

ABSTRACT

The background of this study is that exercise can be used as a means to unite the nation and also as a measurable instrument of achievement in each sport. Coaching athletes in the sports to get optimum performance is closely related to some crucial factors namely human resources, infrastructure, and training programs.

This research formulates vary of questions to analyze and the question is: how is coaching accomplishments of badminton division by DISDIKPORA Seruyan and this research also has a goal to know the results of sports performance coaching in badminton division. This study is designed in qualitative descriptive study and the method used is SWOT analysis (Strength, Weakness, Opportunity, Threat). By using the SWOT analysis, it is expected to get optimal results in the development of badminton observing in badminton division of DISDIKPORA Seruyan. The type of instrument used was an interview guidelines.

This study showed a result of analysis that coaching accomplishments in badminton division were quite good according to some factors analyzed. Some coaches already have a coaching license, and the existence of good communication among administrators, coaches, and athletes contributes to its achievements. Facilities and infrastructure in badminton division are also sufficient to carry out the coaching and training. Moreover, the exercise program that has been made in badminton division is good enough to support athlete's ability improvement. There are long term and short-term training program and those are continuously evaluated after training or competition.

Keywords: Badminton, Coaching, DISDIKPORA Seruyan, Achievement