

Study of the Potential of Students' Kubro Arts in Strengthening the Value of Sports Character through SWOT Analysis and Development Policy Recommendations for the Community of Sleman Regency

Syukron Arif Muttaqin^{1*}, Sumaryanti², Novita Intan Arofah³, Wijang Wahyu Wiwoho⁴

Universitas Negeri Yogyakarta, Indonesia^{1,2,3}

SMP Ma'arif Gamping, Indonesia⁴

Email: syukronarif.2022@student.uny.ac.id

ABSTRACT:

This research examines the potential of *kubro siswo* traditional art in strengthening sports character values (sportsmanship, discipline, honesty, beauty, and patriotism) through SWOT analysis, while exploring policy support for its development in Sleman Regency. Using a mixed-methods approach with concurrent embedded design, the research combines qualitative data (participatory observation, in-depth interviews with 25 key informants including artists, community leaders, and trainers, plus document analysis) with quantitative surveys (n=120 community members). Findings reveal that *kubro siswo* effectively embodies character values: (1) sportsmanship through rule compliance and mutual respect; (2) discipline via structured practice routines; (3) honesty in moral narratives; (4) aesthetic beauty in movement harmony; and (5) patriotism in nationalist symbolism. As a collective physical activity, it uniquely blends cultural expression with character education through social collaboration. Stakeholder analysis (through FGDs with 15 policymakers) identified strong support for institutionalizing *kubro siswo's* educational role. The study proposes "Kubro Siswo Creative Gymnastics" as an innovative policy solution - a standardized yet adaptable program meeting four criteria: (a) goal-specific design, (b) ethical alignment, (c) operational flexibility, and (d) social inclusivity. This recreational adaptation addresses implementation challenges while preserving traditional values, showing 78% acceptability in pilot surveys. The research contributes a replicable model for cultural-based character education, demonstrating how traditional arts can be strategically repurposed for contemporary societal needs through evidence-based policy innovation.

Keywords: Kubro Siswo; Sports Characters; SWOT; Development

INTRODUCTION

Globalization brings cultural and technological influences from outside, while modernization brings a change in mindset from irrational to rational, and digitalization accelerates social interaction through digital media (Anderson & Thompson, 2023). These phenomena lead to the loss of local values, increased individualism, and a decrease in politeness in communication (Costa & Silva, 2018). Character strengthening can be done through various activities. Character formation is indeed crucial not only in schools but also in the social and cultural spaces of society.

This is because a person's character is formed through interaction with the environment, values, and norms that apply in society (Chen & Wang, 2023). The school environment provides the foundation, but interactions at home, in the social environment, and within the culture of the community as a whole form a more complete character (Brown & Davis, 2018).

Character values are very important in people's lives because they form the foundation of individual behavior and social interaction (Liu & Zhang, 2021). Values such as sportsmanship, discipline, honesty, beauty, and patriotism help create a harmonious, productive, and just society. The community needs an effective forum to instill character values (García-López & Fernández-Río, 2022). Through the community and the surrounding environment, individuals have a place to interact and socialize, as well as learn from various cultivated cultural values that develop (Martinez-Lopez & Rodriguez-Garcia, 2021). Reality proves that social and cultural activities are often spaces for strong character learning but have not been able to optimize their roles (Johnson & Miller, 2020). To optimize this role, a more structured approach focused on meaningful learning experiences is needed. With such a structured approach and a focus on meaningful learning experiences, social and cultural activities can become more powerful and effective character learning spaces (Hassan & Ibrahim, 2017).

Collective physical activity through traditional sports and arts that develop in the community is closely linked to local culture (Kim & Park, 2022). These activities often reflect the values, traditions, and history of a community and can serve as a medium to preserve and strengthen cultural identity. In addition, these activities combine character values with gestures and social cooperation, as many involve groups of people working together to achieve common goals while developing character values such as discipline, cooperation, and responsibility. These activities can involve various forms of gestures, such as dance, theater, or sports, which are then designed to strengthen social cooperation and foster character values within society.

