

The Influence of Modern Sports on Local Community Recreational Sports in Murung Raya Regency from a Development Perspective

Indra Jaya Saputra^{1*}, Laila Refiana Said², Eprinalia A³, Patardo Haholongan Nainggolan⁴

¹ Lambung Mangkurat University, Banjarmasin, 70123, Indonesia and indrajayasaputra0883@gmail.com

² Lambung Mangkurat University, Banjarmasin, 70123, Indonesia and Lrsaid@ulm.ac.id

³ Lambung Mangkurat University, Banjarmasin, 70123, Indonesia and eprinalia@yahoo.co.id

⁴ Lambung Mangkurat University, Banjarmasin, 70123, Indonesia and patardonainggolan@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penetrasi olahraga modern terhadap keberadaan olahraga rekreasi lokal di Kabupaten Murung Raya dari perspektif pembangunan. Latar belakang penelitian ini didasarkan pada kecenderungan marjinalisasi olahraga tradisional akibat dominasi olahraga modern yang didorong oleh kebijakan, media, dan pembangunan infrastruktur. Fenomena ini tidak hanya berdampak pada perubahan pola rekreasi, tetapi juga memiliki implikasi terhadap melemahnya modal sosial dan kohesi masyarakat. Metode yang digunakan adalah pendekatan kualitatif-eksplanatori dengan desain studi kasus dan pendekatan etnografi pembangunan. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, Diskusi Kelompok Terfokus (DKT), dan analisis dokumen kebijakan daerah. Analisis dilakukan menggunakan teori McDonaldisasi, teori modal sosial, dan perspektif pasca-pembangunan. Hasil menunjukkan bahwa dominasi olahraga modern terjadi melalui tiga mekanisme utama: institusional (kebijakan dan anggaran), budaya (persepsi modernitas), dan spasial (konversi ruang publik). Pergeseran ini telah mengakibatkan berkurangnya partisipasi masyarakat dalam olahraga tradisional, melemahnya interaksi sosial lintas generasi, dan berkurangnya kapasitas kolektif dalam pembangunan partisipatif. Kesimpulan dari penelitian ini menegaskan bahwa marjinalisasi olahraga rekreasi lokal merupakan masalah struktural yang berdampak pada ketahanan sosio-budaya masyarakat. Oleh karena itu, diperlukan model kebijakan berbasis masyarakat yang mengintegrasikan olahraga tradisional ke dalam pembangunan daerah sebagai sarana untuk memperkuat kohesi sosial dan identitas lokal.

Kata Kunci: Olahraga Modern, Olahraga Tradisional, Modal Sosial, Pembangunan Partisipatif

ABSTRACT

This study aims to analyze the influence of modern sports penetration on the existence of local recreational sports in Murung Raya Regency from a development perspective. The background of this study is based on the tendency of marginalization of traditional sports due to the dominance of modern sports driven by policy, media, and infrastructure development. This phenomenon not only impacts changes in recreation patterns, but also has implications for weakening social capital and community cohesion. The method used is a qualitative-explanatory approach with a case study design and a development ethnography approach. Data were collected through in-depth interviews, participant observation, Focus Group Discussions (FGDs), and analysis of regional policy documents. The analysis was conducted using McDonaldisation theory, social capital theory, and a post-developmental perspective. The results show that the dominance of modern sports occurs through three main mechanisms: institutional (policy and budget), cultural (perception of modernity), and spatial (conversion of public space). This shift has resulted in decreased community participation in traditional sports, weakened cross-generational social interaction, and reduced collective capacity in participatory development. The conclusion of this study confirms that the marginalization of local recreational sports is a structural problem that has implications for the socio-cultural resilience of the community. Therefore, a community-based policy model is needed that integrates traditional sports into regional development as an instrument for strengthening social cohesion and local identity.

Keywords: Modern Sports, Traditional Sports, Social Capital, Participatory Development

INTRODUCTION

Regional development in the contemporary context is no longer relevant if it is interpreted narrowly as an effort to improve physical aspects alone, such as the construction of infrastructure and public facilities, but must be positioned as a multidimensional process that also integrates social and cultural dimensions as the foundation of community sustainability. Within this framework, the existence of recreational sports that grow and develop within local communities becomes an element of strategic significance, because it functions not only as a physical activity, but also as a vehicle for internalizing social values, preserving cultural identity, and strengthening social cohesion between individuals and groups. Local recreational sports are able to create a space for inclusive social interaction and strengthen community solidarity, thereby contributing to social stability that cannot be fully achieved through a development approach that is technocratic and oriented solely on material indicators. Therefore, the integration of socio-cultural aspects through strengthening local recreational sports is an integral part in formulating a more holistic, participatory, and sustainable regional development strategy (Hanani, 2017).

