

SPORTS EXHIBITION AS SPORTS CULTURE AND SOCIALIZATION OF THE XVIII ASEAN GAMES

by Widiyanto, Eka Novita Indra, Sujarwo

ABSTRACT

Alternative media for the publication and dissemination of the 2018 Asian Games in order to increase community sports participation to be proposed in this case is the "Sports Exhibition". Through the facilities provided, community involvement in sports after the event takes place is considered as one indicator of long-term success. What about the regions that did not host the 2018 Asian Games? It's not excessive if the 2018 Asian Games can be used as a momentum to continue to promote sports in all regions in Indonesia. To simplify the exhibition process so that it can take place as targeted, there needs to be a number of methods applied, including: (1) The method of publication is to disseminate information to the general public related to DIY sports information and information related to the XVIII 2018 through the media mass, leaflets, online, (2) Talk Show Method, namely in academic sessions by presenting speakers from the XVIII Asean Games Committee 2018 and DIY KONI as well as academics in the UNIK FIK environment, and (3) the show method, which displays and presents meeting sports practitioners with the sports community in DIY from various communities. The results of this service activity can be summarized as follows: (1) The 2018 Asian Games torch relay activities in Yogyakarta took place smoothly without experiencing significant obstacles, (2) Most of the audiences can enjoy and are very enthusiastic in participating and watching the Asian Games torch relay activities 2018 in Yogyakarta as well as being able to be part of the 18th Asian Games Indonesia as the host properly and correctly, and (3) There is a request from the EO to be able to rejoin and cooperate in other sports activities in the future.

Kata Kunci: *Sports exhibition, sports culture, Asian Games*