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**“HEALTH PROMOTION THROUGH PHYSICAL ACTIVITY,
PHYSICAL EDUCATION, SPORTS SCIENCE AND TECHNOLOGY:
GLOBAL AND INDONESIAN PERSPECTIVE”**

**JAKARTA, MAY, 20 - 22TH 2015
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Physical education in the past four decades has undergone a transition from a profession with an emphasis on traditional sport skill acquisition to one with a broader emphasis on health related fitness and lifelong physical activity. During the same time period, the epidemic of overweight and obesity has world-wide implications and rapidly emerged in developed countries and is now emerging in developing countries. A major contributing factor to this issue has been shifts in both the dietary and activity patterns of individuals. This workshop would present research evidence and practical examples including Brain Breaks to draw the linkage and application of a holistic health and physical education model and interactive technology as one of the possible means of combating global epidemic of overweight and obesity.

Looked Position of Women in Sports (Controversy between achievement or Exploitation Sexuality)

Ruslan

abstract

the position of women in sport will always *cause controversy in the community. On one side of a woman in a position contrary to the social structure of society. Because the feminine elements that exist in women considered to be something that is contrary to the spirit of sports more masculine so impressed only indulgence in terms of female sexuality. As disclosed Burgess, Edwards and Skinner that "sport now indelibly connected to hegemonic masculinity". Explained that the masculine is the dominant element in the sport. The author considers that the Indonesian people embraced Islam dominant form a growing opinion that the role of women should not be exploited in terms of sexuality because it is not in accordance with the teachings of Islam. In the religious teachings of Islam states that the woman is nakedness.*

Public perception that the sport was impressed exploit sexuality can be seen in terms of the phenomenon of clothing. In certain sports used women's clothing female genitalia eg impressed open beach volleyball, swimming, diving, etc., resulting in sex appeal (sex appeal). Community growing opinion that it is a form of action that violates the values of courtesy, but when seen through the eyes of the sport it is a natural thing. Sportswear is one aspect to achieve the feat. In swimming sports, the development of science through the development of ever-evolving technologies clothing annually provide benefits to create an effective clothes efficient to move so as to record a faster time. There is always a conflict between the development of science with religious side. As expressed by Alfred North Whitehead that science and religion each is different. Science deals with the general condition was observed to regulate physical phenomena, while religion is fully encased in the contemplation of moral values and aesthetics.

Keywords: Women and sport, the role of women in sport

I. Involvement of Women in Sports

Coakley opinion there are five factors that affect women's participation in sport among others: 1) new opportunities, 2) government policy, 3) the activity of women, 4) health and physical fitness, 5) awards and publicity female athletes.

1. New opportunities

The emergence of public awareness of the importance of giving women the opportunity to take part in sports activities. Basic provision of new opportunities have emerged during the Renaissance Sport. The spirit of the Renaissance Sport provide sporting opportunities for all people, it aims to develop intellectually and physically.

2. Government policy

Government policy which began to accept the existence of women in sports activities stipulated in legislation sports policy. Meanwhile, to provide protection that women not be used as an exploitation of sexuality government provides policy on pornography laws

3. The development of women's involvement in sport

Policy sports law provides for freedom of every citizen to be active and participate in sports education, sports and recreational sports achievement. This gives the freedom of women in various forms of sports activities

4. Health and fitness

Cultural order in society in turn helped to change the lifestyle of exercise for women. Awareness of the importance of improving kesehatan and physical fitness through sports activities.

5. The award and publicity female athletes

The role of the media as a publicity feat female athletes have been given government policy on the basis of the press. The government could also give awards in the form of bonuses for outstanding female athlete. The award does not distinguish between female athletes and male

II. Role of Women in Sports

Women as subjects in an athletic competition tidal longer a controversial issue (Shaffer.19972: 431). Said Thomas E Shaffer, M.D. in national conventions on women and sports th 1972 in the United States. But maybe there are still many people who have not heard the news. Perhaps also they do not admit that a change has occurred before them. Women's participation in sport is increasingly unacceptable. In times like the present emanisipasi women, women self mengespresikan free without any restrictions from sispapun. In various areas of women's lives have been able to play an important role. Neither the political, social, cultural and even sports. Sports fields that used to belong to the masculinity, women now have become part of it. Women are no longer closed to sports activities that requirement with physical aktivitas. Inevitably, the participation of women not only as participants only. Evidently many competitions that are professional for women's sports. Achievements that have been inscribed was not in vain. For Indonesia alone female athletes have a lot of it the name of the international arena. For example, female weight lifters we Lisa Roubewas and much more.