In Murung Raya Regency, traditional recreational sports practices such as blowpipe, balogo, and various other folk games have become deeply rooted and integral to the dynamics of local social life. These activities are not merely viewed as entertainment or leisure time, but rather serve a broader function in building social relations between individuals and groups within the community. Through involvement in traditional sports, communities gain a space for egalitarian interaction, enabling the exchange of values, strengthening solidarity, and fostering a sense of togetherness. Furthermore, these activities serve as an effective informal educational medium, instilling values such as sportsmanship, cooperation, discipline, and respect for social norms in everyday life. Equally important, traditional recreational sports also serve as instruments for preserving local culture, as they contain elements of knowledge, symbols, and practices passed down from generation to generation. Thus, their existence not only reflects the cultural identity of the Murung Raya community but also strengthens the sustainability of local values amidst ongoing social change (Rahman et al., 2017).

However, the increasingly intense flow of globalization and modernization processes have triggered a fundamental transformation in the activity patterns and preferences of society, particularly among the younger generation. This change is inextricably linked to the penetration of global culture, which has brought with it various forms of modern, more structured, competitive sports, supported by technological and media developments. The presence of sports such as futsal, badminton, and e-sports has offered alternative activities deemed more relevant to contemporary lifestyles, while also possessing a unique appeal due to their perceived prestige and broader opportunities for achievement, both locally and globally. This situation has gradually driven a shift in public interest from traditional sports to modern activities, resulting in the increasingly marginalization of local recreational sports. This shift not only reflects changing entertainment preferences but also indicates a shift in values and social orientations developing within society, where aspects of modernity, competition, and social recognition have become dominant factors in determining activity choices. If not wisely anticipated, this trend has the potential to undermine the sustainability of traditional sports practices, which have played a crucial role in maintaining the cultural identity and social cohesion of local communities (Umayana & Cahyati, 2015).

This shift in preferences cannot be understood separately from the powerful influence of mass media and digital platforms, which play a significant role in shaping the tastes, perceptions,

and lifestyles of contemporary society. Through various communication channels such as television, social media, and internet-based platforms, modern sports are consistently portrayed as symbols of progress, professionalism, and a societal identity that adapts to changing times. This representation is reinforced by intense exposure, commercialization, and industry support, making modern sports appear more attractive, competitive, and possessing high prestige. Conversely, traditional sports often lack equal representation, and are thus perceived as conventional, less dynamic, and no longer in line with the demands of modernity. This imbalance in representation ultimately contributes to the social construct that marginalizes traditional sports in society, particularly among the younger generation, who are heavily influenced by the flow of digital information. Therefore, the role of the media is not only reflective but also productive in shaping social reality, including in determining the direction of societal preferences regarding the types of sporting activities deemed relevant and valuable in the context of modern life (Forsell et al., 2020).

In addition to cultural aspects, the strengthening dominance of modern sports is also closely related to the direction of development policies that tend to emphasize national standards and an orientation toward measurable achievement. In practice, development priorities in the sports sector are more directed toward providing infrastructure to support modern, competitive sports with formal achievement pathways, such as the construction of futsal fields, sports halls, and other supporting facilities. Such policies indirectly create inequality in the distribution of space and attention to various forms of sporting activities developing in society. As a result, traditional sports, which are generally not integrated into official competition systems and lack institutional support, are increasingly marginalized, both in terms of access to space and social legitimacy. Public spaces that could previously be flexibly utilized for traditional sporting activities are also shrinking or being converted, thus limiting the sustainability of these practices at the community level. This situation demonstrates that a development orientation that focuses too much on performance indicators and formal standards has the potential to neglect the socio-cultural dimensions of sport, despite their crucial role in maintaining cultural diversity and strengthening social cohesion within local communities (Harmon et al., 2018).

This situation indicates a fundamental policy gap, where recreational sports rooted in local wisdom have not received proportional attention, protection, or affirmation within the development framework. This lack of adequate support is reflected in the suboptimal regulatory arrangements that explicitly accommodate the sustainability of traditional sports, the limited allocation of funding directed towards their development and preservation, and the increasingly narrowing social space that communities can utilize to engage in these activities. In such conditions, traditional sports not only face challenges in maintaining their existence but also experience a systemic and multi-layered process of marginalization. This marginalization is not solely caused by changes in community preferences but is also influenced by policy structures that do not equally support the diversity of sports forms that exist within the community. If this situation continues without appropriate intervention, the potential of traditional sports as a medium for cultural preservation, strengthening local identity, and building social cohesion risks being further diminished in the dynamics of regional development that tends to be homogenous and oriented solely towards formal standards (Cureau et al., 2016).

