

SOCIALIZATION OF SPORT MESSAGE TO IMPROVE THE KNOWLEDGE AND SKILLS OF TRAINING PARTICIPANTS AT PT. PRINCESS KEDATON YOGYAKARTA

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ABSTRACT

The gap occurs in training participants with a lot of customer interest who want sports massage, where they are sportsmen or athletes who come for massage. So there is a need for knowledge to improve knowledge, especially in the field of spa combined with sports massage. So that training participants can get the most out of it. In this research, training participants at PT. Putri Kedaton numbered 30 participants. The sampling technique used was total sampling. Furthermore, of the 30 training participants, the level of knowledge and skills in sports massage was still lacking. The instrument used to measure the level of knowledge and expertise uses a questionnaire. Data analysis uses a 5% significance level test. The research results show that this socialization can increase knowledge and skills with a t count of 4.861 and a t table (df 28; 5%) of 2.048 with a significant p value of 0.000. Because t count is $4.861 > t \text{ table } 2.048$, and the significance value is $0.000 < 0.05$, then this result shows that there is a significant difference. So it can be concluded that the socialization of sports massage can increase the knowledge and skills of training participants at PT. Princess Kedaton.

Kata Kunci: *Sports Massage, Skills, Knowledge.*