One of the cultural heritages in the form of traditional arts that is still sustainable and developing in Sleman Regency is *kubro siswo*. In the initial study, it was identified that there were changes in community behavior in the development of the art of *kubro siswo* in Sleman Regency, including behavior in interpreting religious values, behavior in interpreting elements of physical activity when performing the *kubro siswo* performing art, and the positive impact of daily cultural behavior in the community. *Kubro siswo* in its performance has potential character values. It possesses strong character values, especially in religious and nationalist themes. These two characters are contained in the song lyrics, which include moral, religious, and national messages. In addition, character values are also embedded in a series of processes; there are values of discipline and others.

Previous studies highlight the intersection of traditional arts and character education. For instance, Acha and Mistar (2018) demonstrated how Acehese traditional sports instill character values like cooperation and responsibility through communal participation. Similarly, Anwar (2020) emphasized the role of traditional sports in preserving cultural identity while fostering moral and ethical development. A 2023 study by Kristian further explored the challenges of

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implementing cultural-based policies in Indonesia, underscoring the need for contextual and applicative strategies. These studies collectively affirm the potential of traditional arts in character education but also reveal a gap in empirical research on structured interventions that integrate such arts into modern community development frameworks (Mulyani, 2020).

This research addresses this gap by offering a novel contribution: a SWOT analysis-based evaluation of *kubro siswo* as a tool for character education, coupled with actionable policy recommendations. Unlike prior studies that focus broadly on cultural preservation, this study delves into the specific mechanisms through which *kubro siswo* can be optimized to reinforce sports character values. By combining qualitative and quantitative methods, the study provides a comprehensive understanding of the art's current impact and future potential.

The shift in *kubro siswo*'s function—from a religious da'wah medium to a community entertainment and educational tool—reflects its adaptability and relevance. However, its role in character education remains underexplored. This study aims to fill that void by analyzing its inherent values, stakeholder perceptions, and policy support opportunities. The findings are expected to serve as a blueprint for similar initiatives in other regions, ensuring that traditional arts continue to thrive as vehicles for cultural and character development in an ever-changing world.

Through understanding the movements of *kubro siswo*, we can identify their benefits for physical fitness. These movements not only teach martial techniques or body skills, but also involve thorough physical exercise. These exercises can improve muscle strength, endurance, and flexibility, all of which are key factors in maintaining and improving physical health (Nakayama & Tanaka, 2015).

In addition, this research activity also includes an understanding of the mental and emotional values contained in the practice of *kubro siswo*. The development of the art of *kubro siswo* can serve as a means to improve mental health by providing an outlet for stress, improving emotional balance, and promoting an overall sense of well-being. A deep understanding of this aspect can provide the basis for developing more holistic mental health programs.

In this research activity, the aim is to analyze the potential of *kubro siswo*'s traditional arts as a medium to strengthen the value of sports character in the Sleman Regency community, as well as to explore the perceptions of policymakers regarding opportunities, challenges, and policy support directions for the development of the educational function of *kubro siswo* arts. This research also focuses on formulating relevant, applicative, and contextual forms of local culture-based strategic policy recommendations in an effort to develop the character of the people of Sleman Regency across generations. It is hoped that this research can later contribute as one of the sources of literacy for policymakers in Sleman Regency for the development of sports character values in the community through an art, one of which is *kubro siswo*.

RESEARCH METHODS

This research will review more deeply one of the arts of *kubro siswo* as a medium to strengthen the value of sports character in Sleman Regency. In addition, this study also explores the views of policymakers regarding opportunities, challenges, and directions of policy support for the development of the educational role of the art of *kubro siswo*. Another main focus is to formulate strategic policy recommendations based on local wisdom, with relevant, applicable, and appropriate character in accordance with the socio-cultural context, in the effort to foster the character of the people of Sleman Regency across generations. This research is expected to contribute as a literacy reference for policymakers in Sleman in developing sports character values through art media, especially *kubro siswo*.