Within the framework of development studies analysis, the decline of locally based recreational sports practices cannot be viewed simply as a reduction in physical activity, but rather as having broader consequences for the social structure of society, particularly regarding the

existence and strength of social capital. Traditional recreational sports essentially function as spaces for collective interaction that enable the development of social networks, trust between individuals, and norms of togetherness that underpin community life. When these activities begin to be abandoned or replaced by more individualistic and fragmented patterns of activity, the intensity of previously naturally occurring social interactions tends to decline. The subsequent impact is weakened social ties, reduced levels of social trust, and decreased solidarity among community members. This condition ultimately has the potential to hinder the creation of strong social cohesion, which is essentially a crucial prerequisite for supporting inclusive and sustainable development processes. Thus, the loss of local recreational sports not only impacts the cultural aspect but also touches on the structural dimensions of community social life, which have long-term implications for the quality of development itself (Baker et al., 2021).

Furthermore, traditional sports often contain ecological values and local wisdom that are strongly relevant to the principles of environmental sustainability. These activities generally develop adaptively to local natural conditions, utilize resources wisely, and reflect harmonious patterns of interaction between humans and their environment. They contain empirical local knowledge, such as how to utilize open spaces without damaging the ecosystem, maintain natural balance, and understand the limits of resource exploitation. When these traditional sports practices begin to be abandoned, not only are cultural aspects eroded, but also the local knowledge that has served as a guide for maintaining environmental sustainability is eroded. The loss of these values has the potential to weaken people's ecological awareness, especially amidst the pressures of modernization that tend to encourage more intensive resource exploitation. Therefore, the preservation of traditional sports is not only important in a cultural and social context, but also has strategic significance in maintaining the legacy of local knowledge that supports a balanced relationship between humans and the environment in the long term (Storey et al., 2007).

The growing dominance of modern sports has implications for the transformation of people's lifestyles, which are tending toward a more individualistic and consumerist nature. This change is evident in the shift in the character of recreational activities, which were previously collective, open, and easily accessible to all levels of society, to activities that are more segmented, exclusive, and dependent on individual economic capacity. Modern sports generally require special facilities, specific equipment, and are often tied to membership systems or participation fees, creating barriers to access that are not accessible to everyone. This situation indirectly encourages the formation of interaction patterns that are more limited and oriented towards individual interests, compared to the values of togetherness previously fostered in traditional sports. Furthermore, the commercialization of modern sports also reinforces consumerist tendencies, where participation in sports activities is seen not only as a physical or social need, but also as part of a lifestyle related to self-image and social status. As a result, the dimension of recreation, which was previously inclusive and oriented towards togetherness, has shifted in meaning, potentially reducing the social spaces that previously served as forums for collective interaction within society (Kasrman, 2017).

Building on the previous explanation, this study aims to comprehensively examine how the mechanisms of modern sport domination are formed and operate within the social context of society, including the structural, cultural, and institutional factors that contribute to strengthening its hegemonic position. Furthermore, this study also examines in depth the implications of this domination on the condition of social capital in society, particularly in terms of changes in interaction patterns, levels of social trust, and community cohesion that have been supported by local

recreational sport practices. Beyond the analytical aspect, this study also seeks to formulate a contextual and adaptive policy model, with the aim of revitalizing and reintegrating local wisdom-based recreational sport into the regional development framework. The resulting policy model is expected to not only accommodate the sustainability of cultural aspects but also strengthen the social and participatory dimensions of development, so that local recreational sport can function as a strategic element in realizing inclusive, sustainable regional development rooted in local community potential (Arisman et al., 2024).

RESEARCH METHODS

This research adopts a qualitative, explanatory approach, utilizing both an intrinsic and instrumental case study design, to gain a comprehensive understanding of the phenomenon under study. This approach was chosen based on the need to deeply explore the process of sports transformation in a local context, positioning social reality as something complex, contextual, and rich in meaning (Chen, 2022). Through an intrinsic case study design, the research seeks to understand the unique characteristics and distinctiveness of the phenomena occurring at the research site as a stand-alone entity. Meanwhile, the instrumental dimension is used to make the case a means of explaining broader issues, particularly those related to the dynamics of modernization and globalization that influence changes in community sports activity patterns. Thus, this approach allows researchers not only to describe the phenomenon in depth but also to identify causal relationships, patterns of change, and social implications that arise from the interaction between local factors and global pressures, resulting in a more holistic and contextual analysis.

