports. This is what starts as the fundamental pillars to the emergence of lifestyle sports.

The fundamental pillars that render youth to have certain indigenous characteristics of motivation to join the lifestyle sports will be explained in the next section below.

### **5.3. Youth Motivation to Lifestyle Sports**

In the survey result generated by SPSS with Hierarchical Linear Model (HLM) shows that three control variables and four predictor variables are significant to the sport participation.

The control variables; sex, profession and residency are significant to the lifestyle sports participation. The control variables, for example sex, could be explained with the similar finding from Belinda Wheaton research in North America saying that males tend to choose more extreme or challenging form of lifestyle sports, such as longboard, parkour and BMX.

The profession variable indicates the type or the purpose of the certain lifestyle sports they choose, for example school students like skateboarding and playing basketball, while college students or employees tend to choose running as their lifestyle sports.

While for the residency it shows that most of the respondents are living in sub urban areas. It indicates that the trend of lifestyle sports is now reaching the second tier of youth with middle class income not only the upper class youth.

On the other hand, the four predictor variables that statistically significant are self-efficacy and fun & enjoyment as the intrinsic

motivations, while the extrinsic motivations are social reward with the highest significant value and friends & peers.

When the certain generation has a set of indigenous characteristics, it explains the youth behaviors and preferences toward lifestyle sports, including the motivation (Strauss & Howe, 1997).

First is the self-efficacy, with the p-value score below 0.05. Once youth involved in a certain form of lifestyle sports, they want to show that they are competent in doing them. This is as a result of their high confidence level. Self-efficacy is a belief about their ability to perform and a perception of what can be done (Green, 2010). This self-efficacy is also relevant to what Rinehart said that lifestyle sports participants are self-consciously aware of 'being-seen'. With a high competence, they could display a proper presentation of self to others whether in lived settings or mediated forms like internet (Rinehart, 2000). However, for the persistency, they do not have a high loyalty compared to the previous generations.

The second is the fun & enjoyment with the significant p-value score below 0.05. Enjoyment is more of intrinsic motivation. On the other hand, for youth extrinsic reason such as being healthy is not so much relevant nowadays (Green, 2010). Based on the descriptive statistics of the respondents, they choose their sport mainly because it looks fun. The same

comment by Dangos, the trendsetter of longboard, who said that he chose longboard in the first place because he enjoyed it. He cannot think of any other scientific reasons behind it. It is just for fun, and that is all.

In the extrinsic motivation side, social reward is statistically significant with the p-value score below 0.05. Moreover, based on the hierarchical regression analysis, it indicates that this variable has the highest significant score compared to the other variables. Social reward, based on the previous research by YouthLab Indonesia, means that most activities done by youth; either hanging out, eating out or doing their hobbies should be 'worthy' enough to be posted in the social media.

When youth do sport, they also post it in their social media. The indicators used by the researcher to define this variable are; 'I post my sport activity through social media', 'I post my sport in more than one social media' and 'I like it when my friends give likes to my post of this sport'. Gen Z is the most connected generation. The most of the respondents (n=518) of this study have more than two social accounts, with Instagram as the number one social media used, followed by Facebook and Twitter.

This result is also supported by the interview findings with the youth trendsetters in lifestyle sports. Gadis (2016) mentioned that lifestyle sports were a kind of activity that was social worthy; it was worth to post in the

social media. Moreover, when youth already had series of similar posts, they become their branding or as Abram from the freestyler community said it embedded in you as your attribute.

Social Reward as the highlight factor of this study showed the same pattern in the interview results as well. The researcher connects the finding that shows that Social Reward is the unique variable that makes lifestyle sports significant and emerged rapidly.

The last variable is friends & peers with the significant p-value score below 0.05. Gen Z youth are communal and into community. They value togetherness with their friends. The indicators I used for this variable for example 'I join this sport because my friend is there too' or 'I hang out with my friends after we do this sport'. According to Green, lifestyle sports provide in sustaining friendship and facilitate links with other sharing similar interest and situation.

Researcher compares this finding to the findings of the study on youth participation in lifestyle sports in other countries; taken from the study of Belinda Wheaton and Paul Gilchrist in their collaborative research published online in 2011.