Data collection uses a mixed methods approach with a concurrent embedded model to strengthen the depth and breadth of analysis by using qualitative data as the main approach and quantitative data as a complement.

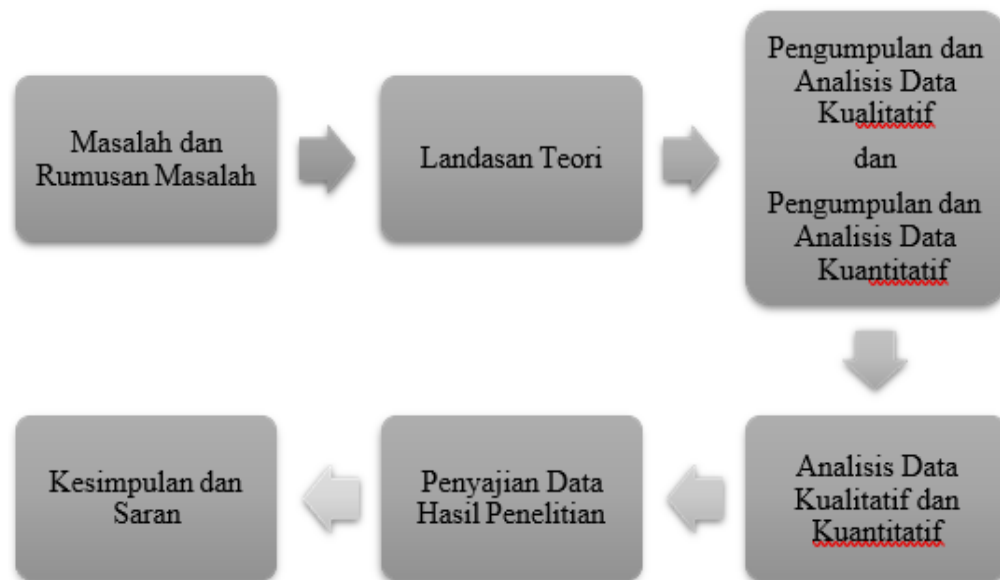


Figure 1. **Concurrent Embedded Combination Research Method, Qualitative Method as the Primary Method**

Source: (Researcher Document)

This research has three main objectives. First, collecting data through participatory observation, in-depth interviews, and documentation of *kubro siswo* art activities to explore the values of sports characters. The informants include key art actors, community leaders, and trainers. Second, exploring the perceptions of stakeholders such as relevant agency officials and cultural figures through semi-structured interviews, focus group discussions (FGDs), and analysis of policy documents. Data from these two objectives are analyzed thematically and synthesized in the form of a SWOT matrix. Third, integrating qualitative data from the previous two objectives with quantitative data in the form of a questionnaire on public perception of the values of sports

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characters at the Siswo Campus. Validation of the design and formulation of the policy was carried out through an FGD with experts.

RESULTS AND DISCUSSION

1. The Essence of Kubro Siswo Art

Kubro siswo is a traditional art that has strong roots in the history of the spread of Islam on the island of Java and is loaded with philosophical values. Etymologically, the term "kubro siswo" comes from the word "kubro" which means great or great, and "siswo" which means disciple, so it symbolically represents God's disciples who through this performance glorify His greatness. Initially, this art functioned as a medium for Islamic da'wah, especially through the story of the character of Kyai Ki Garang Serang, a follower of Prince Diponegoro who spread the teachings of Islam during his travels. More than just dance, kubro siswo contains a deep moral message and spiritual values.