Methodologically, this research also utilizes a development ethnography approach as an analytical framework that allows researchers to understand social realities in depth and context through direct involvement in the field. Through this approach, researchers not only act as observers but also interact with research subjects to capture the meanings, practices, and social dynamics that develop in the daily lives of the community. The development ethnography approach provides space to reveal how the process of social change, including the transformation of sports practices, is perceived and experienced by local communities in relation to the development agenda (Garnica-Caparrós & Memmert, 2021). Furthermore, this research also integrates a socio-legal approach to analyze the normative and institutional dimensions that influence the position of traditional sports within the policy structure. This approach is used to examine how regulations, public policies, and institutional practices in the field of sports have the potential to create inequality or even reinforce the marginalization of traditional sports. By combining these two approaches, this research is expected to produce an analysis that not only focuses on socio-cultural aspects but also encompasses legal and policy dimensions comprehensively in explaining the phenomena studied.

The data sources in this study are classified into two main categories: primary and secondary data, both of which complement each other in supporting the depth of analysis. Primary data were collected through in-depth interviews conducted purposively with various key actors who have knowledge and are directly involved in sports practices at the local level, such as traditional elders, youth leaders, sports coaches, and parties with authority in formulating policies at the regional level. This approach allowed researchers to explore the perspectives, experiences, and subjective interpretations of the informants regarding the dynamics of sports changes that are occurring. Furthermore, participant observation was conducted as an effort to gain empirical understanding through direct involvement in community activities, allowing researchers to directly observe

recreational sports practices, social interaction patterns, and the surrounding environmental context. To complement this data, the Focus Group Discussion (FGD) method was used to collectively explore the views and perceptions of the younger generation, particularly regarding their preferences for modern and traditional sports. Meanwhile, secondary data were obtained from various sources such as policy documents, research reports, and relevant scientific literature, which served as a theoretical foundation and comparison in the analysis process. With a combination of these data collection techniques, this research is expected to be able to produce a comprehensive and in-depth picture of the phenomenon being studied (Parke & Parke, 2019).

The secondary data in this study were collected from various relevant written sources, such as regional development planning documents, government policy reports, and data related to the provision and development of sports infrastructure. These documents were selected because they have strategic value in representing policy direction, development priorities, and the regulatory framework that serves as the foundation for managing the sports sector at the regional level. Through document analysis, researchers sought to explore how public policies are formulated, implemented, and directed in the context of sports development, including the extent to which attention is given to local recreational sports compared to modern, achievement-oriented sports. Furthermore, the study of infrastructure data also enabled researchers to identify patterns in the distribution of sports facilities, trends in resource allocation, and potential inequalities that arise in development practices. Thus, secondary data analysis not only serves as a complement to primary data but also serves as an important instrument in understanding the policy structures and development dynamics that influence sports development in the regions more comprehensively (Guerriero et al., 2018).

The data analysis process in this study was carried out by integrating several complementary theoretical frameworks to obtain a more comprehensive understanding of the phenomenon being studied. McDonaldization theory is used to explain and understand the process of rationalization in the development of modern sports, particularly related to the characteristics of efficiency, calculation, predictability, and control that increasingly dominate contemporary sports practices. Furthermore, social capital theory is used as an analytical tool to measure and interpret the resulting social impacts, particularly in terms of changes in interaction patterns, levels of trust, and social cohesion within society due to the transformation of sports practices. On the other hand, a post-developmental perspective is used as a critical approach to evaluate and question the development paradigm that tends to be uniform, top-down, and insensitive to the diversity of local contexts and cultural wisdom of the community. By combining these three approaches, data analysis is not only descriptive, but also interpretative and critical of the dynamics that occur. To ensure the validity and accuracy of the findings, the validity of the data in this study is maintained through triangulation techniques, both source triangulation by comparing various informants and documents, and method triangulation by combining interviews, observations, and document analysis, so that research results are obtained that are more credible and can be scientifically accounted for (Rizzolatti et al., 2021).

RESULTS AND DISCUSSION

A. RESULTS

Table 1. The Mechanism of Modern Sports Domination

Aspect	Key Findings	Impact
Institutional	Budget priority on modern sports (futsal, e-sports, badminton)	Marginalization of traditional recreational sports
Cultural	Construction of a “modern, cool, competitive” image	The “old-fashioned” stigma against traditional sports
Spatial	Conversion of public space into modern sports facilities	Narrowing community social space

This table shows that the dominance of modern sports in Murung Raya Regency occurs through three main, mutually reinforcing mechanisms: institutional, cultural, and spatial. Institutionally, policies and budget allocations are primarily directed toward the development of modern sports, resulting in the loss of structural support for traditional sports. Culturally, the construction of meaning that modern sports are more prestigious has led to the delegitimization of traditional sports among the younger generation. Meanwhile, spatially, public spaces that previously served as recreational sports venues have begun to transform into more commercial and standardized modern sports facilities. These three mechanisms simultaneously accelerate the marginalization of traditional sports in social life.