In South England, the main motivation for youth to participate in lifestyle sports, in particular Parkour, is about self-expression; youth set

their own criteria about what they want to achieve, in this context is by the ability to perform Parkour. In addition, self-efficacy is also one of the significant motivations; youth perform lifestyle sports as a medium to gain confidence.

The trend of Parkour was driven by the role models and mainstream media; there was a scene in James Bond movie, *Casino Royale*, where it showed a spectacular scene of parkour (Wheaton, 2010).

Furthermore in the research, it was mentioned that parkour has unique ethos; anticompetitive and less-rule bound compared to other traditional sports. Therefore similar to the finding in Indonesia, lifestyle sports surpass the traditional sports in terms of participation.

Another example in North America, young girls are now more into surfing because of the reality show in the US; *Blue Crush* and *Surf Curl* as well as the fashion industry that provides more stylish options for female surfers (Wheaton, 2004).

#### **5.4. Significance of Lifestyle Sports**

Ken Green discovered that youth motivation to participate in sport is not merely to pursue physical well-being or just being healthy. It is beyond that.

As explained above, enjoyment, self-efficacy and friends & peers are considered to be the most pull factors for youth to do sport (Green, 2010). Researcher also included social reward as the additional factors discovered by YouthLab Indonesia research.

Among all those factors, there is none about pursuing the state of being healthy as defined by the Council of Europe:

Sport means all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels (Council of Europe, 1992).

This is not the case for lifestyle sports motivation. The theories and findings are matched, indicating that health is not the reason for youth to join lifestyle sports.

Youth see sports as a lifestyle that signifies their self-expression and individuality, particularly the usage of goods, clothes, experiences and appearance that are transformed into lifestyle (Featherstone, 2007). Lifestyle sports have the particular characteristics that match youth idealism; collectivism and social values (Wheaton, 2004). These theories supported the findings of the study.

Furthermore, as a human naturally were craving for social chemicals inside our bodies, through serotonin and oxytocin. In youth, it transforms into their needs for peer recognition; how they can be significant by having certain attribute to fit into their peers and society (Strauss & Howe, 2009).

Straus and Howe (2009) elaborate their theory of being significant by mentioning that youth use social media as their way to have digital existence in today's way of living. This theory explained the Social Reward, compare to other predictors become the highest motivation for youth to join lifestyle sports where youth can be exist through their social media posts and getting the feeling of appreciation with their friends' likes and comments.

Moreover, lifestyle sports become a catalyst for youth to fulfill their needs of having fun, being confidence with their competencies and having a self-branding among their peers.

### **5.5. Implications of Lifestyle Sports**

The significance of lifestyle sports indicate that this trend will be in the long run as lifestyle sports offer collectivism and social values that are relevant for youth to have the branding and attribute compared to the conventional format of sports.

The emergence of lifestyle sports has caused a sharp decline in the competitive sports and moreover in the player regeneration in elite sports (Johansyah, 2016).

Two decades ago it would be common to hear: “I want to be a legendary player like Rudy Hartono, a badminton world class athlete”. Today, however, being a badminton athlete is not an aspiration anymore, let alone becoming a badminton champion.

Earlier in the in-depth interview, the youth expert Faisal mentioned that lifestyle sports like skateboarding or running has a social strata within the society because it becomes a fashion statement in the way the participants ‘brand’ or label themselves as what they want to be seen. It is on the contrary of sports like badminton or pencak silat, the conventional format of sports in Indonesia.

Lifestyle Sports related to social identity has been mentioned in the literature review as one of the indigenous characteristics compared to other format of sports (Stamm and Lamprecht, 1997).

## **5.6. Future Opportunities of Lifestyle Sports**

Related to the implications of lifestyle sports towards the elite sports, Coalter said that there was an evident shift in the context of participation.

The substantial shift indicated decline among youth in the competitive games (Coalter, 1996).