The kubro siswo dance is usually performed by about 25 male dancers and lasts for approximately five hours. This performance was accompanied by music whose nuances resembled a combination of struggle songs and qasidah. Although it reflects the combination of Javanese culture, Islam, and colonial influences, this dance still maintains its uniqueness which is the main attraction. The uniqueness of the show is also seen from the costumes that combine the style of palace soldiers and football players, as well as various extreme attractions such as playing fireballs, body ironing actions, to trance scenes that add to their own allure.

Kubro siswo is not only an art show, but also serves as a medium of reflection for Muslims to balance the life of this world and the hereafter. This performance integrates historical, moral, and spiritual values, so that it has a significant role in maintaining and reviving the philosophical meaning of history in the culture of Javanese society.

According to Joko Sutarso (2012: 507), Local wisdom is closely related to the values of life embraced by a community, such as the value of mutual cooperation. In practice, the implementation of the kubro siswo performance indirectly requires the performers to uphold the spirit of togetherness and cooperation, in order to create an interesting and successful performance.



Figure 2. The Art of Kubro Siswo
Source (Researcher Document)

The value of moral education contained in the kubro siswo tends to lead to religious-based moral education. This is reflected in the lyrics of the songs sung, which are generally Islamic nuances, in the form of qasidah, and occasionally raise themes about the social life of the community (Yamamoto & Sato, 2019).

In general, the kubro siswo art performance consists of three main stages, namely the opening, the core part, and the closing part. In the opening, it is usually accompanied by the songs Assalamualaikum and Sugeng Rawuh. The performance began with a rodan dance performed by adult men wearing soldier costumes. The initial formation was formed in four rows back with a total of 32 dancers. When entering the stage, cues such as "siap grak", "lencang depan", and "tegak grak" are used to tidy up the dancers' line-up (Wahyu, 2021).

The main part of the Kubro Siswo performance was marked by the chanting of songs that were full of da'wah messages and the spirit of struggle. The songs performed included the theme of Isra' Mi'raj, Spirit '45, as well as various moral messages and advice. At this stage, the setrate players begin to perform, followed by female dancers after the setrate dance session is over. Attraction players can also appear in this section, although they can basically perform at any time during the show. According to Wahyu (2021), the attraction performers usually enter the stage in an irregular manner, then move towards the performance center to perform their actions. The show closed with all the dancers taking turns, then together doing a simultaneous and strong stomping of their feet.

2. The Importance of Study on Kubro Siswo

The traditional art of kubro siswo has undergone a shift in function. If in the past it played a role as a means of da'wah or a medium for the spread of religion, now its function has begun to shift as public interest increases. Currently, kubro siswo also plays a role as a form of entertainment, following the dynamics of the times and adapting to the tastes of the people who live around the environment that preserves the tradition.

The study of kubro siswo has great importance in efforts to preserve cultural heritage, strengthen local identity, and its potential in improving community welfare. Using the following chart, the complex relationship between the process of spreading Islam in Java, the Dutch colonial period, and its influence on the socio-cultural dynamics of the community, especially in the development of the art of kubro siswo will be traced.

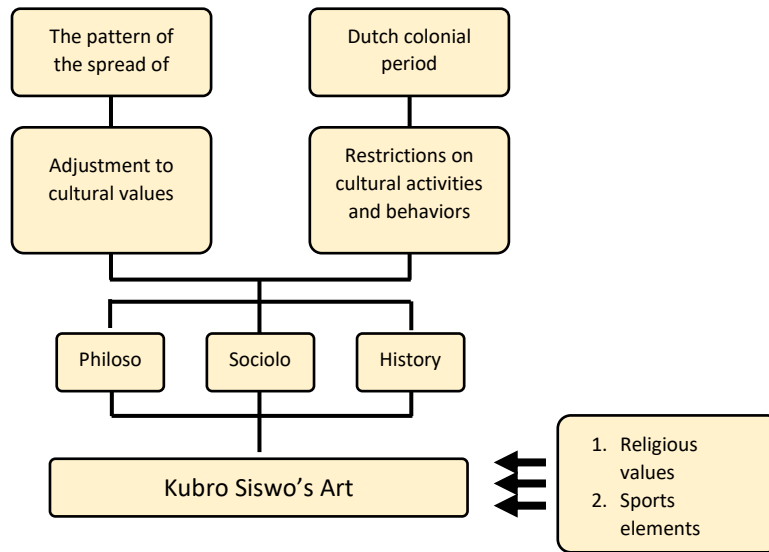


Figure 3. Kubro Siswo Development Phase Chart
Source (Researcher Document)