Table 2. Impact on Social Capital

Indicator	Change	Implications
Social participation	Decrease	Decreased community interaction
Social networking	Weakening	The decline in solidarity between citizens
Social trust	Decrease	Barriers to participatory development

This table illustrates that the shift from traditional to modern sports has a direct impact on the decline of community social capital. The decline in participation in recreational sports activities has led to a reduction in the space for social interaction that was previously inclusive and cross-generational. Consequently, the social networks formed through collective activities have weakened, leading to a decline in solidarity among residents. This has resulted in a decline in the level of social trust that has long been the main foundation of participatory development. Thus, the transformation of sports is not only cultural but also has serious implications for the quality of social relations within communities.

Table 3. Recreational Sports Revitalization Policy Model

Program	Description	Objective
Traditional sports regulations	Local recreational sports protection regulations	Preservation of local culture and identity
Village festival	Integration of modern and traditional sports	Strengthening intergenerational social interactions
Sport for Development	Community-based development approach	Increasing social capital

This table shows three policy models that can be used to revitalize recreational sports as part of a regional development strategy. First, through the establishment of regional regulations on

traditional sports, the government can provide legal protection and formal recognition for the existence of local recreational sports. Second, the village festival program is designed as a space for social interaction that combines modern and traditional sports to foster intergenerational dialogue. Third, the Sport for Development approach emphasizes that the success of sports development is measured not only by achievement but also by increased social cohesion and community participation. These three models collectively offer a more inclusive and contextual policy framework for socio-cultural development in the region.

Discussion

The findings of this study indicate that the dominance of modern sports in society did not occur naturally or spontaneously, but rather resulted from a systematic and directed structural process. This process was formed through the interaction of various institutional, social, and policy factors that gradually shaped community preferences and patterns of sporting activity. In this context, local government policies played a significant role as the primary driving factor accelerating this shift. Policy orientations that placed greater emphasis on the development of nationally standardized and achievement-oriented sports created an ecosystem that was more supportive of the growth of modern sports than traditional sports. This was evident in the prioritization of facility development, resource allocation, and development programs that were predominantly directed toward modern sports. Consequently, an imbalance occurred in the development of sports at the local level, with modern sports gaining greater space and support, while traditional sports increasingly lost their strategic position in social life. Thus, the dominance of modern sports can be understood as a consequence of the configuration of policies and development structures that tended to favor the formal and institutionalized modernization of sports (Franze et al., 2015).

From an institutional perspective, sports infrastructure development policies that focus more on modern sports facilities have resulted in unequal public access to recreational spaces. The provision of sports facilities, which tend to focus on modern sports, indirectly creates an unequal distribution of space, resulting in some groups having greater access to these facilities, while others experience limitations. In this situation, traditional sports, which are inherently inclusive, easily accessible, and do not require complex infrastructure, are increasingly marginalized from available public spaces. The limited facilities that support traditional sports practices make it difficult for these activities to develop optimally, and in some cases, the intensity of their implementation at the community level has even decreased. This situation demonstrates an institutional bias in sports infrastructure planning and development that prioritizes modern sports, thus narrowing the space for local sports cultural expression, which was previously an important part of community social life (Gumilar et al., 2018).

Culturally, the process of constructing meaning around the concept of "modern" has a significant influence in shaping the orientation, preferences, and activity choices of the younger generation in their daily lives. In this context, modernity is not only understood as technological development or changes in the form of activity, but is also attached as a symbol representing progress, sophistication, and closeness to a global lifestyle. Modern sports are then represented and perceived as part of this identity, so that it becomes not just a physical activity, but also a means of self-expression related to an individual's social image. In many cases, involvement in modern sports is seen as having a certain prestige value that can increase one's social status in the eyes of those around them. This condition has led to a shift in cultural orientation among the younger generation,

where the choice of sport is based not only on recreational or health functions, but also on symbolic considerations related to social recognition. As a result, modern sports are increasingly gaining stronger cultural legitimacy, while traditional sports tend to experience a decline in appeal because they are considered less representative of the values of modernity that are dominant in today's social construction (Goerzen & Makino, 2007).

This phenomenon can be understood as part of a process aligned with the concept of McDonaldization, which highlights the dominance of the principles of efficiency, calculation, predictability, and standardization in various aspects of social life, including sports. Within this framework, modern sporting activities tend to be developed and organized in a more structured, uniform manner, and follow standardized rules that allow for more efficient and measurable management. This pattern makes modern sport more accessible, marketable, and integrated into a large-scale formal competition system. Conversely, traditional sports, which are inherently flexible, contextual, and heavily dependent on local wisdom and community customs, do not fully align with this standardization logic. The variety of forms, non-uniform rules, and their more fluid and non-institutionalized nature mean that traditional sports have less space within a system that prioritizes order and efficiency. Consequently, in a social dynamic increasingly influenced by the principles of McDonaldization, traditional sports experience a decline in public interest and involvement, especially among the younger generation, who are more familiar with the uniform, practical, and structured forms of activity offered by modern sports (Pettinger, 2011).