This phenomenon is caught the attention of the International Olympic Committee (IOC) who started to include lifestyle sports into the Olympic Games. It started in the Winter Olympic Sochi 2014 where they included snowboarding and freestyle skiing. Then, the 3x3 basketball and BMX in the Youth Olympic Games Singapore 2010 and Nanjing 2014. The latest breakthrough taken by the IOC to include skateboarding for the first time in the Olympic history in the Tokyo 2020 Games was decided in the 129<sup>th</sup> IOC Session this year before the opening ceremony of Rio 2016 Games.

However, the inclusion of lifestyle sports into the Olympic Games draws the pros and cons from young generation. The pros group of youth says that if their sports are in the Olympic, they will get more publication, more funding and facility provided by the government.

On the other hand, the cons group of youth has idealism and a belief that lifestyle sports do not belong to the elite system because mostly lifestyle sports are born out of the street culture and it has to stay that way.

Despite the pros and cons of the lifestyle sports being elite sports, brand and media also play an important role in the sustainability of lifestyle

sports in the long run. In the past couple of years, many big brands have been using lifestyle sports as their concepts for their advertisement ideas, for example Apple Watch Series with BMX, Nike with skateboarding and BMW cars with parkour.

The media, particularly internet and social media, promote lifestyle sports by publishing feeds of lifestyle sports, for example YouTube tutorial series, freestyle performances, news on skateboarding in every city or personal content like Snapchat and video blogging of youth doing lifestyle sports.

These phenomenon calls the attention of the government and sport administrator in Indonesia to keep up with this global trend. One of the interesting findings was when the researcher asked the in-depth respondents what they would have done if they had been the minister for youth and sport. Public spaces and talent identification are the keywords mentioned the most. As Febby Lorentz (2016) said by providing public spaces, we could nurture permanent community and training spot so we would have the next professional athletes of lifestyle sports.

Talent identification is also important because according to Johansyah and Mustara, without talent id the regeneration of athlete would not be possible. Moreover, the government should realize that we could not

only rely on badminton or football as our backbone of sports but they should also start to look for the potential of these new emerging sports as well as to give the opportunity for lifestyle sports to grow.

### **5.7. Summary of Finding**

After the further discussion above, researcher will emphasize the answers for the two research questions to sum it up. The first RQ is "*What are the factors that motivate youth to participate in the lifestyle sport?*" The factors are self-efficacy and fun & enjoyment as the intrinsic motivation, while the extrinsic motivations are social reward and friends & peers, validated by the Hierarchical Linear Model (HLM) method. Social Reward is the highest predictor supported by the elaboration result of the in-depth interviews.

The second RQ is "*What is the significance, implications and future opportunities in the emergence of lifestyle sport in Indonesia?*" The significance is that lifestyle sports can give social worthy and attribute to the participants more than the conventional format of sport can, it relates with the Social Reward found in the survey. This finding brings the implication to the conventional sport which lack of young athlete regeneration, for example badminton.

As for the future opportunities, despite the pros and cons, lifestyle sports show a prospect of long run sustainability since the IOC is now including some of the emerging sports like snowboarding, BMX, 3x3 basketball and skateboarding into the Olympic Games. The key is to have the public space for the long run trend of lifestyle sports.

Moreover, the publications and endorsement by brand and media help the content of lifestyle sports to be relevant to youth. Therefore, the government and sport administrator in Indonesia shall see this trend as the opportunity to the development of Indonesian sport in a wider range, especially with youth as the emerging force for nation's development as the Indonesian founding fathers once said.

## **5.8. Importance of Study**

The study of examining the emergence of lifestyle sports is essential not only as a contribution to the academic context but also to the practical context. There are ways to see certain issue or phenomenon in a big picture; connect each piece of the finding and find the pattern.

Lifestyle sports are about youth sport and as mentioned in the previous chapters, youth are known to be the most influential segment across younger and older generation.

Steinberg (2008) explained that adolescent was the phase of one's life that matter the most, for example he mentioned that the music you liked to listen the most was the music you listened when you were in your adolescent period.

In his explanation of neuroscience, youth has the intellectual capacity to form identity, notion of a self. It is because just before adolescent, the prefrontal cortex of a human's brain governs the ability to reason, control and self-reflect (Steinberg, 2008).

Youth in Indonesia, the millennials generation is called the golden generation due to the population projection over the next 20 years (Sebastian, 2016).