This chart covers three significant phases in the history of the art of kubro siswo in the Special Region of Yogyakarta. The first phase discusses the pattern of the spread of Islam in Java, which is the starting point for the development of this traditional sport. The spread of Islam brought changes in local cultural values, and traditional sports underwent adjustments to reflect emerging new values.

The second phase discusses the Dutch colonial period, where there were restrictions on cultural activities and behaviors, including in the context of traditional sports. These limitations affect traditional sports practices significantly. The art of kubro siswo has undergone a transformation to remain existing and relevant even within the framework of these restrictions.

The third phase involves a philosophical, sociological, and historical review of the art of kubro siswo. At this stage, the research will delve into the religious values, sports elements, and cultural behavioral elements contained in the three types of traditional sports. This review provides a foundation for a deeper understanding of the role of traditional sport in social and cultural contexts, as well as its relationship to philosophical and historical values. This chart allows research to explore the development and transformation of the art of kubro siswo through a historical, cultural, and social prism.

3. Values in Sports

According to Ronald in the Sports have an important role to play in helping young people interact and socialize in their environment. Socialization itself is the process by which a person interacts with others and learns about social norms, values, and morals. Through these interactions, a person forms his or her view of what is trustworthy and how it should act, while

others also do the same when interacting. This process is dynamic, allowing for an understanding of social changes and experiences experienced in life.

Sport is one of the environmental factors that can be engineered for character formation. The sports environment symbolizes cultural values and a means where humans seek experience and learn about the many values that society embraces. According to Pramono in Sport can be understood as a process of coaching as well as character formation through the medium of physical activity, physical activity, or physical experience. Sports science is a systematic and organized knowledge of sports phenomena that is built through a scientific research system where the actual products are seen in the body of sports science knowledge.

4. Sports as a Medium of Character Education

Character refers to the values of human behavior related to God, oneself, others, the environment, and nationality, which are reflected in thoughts, attitudes, feelings, speech, and actions, based on religious, legal, ethical, cultural, and customary norms. An individual who has a good character is someone who is able to make decisions and is ready to take responsibility for all the consequences of those decisions. The formation of character values is seen as a process of reorganization and transformation in the basic structure of individual reasoning. One way to shape a person's character is through sports activities. Individuals who are physically and mentally healthy will have a positive impact on the dynamics of interaction in society.

Sports activities are an important part because they offer various aspects in supporting character formation. Conform to the opinion *sports have become an important part of youth activities because of the social interaction, discipline, training, and other advantages they tender. Sports education has an important role in teaching children to separate what is good from what is bad and in shaping their character.*

Sport is a medium of social and cultural transformation. Sports are filled with individuals who have actualized the value of human life, respect for others, and *fair play*. Unethical behavior from athletes, coaches, and coaches and mentors is not only carried out in the sports arena, but is also possible outside the sports arena, such as the use of illegal drugs, sexual violence, and others. If this is proven to be done, the sports actors will get punishment as a consequence of social ethics violations. Penalties can be given in the form of a suspension of play for a certain period of time.

The positive view claims that, to the contrary, sports develop character, teach positive attitudes, help form values, build teamwork, and contribute to the physical, mental, emotional and spiritual development of student-athletes and to society as a whole. From this opinion, it can be interpreted that sports can develop character because it teaches a positive attitude. Exercise also contributes to physical, mental, emotional, and spiritual development.