The impact of these changes on community social capital can be observed through the decreasing intensity of spontaneous, natural, and community-based social interactions in public spaces. In previous contexts, traditional sports activities generally served as an important medium for the formation of fluid, informal, and collective social relations, where interactions between individuals occurred without rigid barriers and were based on shared participation. However, with the increasing dominance of modern sports, these interaction patterns have undergone a significant shift. Modern sports activities are often designed within a competitive, structured, and outcome-oriented framework, thus limiting the space for informal and spontaneous social interactions. This ultimately leads to reduced opportunities for communities to build and strengthen organic social networks. In the long term, these changes can impact the quality of social capital, particularly in terms of social trust, solidarity, and bonds among community members, as previously collective and inclusive interactions are replaced by more individualistic and competition-based activity patterns (Chung et al., 2019).

This situation ultimately leads to the weakening of social networks that were previously formed organically through community involvement in traditional recreational activities. In practice, traditional sports serve not only as a means of entertainment but also as an important medium for building close, mutually familiar, and sustainable social relationships among community members. When these activities begin to diminish or are replaced by more modern and individualistic forms of sport, the intensity of social interactions that support the formation of local social networks also decreases. This situation causes relationships between individuals to become looser and less bound by the social structures previously formed through collective habits. Furthermore, this situation also has an impact on declining levels of social trust among community members, where the mutual trust that previously developed through routine interactions in shared activities becomes increasingly weakened. This decline in social trust, in turn, can reduce the

effectiveness of social cooperation, weaken community solidarity, and diminish the community's ability to build collective action that supports the common good (Davis et al., 2017).

From a development perspective, this situation has significant implications for the declining effectiveness of various programs based on active community participation. When social capital such as trust, social networks, and solidarity weakens, the community's ability to engage collectively in the planning, implementation, and evaluation of development programs also diminishes. Consequently, participation, which should be a key element in an inclusive development approach, no longer functions optimally. Under these conditions, development patterns tend to shift to a more top-down approach, where initiatives, decisions, and policy direction are largely determined by the government or formal actors without substantial involvement from communities at the grassroots level. This shift has limited the space for dialogue between policymakers and the community, resulting in inadequate accommodation of local aspirations in the development process. In the long term, this situation can diminish the community's sense of ownership of development programs and undermine the sustainability of development outcomes, due to minimal involvement and social support from the communities that are the primary targets of policy (Furley, 2019).

Furthermore, the fading of traditional sports can also be interpreted as the loss of a set of local values that have played a crucial role in supporting social and ecological sustainability in community life. Traditional sports exist not only as a form of recreational activity but also contain local norms, ethics, and knowledge that reflect the community's perspective on maintaining a balance in social relations and relationships with the surrounding environment. Values such as togetherness, mutual cooperation, respect for nature, and wise resource management are implicitly internalized in these sports practices and passed down from generation to generation. When these practices begin to be abandoned or replaced by modern forms of sport, the transmission of these values is disrupted, resulting in the erosion of the cultural heritage that previously served as a guideline in community social life. In the long term, this condition not only impacts weakened social cohesion but also has the potential to reduce community ecological awareness, due to the loss of local references that have served as the basis for maintaining a balance between human activity and environmental sustainability. Thus, the sustainability of traditional sports has a broader significance than just a cultural aspect, namely as an integral part of a value system that supports holistic social and ecological sustainability (Andrienko et al., 2017).

To respond to these conditions, it is necessary to formulate and implement a policy approach that is more inclusive, adaptive, and sensitive to the socio-cultural context of the local community. Such an approach requires recognition of the diversity of sporting practices within the community, not only those that are modern and achievement-oriented, but also those based on tradition and local wisdom. Within this framework, the integration of traditional sports into the regional development agenda can be positioned as a strategic step with important value, both in terms of cultural preservation and strengthening social cohesion. This integration means not only including traditional sports as additional activities but also mainstreaming their existence in planning, budgeting, and the provision of adequate space and facilities. In this way, traditional sports can gain stronger legitimacy within the development system, while simultaneously opening up space for broader community participation. This approach is expected to bridge the gap between modernization and cultural preservation, so that regional development is not only oriented towards material progress but also remains grounded in the local values that constitute the community's identity.