The increase of youth population is predicted to be the bonus demographic if they can make the most of their potential, if not it will become the 'disastrous' demographic, a situation where we least expect to happen in the near future (Sebastian, 2016).

Therefore, understanding youth trend or phenomenon is essential to direct the potential in this growing nation. Youth trends are dynamic, idealist and fragmented; it needs the right approach with the depth insight to understand them.

Emergence of lifestyle sports could be used for the reference or advocacy tool to the policy makers in order to create the best fit framework for Indonesian youth in the term of sport program.

### **5.9. Limitations and Recommendations for Future Research**

This study of with the main topic of lifestyle sports is quite new in the academic context, therefore there are not so many literature reviews, theories and research publications found related to this term and study. Researcher used Belinda Wheaton as the main source because she coined and defined the term of lifestyle sports.

Another limitation is the range of the sampling. Due to the limited time allocation for the research, researcher could only get 518 samples in two cities. As a matter of fact, lifestyle sports trend is also happening in many cities in Indonesia with different forms of sports.

For the future study related to lifestyle sports, researcher suggests to compare the quantitative result to other case study in certain countries. Most of the research found in this area is in qualitative or case study. Qualitative study will show a comparison of the similar large set of data involving survey or questionnaire by examining the significance number of the analyzed predictors.

It is essential to find the similarities or differences of the pattern in the context of youth behavior towards lifestyle sports. In addition to that is to add the variable or predictors of possible factors to participate in lifestyle sports.

The possible predictor to be added in the future study is 'Role Model'. The reason to add this predictor is based on the results from other study. In South England and North America, Role Model play an important role to attracts new followers to the lifestyle sports.

Adding many new predictors is essential because youth have dynamic way of thinking. It would enrich the result if the future study could add variables to be explored.

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## Appendixes

### Appendix A

#### Demographic Profiling

Age:

Sex:

Male 1

Female 2

Monthly income:

Below IDR 500,000 ( USD 50) 1

IDR 500,000 – 1,000,000 (USD 50 – 100) 2

IDR 1,000,000 – 3,000,000 (USD 100 – 300) 3

IDR 3,000,000 – 5,000,000 (USD 300 – 500) 4

More than IDR 5,000,000 (USD 500) 5

Monthly cost:

Below IDR 500,000 ( USD 50) 1

IDR 500,000 – 1,000,000 (USD 50 – 100) 2

IDR 1,000,000 – 3,000,000 (USD 100 – 300) 3

IDR 3,000,000 – 5,000,000 (USD 300 – 500) 4

More than IDR 5,000,000 (USD 500) 5

Residency: \_\_\_\_\_

Profession:

- |   |   |
|---|---|
| <input type="checkbox"/> Junior high school student | 1 |
| <input type="checkbox"/> High school student        | 2 |
| <input type="checkbox"/> College student            | 3 |
| <input type="checkbox"/> Employee                   | 4 |
| <input type="checkbox"/> Entrepreneur               | 5 |
| <input type="checkbox"/> Others: _____              |   |

Social media account(s):

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Ask.fm   |
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> Tinder   |
| <input type="checkbox"/> Path      | <input type="checkbox"/> Linkedin |
| <input type="checkbox"/> Snapchat  | <input type="checkbox"/> Kaskus   |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Tumblr   |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> Others:  |

*Questions 1-9 to identify the Dependent Variable (Nicholson, 2010)*

Please choose the most appropriate answer to the following questions:

1. What is your main sport / sport you do the most?

- |  |  |
|--|--|
| <input type="checkbox"/> Badminton (1)   | <input type="checkbox"/> Ping Pong (12)          |
| <input type="checkbox"/> Basketball (2)  | <input type="checkbox"/> Racing-motor/car (13)   |
| <input type="checkbox"/> Billiard (3)    | <input type="checkbox"/> Roller skating (14)     |
| <input type="checkbox"/> Body Combat (4) | <input type="checkbox"/> Running / Marathon (15) |
| <input type="checkbox"/> BMX (5)         | <input type="checkbox"/> Skateboard (16)         |
| <input type="checkbox"/> Cycling (6)     | <input type="checkbox"/> Surfing (17)            |
| <input type="checkbox"/> Football (7)    | <input type="checkbox"/> Swimming (18)           |

