

CHAPTER I

INTRODUCTION

1.1 Background

The game of basketball is one of the sports that is currently starting to be popular with the public, especially among students and students. The development of basketball is currently supported by the holding of tournaments between clubs, *Event* students from the regional level to the national level. Quoted from Hapsari et al., (2013), with many variations of how to play basketball today that contain elements of entertainment such as *Streetball*, *three on three*, and *Crushbone*, making the game of basketball one of the trendy and fun basketball sports among teenagers.

Basketball is also a sport that can be played indoors and outdoors. In addition, basketball can be played by everyone, of all ages, can be played by men or women of all sizes, and even played by those with physical disabilities. Currently, there is a stigma that basketball athletes must have a tall body, but there are many examples of players such as Marcelino Bonfil, a basketball player from Surabaya who is only 169 cm tall, who has ever won a title. *Most Valuable Player* in the high school basketball competition in 2019, besides that Marcelino is currently playing for the Malaysian MPL D-League team, BBM CLS Knight. In addition, on *National Basketball League* or commonly called the NBA, there is a player with a height of 175 cm, namely Yuki Kawamura who is included in the Memphis Grizzlies squad and is in the spotlight this season. This is proof that to become a basketball athlete, having a small body is not an obstacle, because many basketball legends are tall below the average professional athlete.

Currently, the achievements of the Indonesian national basketball team are also slowly improving, but the achievements of the Indonesian national basketball team currently only reach the regional and continental levels, such as getting a gold medal in *South East Asia (SEA) Games 2023* which was held in Cambodia. By improving the quality of players from a young age, it can give birth to good young athletes in the future. Efforts to procure basketball tournaments at the high school level are expected to produce young athletes who can encourage the achievements and success of the Indonesian national basketball team.

In today's school students, there are students who play basketball just for fun, participate in school club activities to participate in prestigious competitions, and not a few

focus on becoming professional basketball athletes. From the results of the author's interviews with basketball connoisseurs who used to be high school basketball players, they stopped focusing on participating in basketball activities because they felt that their bodies were too short and basketball career opportunities in Indonesia were currently less attractive, so they left basketball and focused on other activities.

Nowadays despite the rapid increase in popularity of the sport of basketball, the current interest in the sport of basketball is still inferior to other sports such as football, badminton and volleyball. Judging from online forums, many argue that the reason basketball in Indonesia is still less popular than several other sports is because basketball is considered a sport *segmented* and only for the people of the city because of its expensive equipment and attributes. In addition, basketball is one of the sports that has many rules and so ordinary people tend to find it difficult to understand and engage in playing basketball.

From the 2024 Jakpat Survey survey data *Postponements* collected in 2024, out of 1847 respondents, the most watched sport is currently football with a result of 74% followed by badminton with 66%, volleyball with 45%, and futsal with 39%. Basketball was in 5th place with 37% of respondents watching. From this data, although currently the development of basketball popularity in Indonesia is quite good, the survey results show that the popularity of basketball in Indonesia is still inferior to the type of sport *mainstream* others.

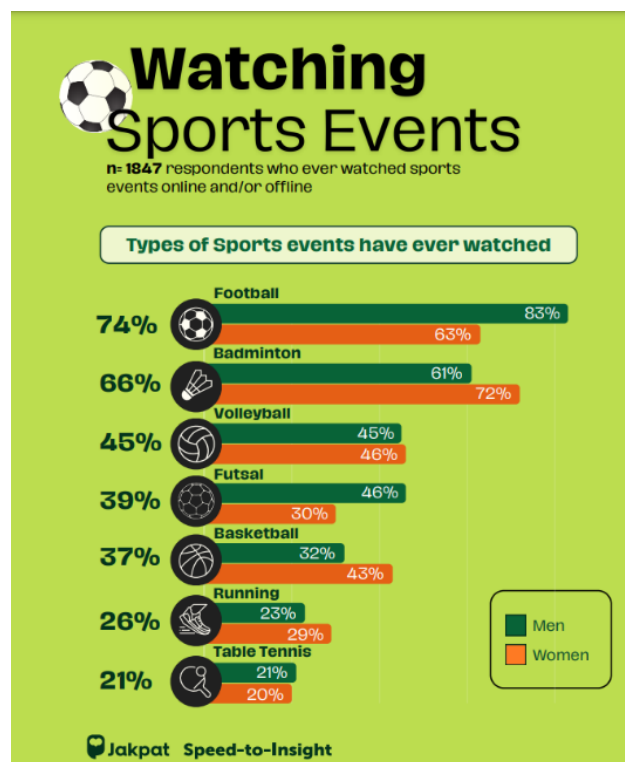


Figure 1.1 Survey of sports type audience

(Source: Jakpat Survey *Reports*, 2024)

Basketball is an attractive and dynamic sport, which takes a fairly short time for each team to make an attack or shot. The game of basketball in Indonesia is a little less interesting because the players still have limited abilities, knowledge, and mastery of basketball game techniques. Based on data recorded at the 2023 Honda DBL East Java championship, there are still many players who have shooting accuracy below 45%. Therefore, a player must practice their shooting technique in order to take advantage of every opportunity to shoot 3 points. Wijayanto et al., (2024)

In the game of basketball, there are several factors that need to be mastered to achieve maximum results. Fatahillah (2018), explaining that to achieve achievements, there are two factors that affect athletes, namely internal and external factors. Internal factors are factors that exist in athletes such as physical, technical, and mental conditions, while external factors are factors that come to athletes such as facilities and infrastructure, coaches, coaches, families, and many others.

