

## Pola Spasial Pemilihan GOR Bulu Tangkis oleh Pemain di Kota Jakarta Timur = Spatial Pattern of Badminton Hall Selection by Players in East Jakarta City

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### Abstrak

GOR Bulu Tangkis di Jakarta Timur dapat dikategorikan sesuai standardisasi yang terbentuk melalui strategi bauran pemasaran (marketing mix) 4P dan brand equity. Seringkali ditemui para pengelola GOR Bulu Tangkis kurang memperhatikan komponen-komponen pembentuk standardisasi GOR Bulu Tangkis. Padahal standardisasi pada GOR Bulu Tangkis akan memudahkan pemain dalam memenuhi motivasinya bermain bulu tangkis di GOR Bulu Tangkis. Tujuan dari penelitian ini ialah untuk mengetahui standardisasi GOR Bulu Tangkis di Jakarta Timur serta pola spasial pemilihan lokasi GOR Bulu Tangkis oleh pemain. Metode yang digunakan dalam penelitian ini yaitu pendekatan kualitatif dengan teknik in-depth interview dan observasi lapangan. Analisis deskriptif dan analisis spasial digunakan untuk menjelaskan karakteristik lokasi GOR Bulu Tangkis serta pola spasial pemilihan pemain. Hasil menunjukkan bahwa sebagian besar GOR Bulu Tangkis di Jakarta Timur masih berstandar lokal. Hanya GOR Sarwendah yang masuk dalam kategori GOR Bulu Tangkis berstandar nasional. Pemain dengan motivasi existence, relatedness, dan growth akan memilih GOR Bulu Tangkis dengan jarak yang paling dekat dari rumah. Namun bagi pemain growth, fitur produk dan brand equity menjadi komponen penting yang perlu dipertimbangkan ketika akan bermain di GOR Bulu Tangkis.

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Badminton Hall in East Jakarta can be categorized according to the standardization formed through the 4P marketing mix strategy and brand equity. It is often found that the owners of the Badminton Hall do not pay attention to the components that make up the standardization of the Badminton Hall. Whereas standardization at the Badminton Hall will make it easier for players to fulfill their motivation to play badminton at the Badminton Hall. The purpose of this study was to determine the standardization of the Badminton Hall in East Jakarta and the spatial pattern of choosing the location of the Badminton Hall by players. The method used in this study is a qualitative approach with in-depth interview techniques and field observations. Descriptive analysis and spatial analysis were used to explain the location characteristics of the Badminton Hall and the spatial pattern of player selection. The results show that most of the Badminton Halls in East Jakarta still have local standards. Only GOR Sarwendah is included in the category of national standard Badminton Hall. Players with the motivation of existence, relatedness, and growth will choose the Badminton Hall with the closest distance from home. However, for growth players, product features and brand equity are important components that need to be considered when playing at the Badminton Hall.