- |   |   |
|---|---|
| <input type="checkbox"/> Freeletics(8)  | <input type="checkbox"/> Wall Climbing (19) |
| <input type="checkbox"/> Futsal (9)     | <input type="checkbox"/> Others:            |
| <input type="checkbox"/> Longboard (10) |   |
| <input type="checkbox"/> Parkour (11)   |   |

2. How did you first participated in the main sport you listed above

- |   |   |
|---|---|
| <input type="checkbox"/> It looks fun                   | 1 |
| <input type="checkbox"/> I have seen it on TV/Internet  | 2 |
| <input type="checkbox"/> I read about it in magazine    | 3 |
| <input type="checkbox"/> My parents are interested      | 4 |
| <input type="checkbox"/> I have a friend who interested | 5 |
| <input type="checkbox"/> It looks like a challenge      | 6 |
| <input type="checkbox"/> I want to learn new skills     | 7 |

3. For how long did you do this sport?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than 1 year  | 1 |
| <input type="checkbox"/> 1 – 2 years       | 2 |
| <input type="checkbox"/> 2 – 3 years       | 3 |
| <input type="checkbox"/> 3 – 4 years       | 4 |
| <input type="checkbox"/> More than 4 years | 5 |

4. What day you usually involved with this sport?

- |  |   |
|--|---|
| <input type="checkbox"/> Weekday (Mon – Fri) | 1 |
| <input type="checkbox"/> Weekend (Sat – Sun) | 2 |

5. What time you usually involved with this sport?

- In the morning (07.00 – 10.00) 1
- In the afternoon (11.00 – 14.00) 2
- In the late afternoon (15.00 – 18.00) 3
- In the evening (19.00 – 21.00) 4

6. How many hours on average for each session / practice you usually involved with this sport?

- Less than 1 hour 1
- 1 – 2 hours 2
- 2 – 3 hours 3
- 3 – 4 hours 4
- More than 4 hours 5

7. In the last 7 days, how often you take part in this sport?

- 0 times 1
- 1 times 2
- 2 times 3
- 3 times 4
- 4 times 5
- 5 times 6
- 6 times 7
- 7 times 8

8. Where do you most often take part in this sport

- |  |   |
|--|---|
| <input type="checkbox"/> Informal / various settings | 1 |
| <input type="checkbox"/> In school                   | 2 |
| <input type="checkbox"/> Sport clubs                 | 3 |
| <input type="checkbox"/> Public park                 | 4 |
| <input type="checkbox"/> Outdoors / streets          | 5 |
| <input type="checkbox"/> Others:                     |   |

*(Questions below to identify the Predictors /Independent Variables)*

Please CIRCLE one of the numbers beside each item to show how important it is to you when competing in your main sport. This is the numbers mean:

1 = this idea is not all important to me

2 = this idea is slightly important to me

3 = this idea is quite important to me

4 = this idea is important to me

5 = this idea is very important to me

BEFORE YOU BEGIN please read through the list to find which idea most important to you and which idea is least important.

The following items are potential lists of reasons for your participation in your main sport. Please indicate how important each statement are:

No	Items	not at all	slight imptnt	quite imptnt	imp tnt	very imptnt
<b>Self-Efficacy</b>						
1	I want to improve my performance & learn new skill	1	2	3	4	5
2	I can show my skill in front of my friends	1	2	3	4	5
3	I want to win a competition with my skill	1	2	3	4	5
4	I feel really good when I am playing this sport	1	2	3	4	5
<b>Fun &amp; Enjoyment</b>						
1	I feel good about the image of this sport	1	2	3	4	5
2	I like wearing anything comfortable to enjoy this sport	1	2	3	4	5
3	my sport is an exciting and fun sport	1	2	3	4	5
4	I enjoy myself and have fun with this sport	1	2	3	4	5
<b>Friends &amp; Peers</b>						
1	I join this sport because I have friends / peers there	1	2	3	4	5
2	I usually do this sport with my friends / peers	1	2	3	4	5
3	I hangout with my friends / peers after sport	1	2	3	4	5
4	I share the sport update with my friends / peers	1	2	3	4	5
<b>Social Reward</b>						
1	I post my sport activity through my social media	1	2	3	4	5
2	I post my sport in more than 1 SocMed account	1	2	3	4	5
3	I like it when my friends give 'likes' to my post of this sport	1	2	3	4	5
4	I give 'likes' when I see similar posts from my friends	1	2	3	4	5