The "Sport for Development" model, developed based on the local context, can be considered a relevant alternative approach in efforts to restore and strengthen the social function of sport as an instrument of community development. This approach positions sport not merely as a physical activity or a means of achieving success, but rather as a strategic medium capable of encouraging community empowerment, strengthening social interaction, and increasing cohesion and solidarity within community life. By adapting local cultural values, norms, and practices, this model enables sport to be closer to the social realities of the community, allowing participation to be broader, more inclusive, and more meaningful. Furthermore, this approach also provides space for the integration of social development goals with the preservation of local wisdom, allowing sport to serve as a bridge between modernization and the community's cultural identity. In this context, the implementation of locally-based "Sport for Development" not only contributes to improving the community's quality of life but also strengthens the role of sport as a means of sustainable, participatory, and community-oriented social development (Ji et al., 2022).

CONCLUSION

The results of this study indicate that the dominance of modern sports in Murung Raya Regency is not a coincidental or natural process, but rather a structural phenomenon formed through a complex interaction between public policy, cultural construction, and the dynamics of changing social spaces at the local level. Development policies that emphasize achievement standards, coupled with the influence of cultural modernization and the transformation of social spaces, have simultaneously driven a shift in preferences for sports activities. This shift, in turn, has had a significant impact on the weakening of traditional recreational sports, which previously played a crucial role in strengthening social capital and strengthening the community's collective identity. In this situation, traditional sports, which once served as a space for inclusive and community-based social interaction, are increasingly marginalized by the dominance of more structured and competitive modern sports activities. Therefore, a more comprehensive and balanced policy intervention is needed, not solely oriented towards achieving sporting achievements, but also paying serious attention to strengthening the social and cultural dimensions of society. Efforts to revitalize traditional sports through a community-based approach are an important strategy to pursue, as it can encourage active community involvement and strengthen the social function of sports in everyday life. Thus, this approach is expected to support the realization of regional development that is more inclusive, sustainable, and rooted in local values that live within the community.

REFERENCES

- Andrienko, G., Andrienko, N., Budziak, G., Dykes, J., Fuchs, G., von Landesberger, T., & Weber, H. (2017). Visual analysis of pressure in football. *Data Mining and Knowledge Discovery*, 31(6), 1793–1839. <https://doi.org/10.1007/s10618-017-0513-2>
- Arisman, A., Qomara, D., Pujiati, A., & Anugarista, E. (2024). Sport Industry Sport Tourism sebagai Motor Penggerak Industri Olahraga di Indonesia. *JURNAL PENDIDIKAN OLAHRAGA*, 14(6), 526–539. <https://doi.org/10.37630/jpo.v14i6.2291>
- Baker, C., Chinaka, O., & Stewart, E. C. (2021). The time is now: why we must identify and address health