In basketball, there is one internal factor, namely technique. To master technique, it is necessary to understand the basic rules and abilities in the sport of basketball. The main goal of the sport of basketball is to score more points than the opposing team. Rustanto (2017) explains that basketball is a sport played by two teams, who try to score points against each other by putting the ball in the basket (*Ring*) opposing team. Even though basketball is a team sport, players still have to master techniques in order to give their best performance when playing basketball. According (Susanto & Nurharsono, 2022) to the quote from Temmassonge (2020), explaining that in basketball there are several basic techniques that must be mastered to help individual players' abilities such as *dribbling, passing, shooting, rebounding, and pivoting*.

Currently, there are still incidents where young athletes who participate in basketball matches still do not follow the rules and do basketball techniques properly and correctly. The study conducted by showed that in the implementation of the SHL CUP event (School Holiday League) which was held in 2020, many players from the Junior's Blitar team did not understand the rules of basketball so that many protests from athletes on the court were detrimental to the team. In addition, from the observations carried out by the author on the basketball training program for the SMAN 14 Surabaya basketball team which will be held in November 2024,

there are still *Error* The foundation was carried out by members of the SMAN 14 Surabaya basketball team.

From the data that has been found by Dista Nur Aini & Gigih Siantoro (2022), the rules and techniques of basketball are still not comprehensively understood by connoisseurs and young athletes of basketball, especially teenagers. The results of field observations at high school basketball practice in Surabaya are still found to be errors made by players, and a study conducted by Dista Nur Aini and Gigih Siantoro (2022) shows that at the junior high school level club matches are also still found *Error* at the time of the match. These two data show that the understanding of basketball is still not well implemented at the adolescent level. Therefore, the researcher designed a basketball comic for teenagers aged 13-17 years.

The target audience in this design is early adolescents with the age of 13-17 years. According to Diananda (2018), the adolescent phase is the transition phase from children to adulthood. According to WHO, adolescents are residents with an age range of 10-19 years Diananda (2018). In this period of development, the desire to achieve independence and search for identity began to stand out, a more logical way of thinking, an abstract and idealistic way of thinking. Adolescence is also a phase where you begin to find your identity. The development of adolescent identity has long been a major focus in the study of human developmental psychology. This is a critical period in which individuals begin to explore and form an understanding of who they really are, their aspirations, and how they want to be seen by the world (Yustika Sari, 2024). Because the adolescent phase is the phase of exploration of interests and talents, as well as finding identity, then basketball can be presented as one of the choices of hobbies or career opportunities that can be conveyed with comic media.

Comics can help to visualize the information packaged in a narrative, story, or script that will help in explaining the information you want to convey. In addition to conveying information, comics that are packaged with interesting story scripts and given drama can help readers follow the flow and understand the content of information well and inspire readers. In comic media, you can get a deeper story narrative and the delivery of information accompanied by a better story than just short information through videos. In a journal written by Alfiyyah et al., (2024) said that from the results of an interview with one of the junior high school teachers, students prefer to learn using learning media that has never been used so far such as comics rather than just using text. We can understand that teenagers today easily feel bored just by reading texts. Nowadays reading comics, both print and digital comics can be an option to spend free time for teenagers. In addition, by making comics that were released with chapter can reduce the use of Gadgets excessive. From the journal written by Nur Rahma Sengko et

al., (2023) a data was obtained that in the digital comic reading platform, Indonesia is the largest contributor of readers, which is 17 million per month, of which 70% are aged 13-24 years.

Based on the explanation of the existing problem, basketball has the potential to be raised in a comic work with the aim of the media to attract interest among teenagers to be interested in the game of basketball. This design aims to increase the popularity of basketball by introducing it to young people so as to increase the popularity of basketball and attract the interest of teenagers to play basketball.

1.2 Problem Identification

Based on the above background, it can be concluded that the identification of the problem is as follows:

1. Understanding of basketball rules is still lacking, so there are still *errors* in official matches that cause losses to the team
2. The obstacle to the sport of basketball is the number of rules and techniques that need to be understood so that it is difficult for people who are still unfamiliar with the sport of basketball to follow.
3. Based on the data found, basketball technique is still lacking at the adolescent level.

1.3 Problem Formulation

Based on the background and the formulation of the problem that has been explained, the formulation of the problem can be obtained, namely:

How to design comics as a medium that can help understand the rules and techniques of basketball in teenagers aged 13-17 years.