Women to gain equal status with men in sports, not just happen. It was through the process that goes along with the emancipation of women

III. Exploitation Sexuality in Women

² The achievements of women in sport often associated with traditional and modern outlook towards them. The traditional view that women are being feminist, gentle, and has a high sexual image as cultural formations around the world. When women participate in sports and achievement, a variety of views ranging from the more masculine bodies and their sexuality are often the subject of conversation.

The media took part in building these views. As revealed by Maguire that "when succesful athletes are perceived to be a challenge to established gender ideology, Reviews such as being lesbian or being heavily muscled, they can receive negative media commentary". The influence of the media is so great has given ² positive and negative brand image to the participation of women in sport. Globally also views aimed at women

who participate in sports was built by the media itself. Furthermore, Maguire explained that "the sports media representations reflect the message that women's sports are less important than men's sports and that they are only worthy of attention if the sports-women in question successful and sexy". Explained that female athletes are less important than the male athletes, female athletes valuable if we succeed and bring sexiness. One sport that is often a concern feminine factor in sport is Tennis. Maguire revealed that "Tennis is a good example of a sport in the which the media attention for sportswomen centers on feminine beauty". Further described as female tennis player Anna Kournikova, Martina Navratilova, and Amelie Mauresmo has characteristics berbeba each other. The women's sports players build their own identity in the field, but the perception of the media and the people who watch them build their image off the field. Anna Kournikova establish his identity with fashionable style, wear clothing that shows her curves, beautiful diparas hair so that the image of him that arise as a "sport babes" is one of the views of media and others.

Sports Indonesian woman who is able to perform at the international level such as badminton Susi Susanti ever steal the gold medal at the Atlanta Olympics and Yayuk Basuki tennis player ever to enter the ranks of the world's elite female tennis player. Media and Indonesian society more time looking at women's sport is less important than the sports men and they see that they actually accomplished through the morale and spirit of nationalism high. No negative outlook given to them because of the norms and values that exist to protect the freedom of self-expression in the sport. View of sexuality to them as lost because of the achievements that have been demonstrated. Achievement and female sexuality sport in Indonesia does not have a strong relationship because of values and norms that held the nation of Indonesia has provided protection for the development of women's participation in sport. The government enacted Law pornography as a form of protection of women from pornography and commercialization of sex in society

IV. Participation of Women in Sports

Women began to do sports activities in 1970, every year the graph woman doing sports activities continues to increase, Since 1970 dramatic changes in sports is rising levels of sports participation of women. This happens in every industrialized country. In America, 1970-1971 academic year less than 300,000 high school student school team sports activities, academic year 1983-1984 there were 1,800,000 students who participated increased by 60%. This is very interesting because in the same period the number of girls decreased by 5%. 16,000-student university level playing team sports in the 1970s, but in 1984 more than 150,000 people, an increase of about 90%. It is difficult to indicate the amount of participation in community sports programs, but most reports showed an increase in the participation of women in sports.

As for the cause of the increased participation of women in American sports is influenced by several factors, among others, 1) new opportunities; 2) The pressure from the government in the form of Taylor IX; 3) women's movement; 4) Movement of health and fitness; and 5) The existence of atletik exemplary character. Women do sports activities in addition to improve fitness and health also expects to form the body / body to become more sexy and beautiful look, because it is believed that exercise can make a woman's body becomes more established and contains, in addition, the government also stressed to women to maintain a healthy and body fitness

Government policy which began to accept the existence of women in sports activities as well as other activities such as economic, political and others, at first gets loud enough challenges of society which still adheres to orthodox social order. This happens even in a country the size and seliberal the United States, after going through the lobby that lasted decades. Akirnya Congress decided to issue a policy set forth in Article IX in 1972. This section Specific everything that is aimed at the validation and protection of women who participate in all activities

In Canada the struggle of a handful of politicians who care about women favor the emergence of women's amateur sports clubs in 1980. Six years later publication that highlights the lives of women in the sport began to be circulated. Crash policy receive equal rights and opportunities for women to participate actively in sports activities, making Canada the country as the first western country which opens great opportunities for women to engage freely in sports activities.

