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STRATEGY FOR ATHLETE PERFORMANCE DEVELOPMENT IN STUDENT ACTIVITY UNIT OF BADMINTON SPORTS AT BINA GUNA COLLEGE OF SPORTS AND HEALTH

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This study aims to: 1) determine the coaching pattern provided to athletes who participate in training, 2) determine what are the supporting and inhibiting factors for coaching Badminton UKM at the Bina Guna Sports and Health College (STOK). This research design is a qualitative study with a descriptive method. Data collection techniques are carried out by means of observation, interviews, documentation. The key instrument in this study is the researcher himself and assisted by supporting instruments in the form of a mobile phone, blank notes. The steps of data analysis are data reduction, data presentation. The results of this study are 1) The strength of Badminton UKM at STOK Bina Guna is its high-achieving athletes, 2) The weakness of Badminton UKM at STOK Bina Guna is the lack of attention from the foundation so that Badminton UKM at STOK Bina Guna still experiences a lack of facilities and infrastructure such as for heavy training equipment, 3) Opportunities that exist in the STOK Bina Guna Badminton UKM is a badminton student/athlete association that is highly respected in Medan City, especially if they have participated in district/city or provincial level events, 3) Threats (Threats) positive threats can be a motivation for athletes and coaches to improve their training achievements in the STOK Bina Guna Badminton UKM, while negative threats are the still low support from the foundation and for students/athletes who still have lecture schedules until the afternoon so that their training time is very minimal.

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