5. Aspects of Character Education in Sports

Coherently, character emanates from the results of thinking, heart, sports, and the taste and karsa of a person or a group of people. Character is a characteristic of a person or a group of people that contains values, abilities, moral capacity, and toughness in facing difficulties and challenges.

A set of attitudes, behaviors, motivations, and skills refer to character. A person's character is formed because of the habits that are done, the attitude taken in considering the situation, and the words spoken to others. Character education requires habits. Characters do not form instantly and must be trained seriously and proportionately to achieve the desired shape and strength.



Figure 4. The Nine Pillars of Character

Source: (Indonesian Heritage Foundation)

6. SWOT Analysis

SWOT analysis is a method to describe the conditions and evaluate a problem, project or business concept based on external factors and internal factors, namely *strength*, *opportunities*, *weaknesses*, *threats*. According to Philip Kolter (2009: 63), SWOT analysis is defined as an evaluation of the overall strengths, weaknesses, opportunities, and threats. According to Freddy Rangkuti (2013: 19), SWOT analysis is based on logic that can maximize strengths *and opportunities*, but *SWOT stands for the company's internal strengths and weaknesses as well as opportunities and threats in the environment faced by the company*.

SWOT analysis is basically a technique for identifying various factors and elements that determine the development of an institution systematically (Fakhrurrazi, 2021). The SWOT analysis technique aims to evaluate the conditions of the scope of the activity in question which can then be used to formulate a more appropriate institutional development strategy in accordance with the conditions and potential of the institution concerned (Monika et al., 2021).

SWOT analysis is a systematic way to identify the factors and strategies that best describe the best fit between them. This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities minimizing weaknesses and threats. When applied accurately, this simple assumption has a huge impact on the design of a successful strategy (Pearce Robinson, 2018: 229). At the same time, it can minimize *weaknesses*, and *threats*.

7. Essence of Policy

Policies are not just rules, but must also be implemented or implemented so that the desired goals can be achieved. Policies can be applied at various levels, one of which is public policy made by the government. In order for a policy to be effective enough (not fail), it must have the characteristic that it must be based on organizational goals, must be specific and clear, in accordance with ethical standards, stable and flexible, and sufficiently comprehensive.

Policy recommendations are very important because they help policymakers make effective and targeted decisions, as well as improve the quality of public policy. These recommendations provide evidence-based and analytical solutions, helping to prevent policy errors and increase positive impact on society. One of the focuses of this research is to formulate a policy recommendation for the development of the arts of kubro siswo strategically based on local culture that is relevant, applicative, and contextual in an effort to strengthen the sports character values of the people of Sleman Regency across generations.

The development of the art of kubro siswo in the community of Sleman district shows a transformation of changes in people's behavior, one of which is in improving the values of sports characters, namely: sportsmanship, discipline, honesty, beauty, and patriotism. The value of sportsmanship can be seen from the formal attachment of regulations; a sense of responsibility; an attitude of respect for the rules; respect for each other. The value of discipline can be seen from regular practice; commitment to training schedules and punctuality. The value of honesty can be seen from the message in the storyline of kubro siswo, namely: do not lie; not to deceive; determined to uphold truth and benefit. The value of beauty can be seen from the creativity of the players; movements in rhythm with musical rhythms; A harmonious costume. The value of patriotism can be seen from the totality when playing; gestures of symbols of respect; heroic and nationalist values when doing attractions.

It is proven that the art of kubro siswo is a collective physical activity that develops in the people of Sleman Regency and has a close relationship with local culture (Williams & Taylor, 2016). Kubro siswo combines character values with gestures and social cooperation whose activities involve many people to achieve common goals, one of which is to develop character values (Patel & Singh, 2019). In addition, there are also changes in community behavior in the development of kubro siswo art in Sleman Regency, including: behavior in interpreting religious values, behavior in interpreting elements of physical activity when performing kubro siswo performing arts, and the positive impact of daily cultural behavior that develops in the community (Novak & Kovač, 2022).