Women began to feel like a role in the sport to be involved in sports achievement, this happens because women want to also be recognized as a human being who isa community prides itself on the nation and the state. Since the mid 1970s the increasing awareness of health and fitness affects women to participate in various physical activities. In addition to the traditional beauty of the body, those will concern the actual construction of the female body. Namely through strength, and muscle, physical development. Many women are trying to face the challenge of the sport, not just want to look lik¹ a model in a magazine.,

Discrimination against women in the new sports documented and considered a problem in the 1970s. Where women's sp¹ts teams received funding lower than men's team. 1974 men's sports program budget five times the budget for women. Even at the university level up to 100-fold difference (Women Sport, 1974).

Discrimination is seen in terms of facilities and equipment. Women use of the gym where men made obsolete in the new building. Women wear men's team used equipment, if no former team sometimes women do not have anything. In using the same facilities, a woman who di¹not get a fair turn of schedule.

Women do not get enough attention on training as men. Often to go to the game, the team bus when a woman should use the men's team to get the best service. Media coverage to news about olahraga women are also less, whereas sports men always get the attention of the media of newspapers, radio and even television. Until there is equality in every field above, then the woman can not be said to get the same opportunities as men in the school program.

At the community level, although the participation of women's sports has increased, discrimination is still apparent. For example, the use of facilities, programs available and administrators are assigned to women's sports activities. It is also the case for the level of national amateur sport.

Sociologist Michael Smith concluded that began in the 1970s the level of involvement of women in sport continues to increase. Encroachment on the branch of sport which dilakukan hard as men, not a taboo anymore. Awareness of the existence of equality with the male raises the awareness of women, so that the implementation of the strategy in the sport is a pretty harsh mengasikan. Violence is often interpreted as a symbol masculinitas. The existence of this orientation eventually lead and influence the

selection of the type of activity ynaq differences do women, especially associated with social life and social values that exist in the community.

V. Limitation of Pornography in the Field of Sport

Based on the literature search that I did it to characterize the activity of women in sport in the category of pornography. Author guided by Act No. 44 of 2008 on pornography. Pornography is drawings, sketches, illustrations, photographs, text, voice, sound, moving pictures, animation, cartoons, conversation, gestures, or other forms of messages through various forms of communication media and / or performing in public, which contains obscenity or exploitation who violate the norms of sexual morality in society. Activity of women in certain sports activities led to gestures, the most important is the body motion does not bring sexual exploitation that violate moral norms prevailing in society. It takes wisdom and discretion in defining it as the author understood when applied to the sport of beach volleyball, swimming, tennis

VI. Summary

The phenomenon of the position of women in sport on the one hand is seen as a form of sexual exploitation and on the other hand as pride if able to excel in the sport. The author sees this as two different sides. The fact she is able to excel in the field of sport is seen as the progress of science, while the exploitation of female sexuality is not in accordance with religious norms. It takes wisdom and tact in mensikapi this distinction, as expressed by Alfred North Whitehead that science and religion are two different sides. Science is used to regulate the physical phenomena, while religion is a reflection of moral values and aesthetics. Sports fields that used to belong to the masculinity, women now have become part of it.

Women are no longer closed to sports activities that requirement with physical aktivitas. Women to gain equal status with men in sports, not just happen. It was through the process that goes along with the development of women's emancipation. The change order of culture in society, marked by the start of the provision of equal value between boys and girls in the family life. Sports even used as a tool to eliminate the shortage that had been used as the basis of physical ability differences. Women and sport in line with the development of the times would be difficult to separate. In addition, women will be able portion of the same in the world of sports with the boys. Most importantly do not arise to defeat their mutual inter-gender in sport, because it is not the purpose of the emancipation of women in sport.

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