*(Questions below is the additional question, to elaborate the result)*

Please CIRCLE one of the numbers beside each item to show how cool is this sport to you. This is the numbers mean:

1 = this sport is the least cool sport for me

2 = this sport is not cool for me

3 = this sport is quite cool for me

4 = this sport is cool for me

5 = this sport is very cool for me

Please range in following sports list based on your ‘coolness’ perception; *whether these sports are considered cool or not cool in your opinion:*

No	Sport List	least cool	not cool	quite cool	cool	very cool
1	3x3 Basketball	1	2	3	4	5
2	Archery	1	2	3	4	5
3	Athletics	1	2	3	4	5
4	Badminton	1	2	3	4	5
5	Basketball	1	2	3	4	5
6	Billiard	1	2	3	4	5
7	BMX	1	2	3	4	5
8	Bowling	1	2	3	4	5
9	Boxing	1	2	3	4	5
10	Cycle speedway	1	2	3	4	5
11	Football	1	2	3	4	5
12	Futsal	1	2	3	4	5
13	Golf	1	2	3	4	5
14	Gymnastic	1	2	3	4	5
15	Karate	1	2	3	4	5
16	Longboard	1	2	3	4	5
17	Motorcycle Racing	1	2	3	4	5
18	Muay Thai	1	2	3	4	5
19	Pencak Silat	1	2	3	4	5

20	Roller Skating	1	2	3	4	5
21	Running / Marathon	1	2	3	4	5
22	Sepak Takraw	1	2	3	4	5
23	Shooting	1	2	3	4	5
24	Skateboard	1	2	3	4	5
25	Skydiving	1	2	3	4	5
26	Softball	1	2	3	4	5
	Street Basketball					
27	(Freestyle)	1	2	3	4	5
28	Surfing	1	2	3	4	5
29	Swimming	1	2	3	4	5
30	Table Tennis	1	2	3	4	5
31	Taekwondo	1	2	3	4	5
32	Tennis	1	2	3	4	5
33	Volley Ball	1	2	3	4	5
34	Wall climbing	1	2	3	4	5
35	Weightlifting	1	2	3	4	5

## **Appendix B**

### In-depth Interview Discussion Guide

Duration: 45-60 minutes

Respondent: 5-7 Trendsetters

(Youth influencer, sport community leader, trend creator)

#### **Session I: Establish Rapport:**

1. What is your interest / activity?
2. How long have you been doing it for?
3. What challenges exist for you today? What are you trying to do to overcome them?
4. What is your aspiration as youth?

#### **Session II: Exploring Insight on Youth in General:**

1. What do you think is the current trend for Indonesian youth?
2. How do you see youth potential in the future?
3. What do you think of youth in this generation (generation Z / millennial generation)? What is their strength and weakness comparing to the previous youth generation? Give examples

**Session III: Exploring Issues on Sport in General & Lifestyle Sport in Indonesia:**

1. Tell me a story in your community (skateboard / BMX / Basketball / etc)?
2. What are the reasons for youth to join your community?
3. How do you see your community in the next 5 years?
4. What do you think about current condition of elite sport in Indonesia?
5. Do you agree or not agree if I say today's youth is having more interest to lifestyle sport rather than competitive sport? Give reason
6. What are the 3 words that come to your mind when I say "Lifestyle Sport"?
7. Do you agree or not agree if lifestyle sport be commercialized (for example being included in the Olympic)? Give reason
8. How do you see the potential of lifestyle sport in Indonesia?
9. In what way you think lifestyle sport could be develop in Indonesia? Facilities? Policies? Other reasons?
10. Let say if you are a ministry of youth and sport in Indonesia, what policy / action you will make for youth and sport in Indonesia?

