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Sustainability of Sports in Marginalised Communities for People Living with HIV/AIDS (PLWHA)

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Abstract

The current development in sport is the provision of socially motivated program through community-oriented or welfare or educational organizations. This research explores the development through sport of marginalized and disadvantaged people living with HIV/AIDS (PLWHA) by analyzing the results of a world street football event. This research focuses on the contribution of sports programs in developing social values for marginalized PLWHA in one of the social communities in Bandung City. The sociological impact of this research is to confirm that participation in sports programs can increase social value and self actualization, which in turn can provide positive value for PLWHA in obtaining employment, education and social environment. Evaluation and further research can be an input for the development of community sports, academics and sports policy in handling provision programs for marginalized people such as PLWHA.

Keywords: Sports Activity, People Living with HIV/AIDS, Sports Programme, Community Sport

INTRODUCTION

HIV/AIDS cases in Indonesia continue to increase from year to year, in the latest data the Ministry of Health predicts that until the end of 2023 HIV/AIDS cases will increase to more than 500 thousand. The thing to worry about is that 69.9% of HIV/AIDS sufferers are productive age between 25 to 24 years (Kementerian Kesehatan, 2023). This can have an impact on global issues related to social and discrimination and even the self-identity of people with HIV/AIDS. Engaging in sport and physical activity interventions is seen as a necessary tool to enhance self-identity. This will have a lasting impact on the belief that the role of sport in particular can be useful for instilling character, developing positivity (Armour & Sandford, 2013) Sports activities are activities that can be done from a young age to old age and can be done every day according to their needs (Erida, 2019).

Sport can be a good and appropriate facilitator to address the problems of the socially marginalized which has been featured in several research centers with programs that promote social inclusion in Australia and around the world (Green et al., 2017).

Given the evidence of interconnectedness between sport role participation and social capital enhancement, there is no debate about the barriers to social capital value. Instead, social value can be defined as the benefits of connecting social situations with beliefs that are closely related to sport participation. Talking about social value will certainly relate to the ability of sports programs to cope with complex social interventions, therefore programmatic promotion of inclusion needs to be developed (Sherry & Strybosch, 2012).

Sport has become an increasingly popular medium for HIV prevention, with investors and other advocates arguing that it can play a valuable role in HIV/AIDS prevention by engaging a wide range of audiences such as youth, community leaders who can influence the wider community with the aim of educating about risk reduction and developing skilled communication and valuable life skills to prevent risky behaviors (Young & Okada, 2014)

There is evidence that physical activity through sport can improve one's quality of life as seen from physical fitness and psychological well-being in PLWHA (Stein et al., 2012), physical fitness and psychological well-being in PLWHA. Sport activities play a very valuable role in HIV/AIDS prevention education. A number of supportive organizations such as non-governmental organizations (NGOs) in South African countries use sport as a medium for PLWHA (Harris & Harris, 2015). The role of sport can be used as a motor that can be developed by marginalized communities that can produce programs targeting the integration of the disabled, and disadvantaged communities with capital and social values (Coalter, 2015).

People who are categorized as disadvantaged in life have complex problems that require community resintegration lighting, anti-social behavior, drug and alcohol rehabilitation and social cohesion. In the sense of social disadvantage associated with social exclusion because social exclusion is considered a status that has a weak association with social participation beyond one's control (Hoekman et al., 2019)

The role of sport has been demonstrated as a medium to realize community development activities, and the link between sport and community has been made central to a policy of social inclusion and community regeneration. Participation at all levels in sport and recreation activities is closely linked to the development of self-esteem and a sense of community. Factors such as environment and maturity level are seen as age-appropriate responsibilities for different social, mental and physical capacities (Solihin, 2021).

People living with HIV/AIDS have been stigmatized by fear because infectious and thus fearful of death (Services, 2016). This causes PLWHA to have difficulties such as poverty and lack of welfare in life (Erida, Sutresna & Nuryadi, 2019) HIV/AIDS does not only cause poverty: HIV/AIDS has also become an epidemic case in Indonesia that can affect the health of individuals, as well as inequality in households. Therefore, this causes economic growth and development in every country to be affected (Delva et al., 2010).

Homeless world cup is a sports activity program based in Scotland, which uses football as a medium to inspire people who have lost their right to live and change their lives. It aims to reduce the stigmatization of people who have social exclusion to change the perceptions and attitudes of the wider community towards homeless people (Jarvie & Ahrens, 2019).

One of the requirements for players to participate in the tournament itself is that they are people who are in rehabilitation for alcohol drugs and HIV/AIDS. The HWC is supported by major organizations such as UEFA, FIFPro, the European Union, etc. (Hanwar, 2016).

It can be noted that sport can be said to contribute to society in developing or maintaining a sense of community and positive activity for people living with HIV (Jarvie & Ahrens, 2019).

