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Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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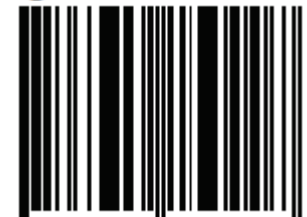
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DISCOVERING WELLNESS WITH SPECIAL POPULATION

Muhammad Norhikmah Bin Abdol Kadir & Muhammad Syazwan Bin Johari
Faculty of Sports Science & Recreation

The Bachelor of Sports Management (Hons.) Semester 3 students from the Faculty of Sports Science & Recreation UiTM Negeri Sembilan, Seremban 3 Campus, organized a program called "Discovering Wellness with Special Population" together with special children from the Early Intervention Community Rehabilitation Organization, Seremban.

The one-day program was held at the Swimming Pool of Seremban 2 Sports Complex in Negeri Sembilan from 7.30 am to 3.30 pm. It involved various forms of activities aimed at building character, confidence and team spirit among the special children involved. It also aims at giving the students, especially those majoring in Sports Management, exposure and experience, on how to manage and handle special children. Among the contents of this program are management games, which are familiarization activities between facilitators consisting of UiTM students with the special needs (OKU) children. The games and sports activities such as water confidence, bubble-making and flash ball all require teamwork and cooperation to be completed successfully.

This time the organization received good cooperation from the Community Rehabilitation Centre (PPDK), Bandar Baru Seremban, Negeri Sembilan. A total of 20 PPDK children between the ages of 7 and 12 who suffer from Down syndrome, slowness, and autism were equally involved in enlivening the activity. In this activity, UiTM students and PPDK students were combined in groups and each group had to compete to win the sports event held. According to FSR lecturer and Program Advisor, Miss Aida Roha Binti Abdul Rasid, the 'Discovering Wellness with Special Population' program aims to raise awareness among the community to be more open and recognize the potential of children categorized as Differently Abled People (OKU). Miss Aida further adds, "Children with disabilities should be brought out and highlighted to the community so that we can reduce skewed views and inaccurate perceptions towards those with Down Syndrome and Autism in particular".

Regarding the management function, there are several steps in this event planning phase and the first is to understand the user's needs. The organizers included some information gathering during each meeting held with The Community Rehabilitation Centres (PPDK) before the event to identify and determine what activities and sports are suitable to be held with special children (OKU) on that day. This step was taken to meet the needs of special children and ensure that the objectives of the program were met.

The next step is the market selection decision. Initially, the organizers wanted to organize sports activities, namely water volleyball and dodgeball competitions. However, after several discussions with the PPDK and program advisors, it was found that the sports activities are quite difficult to do among special children due to the limited movement factor. Because of this, the sports activities were changed to simpler sports that do not require too much movement, such as water confidence, bubble-making and flash ball activities. The main purpose of this activity is to give them fun as well as to strengthen the relationship between the special children and UiTM students.

The final step involves deciding the marketing mix which consists of the 4Ps (Product, Price, Place, Promotion). The organizers finalized the products (sports activities) that will be held on the day. The organizers also received donations from the public which were converted into goods such as hampers for all groups of special children and souvenirs for PPDK. In addition, the organizers used

several distribution channels through social sites such as Facebook, WhatsApp, and Instagram to display event details and event venues and finally, the multimedia committee used the chosen platform to promote and fund the program.

Targeted sports marketing enables underrepresented individuals to engage and be empowered in mainstream sports. By understanding their needs, interests, and preferences, marketers can create tailored campaigns and events that generate revenue and promote inclusion and diversity. By leveraging digital platforms, collaborating with community organizations, and evaluating campaigns' effectiveness, these initiatives empower and engage special populations in the sports industry.



Picture 1: Activities during the event



Picture 2: Prize giving ceremony