- disparities in sport and recreation injury. *Injury Epidemiology*, 8(1), 25. <https://doi.org/10.1186/s40621-021-00320-2>
- Chen, L.-K. (2022). Urbanization and population aging: Converging trends of demographic transitions in modern world. *Archives of Gerontology and Geriatrics*, 101, 104709. <https://doi.org/10.1016/j.archger.2022.104709>
- Chung, T., Sum, S., Chan, M., Lai, E., & Cheng, N. (2019). Will esports result in a higher prevalence of problematic gaming? A review of the global situation. *Journal of Behavioral Addictions*, 8(3), 384–394. <https://doi.org/10.1556/2006.8.2019.46>
- Cureau, F. V., Silva, T. L. N. da, Bloch, K. V., Fujimori, E., Belfort, D. R., Carvalho, K. M. B. de, Leon, E. B. de, Vasconcellos, M. T. L. de, Ekelund, U., & Schaan, B. D. (2016). ERICA: leisure-time physical inactivity in Brazilian adolescents. *Revista de Saúde Pública*, 50(suppl 1). <https://doi.org/10.1590/s01518-8787.2016050006683>
- Davis, I. S., Rice, H. M., & Wearing, S. C. (2017). Why forefoot striking in minimal shoes might positively change the course of running injuries. *Journal of Sport and Health Science*, 6(2), 154–161. <https://doi.org/10.1016/j.jshs.2017.03.013>
- Forsell, T., Tower, J., & Polman, R. (2020). Development of a Scale to Measure Social Capital in Recreation and Sport Clubs. *Leisure Sciences*, 42(1), 106–122. <https://doi.org/10.1080/01490400.2018.1442268>
- Franze, C., Funk, L., Strasser, L., & Diefenbach, S. (2015). The Power of Freeletics. *I-Com*, 14(3), 244–250. <https://doi.org/10.1515/icom-2015-0042>
- Furley, P. (2019). What Modern Sports Competitions Can Tell Us About Human Nature. *Perspectives on Psychological Science*, 14(2), 138–155. <https://doi.org/10.1177/1745691618794912>
- Garnica-Caparrós, M., & Memmert, D. (2021). Understanding gender differences in professional European football through machine learning interpretability and match actions data. *Scientific Reports*, 11(1), 10805. <https://doi.org/10.1038/s41598-021-90264-w>
- Goerzen, A., & Makino, S. (2007). Multinational corporation internationalization in the service sector: a study of Japanese trading companies. *Journal of International Business Studies*, 38(7), 1149–1169. <https://doi.org/10.1057/palgrave.jibs.8400310>
- Guerriero, A., Varalda, C., & Piacentini, M. F. (2018). The Role of Velocity Based Training in the Strength Periodization for Modern Athletes. *Journal of Functional Morphology and Kinesiology*, 3(4), 55. <https://doi.org/10.3390/jfkm3040055>
- Gumilar, G., Kusmayadi, I. M., & Zulfan, I. (2018). KOMUNITAS OLAH RAGA UNTUK KAUM URBAN BANDUNG: MEMBANGUN JARINGAN KOMUNIKASI MELALUI MEDIA SOSIAL. *Jurnal Riset Komunikasi*, 1(1), 158–169. <https://doi.org/10.24329/jurkom.v1i1.22>
- Hanani, E. S. (2017). The Study on Value of Recreational Sports Activity of Urban Communities. *Jurnal Kesehatan Masyarakat*, 12(2), 286–291. <https://doi.org/10.15294/kemas.v12i2.5813>
- Harmon, K. J., Proescholdbell, S. K., Register-Mihalik, J., Richardson, D. B., Waller, A. E., & Marshall, S. W. (2018). Characteristics of sports and recreation-related emergency department visits among school-age children and youth in North Carolina, 2010–2014. *Injury Epidemiology*, 5(1), 23. <https://doi.org/10.1186/s40621-018-0152-0>
- Ji, S., Ghajari, M., Mao, H., Kraft, R. H., Hajiaghameh, M., Panzer, M. B., Willinger, R., Gilchrist, M. D., Kleiven, S., & Stitzel, J. D. (2022). Use of Brain Biomechanical Models for Monitoring Impact Exposure in Contact Sports. *Annals of Biomedical Engineering*, 50(11), 1389–1408. <https://doi.org/10.1007/s10439-022-02999-w>
- Kasrman, K. (2017). MOTIVASI MASYARAKAT MELAKUKAN OLAHRAGA REKREASI MELALUI PROGRAM CAR FREE DAY DI JAKARTA. *JURNAL PENDIDIKAN JASMANI DAN OLAHRAGA*, 2(2), 72. <https://doi.org/10.17509/jpjo.v2i2.8183>
- Parke, A., & Parke, J. (2019). Transformation of Sports Betting into a Rapid and Continuous Gambling Activity: a Grounded Theoretical Investigation of Problem Sports Betting in Online Settings. *International Journal of Mental Health and Addiction*, 17(6), 1340–1359. <https://doi.org/10.1007/s11469-018-0049-8>
- Pettinger, L. (2011). 'Knows How to Please a Man': Studying Customers to Understand Service Work. *The Sociological Review*, 59(2), 223–241. <https://doi.org/10.1111/j.1467-954X.2011.02005.x>
- Rahman, F. A., Kristiyanto, A., & Sugiyanto, S. (2017). MOTIF, MOTIVASI, DAN MANFAAT AKTIVITASPENDAKIAN GUNUNG SEBAGAI OLAHRAGA REKREASI MASYARAKAT. *Multilateral Jurnal Pendidikan Jasmani Dan Olahraga*, 16(2). <https://doi.org/10.20527/multilateral.v16i2.4251>
- Rizzolatti, G., Fabbri-Destro, M., Nuara, A., Gatti, R., & Avanzini, P. (2021). The role of mirror mechanism in the recovery, maintenance, and acquisition of motor abilities. *Neuroscience & Biobehavioral Reviews*, 127,

- 404–423. <https://doi.org/10.1016/j.neubiorev.2021.04.024>
- Storey, A. A., Ramírez, J. M., Quiroz, D., Burley, D. V., Addison, D. J., Walter, R., Anderson, A. J., Hunt, T. L., Athens, J. S., Huynen, L., & Matisoo-Smith, E. A. (2007). Radiocarbon and DNA evidence for a pre-Columbian introduction of Polynesian chickens to Chile. *Proceedings of the National Academy of Sciences*, 104(25), 10335–10339. <https://doi.org/10.1073/pnas.0703993104>
- Umayana, H. T., & Cahyati, W. H. (2015). DUKUNGAN KELUARGA DAN TOKOH MASYARAKAT TERHADAP KEAKTIFAN PENDUDUK KE POSBINDU PENYAKIT TIDAK MENULAR. *Jurnal Kesehatan Masyarakat*, 11(1), 96. <https://doi.org/10.15294/kemas.v11i1.3521>