METHODS

Research Type: The method used to explore this sports development program involving PLWHA uses ethnographic case study analysis, which (Creswell, 2014) reveals Case Study is a qualitative approach that examines a particular case in the context of real life.

Population: Individual interviews were conducted with participants who took part in the Homeless World Cup in 2018 in Mexico with a total of 8 participants consisting of 7 males and 1 female.

Techniques and Data Collection: The researcher used an open-ended questionnaire to conduct interviews with all participants who attended the Homeless World Cup 2018, including observations of program implementation and participant interactions in the program environment. A semi-structured interview protocol was developed in consultation with expert judgment to cover predetermined key themes, which the researcher adopted from (Sherry, 2010; Sherry & Osborne, 2011) including:

Table 1. Variable Questionnaire

No	Statement
1	What sports participation opportunities are available for people from at-risk or marginalized communities?
2	What are the potential benefits of participation in sport for people from at-risk or marginalized communities?
3	How can we provide better sporting opportunities to people from at-risk or marginalized communities?

Data Analysis: In the recording of interviews conducted by recording and digitally transcribing data and analyzing it through qualitative methods seen from the interview transcripts used in the Nvivo software, its function is to organize research data into patterns and themes of understanding development and development programs for PLWHA. In addition, observation data was also carried out behind the open interviews with the sample, which was carried out every visit to report on different developments in each activity and sample. These observations were subjectively analyzed for qualitative data and reported behind the interview data.

RESULTS AND DISCUSSION

The Homeless World CUP (HWC) program offers significant opportunities for social interaction with peers and even players from other world teams. This framework for harnessing social value in community sporting activities can be understood as a situation where participants can gain from the emotional rewards offered and achieve a good sense of identity, having individual enhancement as a social group that causes the activities of social connection, emotional reward and self-actualization that occur in the program (Judgeo & Moalusi, 2014; Kidd, 2008)

Social Interaction

These peer relationships are integral to PLWHA participating in HWC activities. Opportunities in this social capital arena can lead to social interactions such as new friendships, developing quality relationships with peers and relying heavily on social support, which is one of the main driving factors in participation that can provide positive outcomes for most participants.

"I feel very valuable when participating in this big championship event and very proud to have the experience of being able to be at this championship point which can provide strength positively carrying the name of Indonesia, and it's great to make new friends in every country" ODHA-A

"I sometimes feel awkward and afraid to be able to interact with others, but in this ajakng there is no sense of awkwardness, worry or even awkwardness to interact with others" ODHA- B

The role of sports can be proven by the existence of this soccer sport event which needs to involve special communities such as PLWHA can improve social aspects and can foster great motivation for them.

Self-esteem

Participants recounted positive changes in their mood and attitude, and their determination to start making positive changes. Many realized how important a role sport can play in making a difference in their wider lives:

"After participating in the HWC, I no longer feel insecure, feel for myself, want to start a good life" ODHA.-C

This proves that one can start a positive life by doing sports and exercise as its role. PLHIV said "I am better and must be better after participating in the HWC sports event because I feel a sense of satisfaction in myself that grows a sense of pride in having a valuable self value and I don't feel afraid to be ostracized" ODHA-D

This proves that the role of sports is very large to lead to positive value aspects for marginalized people, this can also be proven to be an increase in self-confidence that is successfully developed through sports activities.

Motivation

Participants have high enthusiasm before and after participating in this HWC event, in terms of regular discipline in attending training, having a commitment to want and be able to do sports activities to survive by improving the quality of life.

"Wanting to be an example for other friends, must be able to encourage a team because it affects the team's drive when competing and training on the field" ODHA.e

"Improve the quality of life for a long life, exercise can make us happy, make us happy" ODHA.f.

This role of sports in addition to encouraging self-motivation can encourage motivation for the environment as well.

CONLUSIONS

Engaging this research allows for comprehensive analysis and identification over the long term. The data may reflect some differences in issue relevance from year to year, possibly as a result of situational program changes each year. Participation in some areas had a high interest in joining the HWC program due to the utilization of social interactions

that were reported as increasing knowledge of other cultures and languages, as well as an appreciation of the opportunity for cultural integration at the face-to-face level. In particular, some participants had a desire to develop their soccer skills by training academy and even street children. This gave them the confidence to take their training to a professional level. And for those who do, there are also those who aim to only participate in the academy. This HWC can have a major effect on the sustainability of self-improvement for people living with HIV.

A broad range of activities should remain an important component of the HWC program, and as mentioned in the literature and through other research, the choice of sporting activities is often less involved with the actual activities being limited to modifications. It can be recommended that a number of sports and recreational activities or even stand-alone activities can also be implemented and are expected to produce similar results.

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