1.4 Problem Limitations

1. The media used in this design is only comics.
2. The rules explained in this comic only explain the rules according to the *FIBA Rules Book 2024*, and do not follow *NBA rules*.
3. The techniques described in this comic only explain the basic techniques that are the foundation of the game of basketball.

1.5 Purpose of Design

1. To introduce the rules and techniques of basketball to teenagers through comic media.
2. Providing basketball teaching media through comic media.

1.6 Benefits of Planning

With the design of this comic book, it is hoped that it can increase knowledge in the basic rules and techniques of the sport of basketball and can increase interest and popularity so that many target audiences are interested in the topic raised by the author.

1.7 Benefits for Writers

With the design of this comic book, it can add new knowledge and insight for the author, especially topics that discuss basketball.

1.8 Benefits for teenagers

1. It can increase knowledge and understanding of the rules and techniques that exist in basketball.
2. So that teenagers are motivated and increase their interest in the sport of basketball.
3. Teaching sportsmanship and professionalism.

1.9 Benefits for DKV

With this research, it is hoped that it can be used as a reference for designing comic books according to the topics discussed.

1.10 Planning Framework

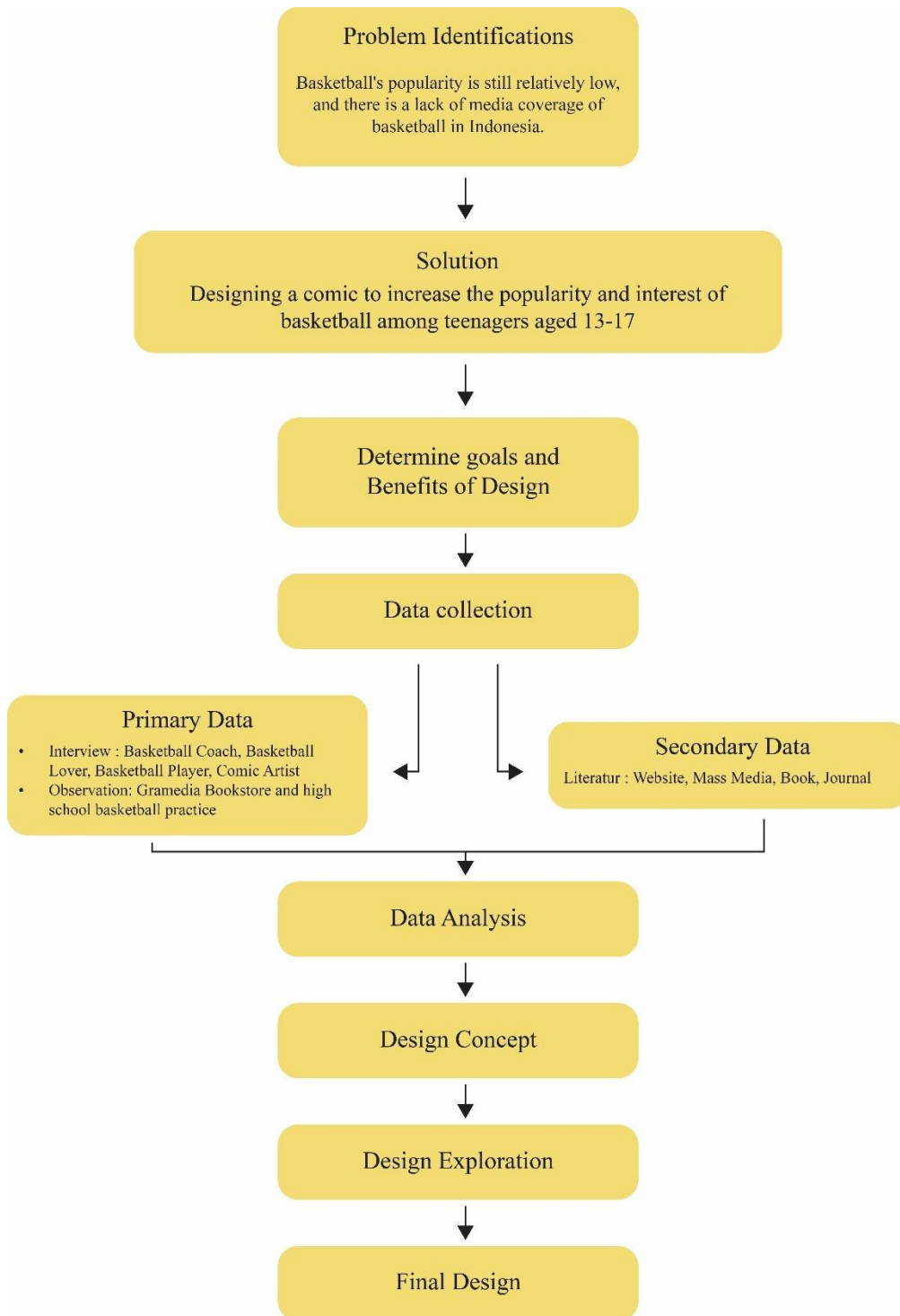


Figure 1.2 Planning Framework

(Source : Personal Document 2023)