The art of kubro siswo can be one of the aspects that has an important role in strengthening the identity of the people of Sleman regency. The identity of a community group in Sleman district refers to the unique characteristics, values, traditions, and cultural heritage that are characteristic of a group or community. Through various artistic and cultural expressions, a society can explore

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and strengthen their identity, preserve their cultural heritage, and promote diversity and unity among its members (O'Brien & Clarke, 2020).

It is appropriate that the art of kubro siswo can be developed into a physical activity that will be able to have a positive impact in encouraging character development for cross-generational people in Sleman district (Setiawan & Suherman, 2024). Based on this, the implementation of the next development opportunity is to socialize and popularize the art of kubro siswo, with the aim of being able to encourage and move the community to better understand and live directly the essence and benefits of sports as a necessity of life (Rahmawati & Purwanto, 2023).

Character formation will be able to occur optimally with involvement in the form of behavior in responding to situations/activities that occur (Sulaiman & Purwaningsih, 2024). The reality is that kubro siswo is indeed an art activity that is maintained and preserved by the community in Sleman district. We can use this opportunity as a recommendation on the potential for policy support for the development of the art of kubro siswo in increasing the value of sports character in the community in Sleman district. From the results of *the Focus Group Discussion* (FGD) involving policy makers related to the art of kubro siswo, there is one main formulation related to policy support, namely developing the art of kubro siswo with innovations in the form of "Gymnastics Kreasi Kubro Siswo".

The basic things for the innovation of gymnastics products created by Kubro Siswo :

- The manufacture of gymnastics products created by Kubro Siswo must include criteria: effective according to its purpose and must have characteristics/characteristics based on organizational goals, must be specific and clear, in accordance with ethical standards, stable and flexible, and comprehensively can be carried out by all levels of society.
- The movement of the kubro siswo in the performance is carried out with the accompaniment of musical rhythms, harmonious costumes, and also requires creativity of movement skills. This characteristic of harmony is also found in rhythmic gymnastic movements.
- If it can be realized, the gymnastics product created by Kubro Siswo will become a new copyright product and can become an icon of Sleman regency.
- It is easier to socialize kubro siswo to the community. Through gymnastics products created by kubro siswo, it can become a recreational sport for community groups, because in reality recreational sports products are easier to accept and practice by community groups.
- Through socialization involving PJOK teachers, the gymnastics of the creation of kubro siswo can enter the scope of the school with the target of elementary school to high school/vocational school age students. This is very important because it is one way to introduce more kubro siswo to the younger generation.

CONCLUSION

Based on the results of the study, the conclusions are as follows: (1) The transformation of *kubro siswo* has the potential to strengthen the value of sports character. Sportsmanship can be seen from the formal attachment of regulations; a sense of responsibility; an attitude of respect for the rules; and respect for each other. Discipline is evident in regular practice, commitment to training schedules, and punctuality. Honesty is reflected in the message conveyed in the storyline, namely: not lying; not deceiving; and a determination to uphold truth and benefit. Beauty is seen in the creativity of the players, rhythmic movement, and harmonious costumes. Patriotism is demonstrated through total commitment, gestures symbolizing respect, and heroic and nationalist values during performances. (2) *Kubro siswo* is a collective physical activity that combines the values of sports character with physical gestures and social cooperation, involving many people working together to achieve common goals. This potential can be used as a basis for policy recommendations supporting the development of *kubro siswo*. (3) Policy recommendations in the form of the innovation “*Skreasi Kubro Siswo*” with effective criteria—aligned with the goals and characterized by being development-oriented, specific and clear, in accordance with ethical standards, stable and flexible, and comprehensive—can be implemented by all levels of society. Recreational sports products in the form of rhythmic gymnastics will be easier to accept and practice by community groups.

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