## 국문 초록

청소년의 스포츠 참여 동기 요인에 관한 연구:  
인도네시아의 스포츠 라이프스타일을 중심으로

타라 탈리타  
글로벌스포츠매니지먼트 전공  
체육교육과  
서울대학교 대학원

인도네시아는 세계에서 4 번째로 인구가 많은 국가로 62.3 만 명의 청소년층을 보유하고 있으며, 이는 남동아시아의 40%에 해당하는 거대한 규모이다. 이 연구는 밀레니엄 Z 세대(15 세 24 세)를 대상으로 하였다. 그들은 이상주의와 연대감의 가치를 기반으로 인터넷이 보편적으로 상용화된 시대에 살고 있다. 이에 음악, 패션, 스포츠 등 문화영역에 있어 유행을 형성하는 데 있어 인터넷이 주도적인 역할을 해왔다.

일상생활 전반에 스포츠가 관여하고 있음에 착안하여 저자는 ‘라이프스타일스포츠’ 라고 명명하였으며, 이 용어는 학문

분야에서 근래 사용되기 시작하였다. Belinda Wheaton(2004)에 의해 이 용어가 만들어졌으며, 그녀는 라이프스타일스포츠를 포스트모던 정신을 가진 젊은 세대들이 참여하는 스포츠로 정의하였다. 그 예로 스케이트보드, BMX, 3 대 3 농구, 파쿠르 등 많은 종류의 뉴스포츠들이 스포츠를 매개로 사회적 목적을 위하여 수행되고 있다.

이 연구는 인도네시아의 라이프스타일스포츠를 분석하기 위하여 2 단계의 분석을 실시했다. 첫 번째 단계는 청소년들의 라이프스타일스포츠 참여 요인을 규명하는 것이었다. 연구자는 Z 세대를 대상으로 15 세-24 세 청소년들로부터 총 518 개의 설문지를 회수하였으며 설문은 자카르타와 반둥지역에서 이루어졌다. 설문결과는 위계적 선형 회귀 분석을 통하여 도출했으며, 총 4 가지 요인이 유의하게 나타났으며 내면적 요인으로 자기효능감, 즐거움이 유의했고, 사회적 요인으로 사회적 보상 및 친구 동료와의 관계가 나타났다. 청소년의 라이프 스타일 스포츠를 예측하는 4 개의 유의한 요인들 중 사회적 보상이 99% 아래 유의하여 가장 강력한 변수였음을 알 수 있었다. 즉, 자신의 SNS 계정에 활동을 게시함으로써 더 큰 효용을 느꼈음을 알 수 있다. 두 번째 단계는 첫

번째 단계의 결과를 보강하기 위하여 라이프스타일스포츠의 미래 기회 및 제안점을 수립하였다. 이를 위하여 7명을 대상으로 심층 인터뷰를 실시하였으며, 유소년전문가, 스포츠지도자 등이 그 대상으로 식견을 파악하였다. 인터뷰결과 라이프스타일스포츠는 유소년들에게 있어 사회적 가치와 공동체의식 표현 방식으로써 성행하고 있으며 이는 전통스포츠가 충족시키지 못하는 욕구라는 결과를 얻었다.

설문 및 인터뷰 결과 모두 종합적으로, 유소년층은 라이프스타일스포츠(스케이트보드, 프리스타일 등)에 참여함에 있어 그들이 SNS에 업로드할 수 있고 동료들과 체험을 공유할 수 있다는 점이 크게 작용했음을 알 수 있다. 다시 말해, 그들은 동료로부터 탁월한 실력에 대하여 칭송 받음으로써 지속적으로 라이프스타일스포츠에 참여한다. 현재의 추세대로 라이프스타일스포츠는 오랜 기간 성행할 것으로 예측한다. 라이프스타일스포츠는 참여자들의 참여 패턴에 있어 참여 지속의 가능성을 담보하며 세계적으로 다양한 디지털미디어는 라이프스타일스포츠 참여율을 증가시키는데 지속적으로 긍정적인 영향을 미칠 것이다.

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주요어: 유소년스포츠, 동기, 스포츠참여, 생활스포츠

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