



## Analysis of Sport Massage and Personal Trainers New Economic Opportunities

**Khaerul Anam \*<sup>1</sup>, Muhammad Riyan Hidayatulloh<sup>2</sup>, Lalu Moh Yuda Isnaini<sup>3</sup>,  
Lalu Mardani Arinaza<sup>4</sup>**

<sup>1,2,3,4</sup> Physical Education, Faculty Education, Universitas Nahdlatul Ulama NTB, Nusa Tenggara Barat, Indonesia

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### Abstract

Sport massage and personal trainers are new steps in creating growth opportunities for the Creative Economy, the New Economy that transforms ideas and creates opportunities. The aims of this study are: 1) to determine the relationship between sports massage services and personal trainers to achieve health and fitness goals; 2) To find out what's the economic impact of increasing demand for sports massage services and personal trainers is. 3) To find out How consumer behavior changes when choosing between sports massage and personal training and how this affects the market. 4) To find out the role of sport massagers and personal trainers in driving business growth in the fitness industry. Methods of data analysis using descriptive percentages The sample population in this study was 50 people. The results showed that. 1) The relationship between sports massage services and personal trainers to achieve health and fitness goals 90% answered is very influential. 2) To find out what the economic impact of increasing demand for sports massage services and personal trainers is. 90% answered very impactful. 3) To find out how consumer behavior changes when choosing between sports massage and personal training and how this affects the market. 90% answered very influential. 4) To find out the role of sport massagers and personal trainers in driving business growth in the fitness industry 100% is very encouraging. The conclusion of this study is that 93% of sports massage and personal trainers can create a new economy. The message is that it is hoped that Physical Education students will be increasingly equipped with skills in dealing with opportunities.



\*Corresponding email : [anamfpok@gmail.com](mailto:anamfpok@gmail.com)

## INTRODUCTION

The background of this research is to analyze the relationship between sports massage and personal trainers in the context of the new economy. In recent years, the fitness and health industry has experienced significant growth, with more and more people becoming aware of the importance of a healthy lifestyle and physical activity. Sports massage and personal training are two crucial aspects of achieving health and wellness goals. Sports massage can aid in muscle recovery after intense physical activity, reduce the risk of injury, and improve the performance of athletes or individuals participating in physical activity. Meanwhile, personal trainers provide specific guidance, customized exercise programs, and motivation to help individuals achieve their health and fitness goals. The relationship between a sports massage service and a personal trainer in achieving health and wellness goals can be very complementary and supportive. Both have different but important roles in supporting individuals to achieve optimal health and wellness levels. Here are some of the ways in which this relationship can occur:

**Recovery and Relaxation:** Sports massage can aid in muscle recovery after intense workouts. Through physical manipulation, sports massage can relieve muscle tension, reduce pain, and improve blood circulation. This helps speed up the recovery process and reduces the risk of injury. A personal trainer can work with a sports masseuse to plan effective recovery sessions after intense workouts, thereby helping individuals stay in their best physical condition. **Stress and Mental Well-Being:** Not only does sports massage benefit physical well-being, it can also have a positive impact on mental well-being. Sports massage can help reduce stress, promote relaxation, and

reduce anxiety. Personal trainers can also serve as a source of emotional support and motivation for achieving health goals, helping individuals deal with stress and maintain their mental well-being.

Thus, the relationship between a sports massage service and a personal trainer can create a holistic support environment that helps individuals effectively achieve their health and wellness goals. The two work together to treat both the physical and mental aspects, helping to avoid injury, speed recovery, and improve overall performance. In the new economic context, increasing public interest in health and wellness is bringing new opportunities to the industry. More and more people are willing to spend money investing in their health, including through the services of sports massages and personal trainers. Therefore, an analysis of how the two are interrelated and contribute to economic growth in the fitness industry is highly relevant. Some of the research questions that might be raised in this analysis include: How is the relationship between sports massage services and personal trainers for achieving health and fitness goals? What is the economic impact of increased demand for sports massage and personal trainer services? How does consumer behavior change when choosing between sports massage and personal training, and how does this affect the market? What role do sports massagers and personal trainers play in driving business growth in the fitness industry? By answering these questions, it is hoped that this research will provide in-depth insight into the relationship between sports massage and personal trainers in the new economic context, as well as their contribution to the growth of the fitness industry as a whole.

Sport Massage is a type of massage therapy that stimulates blood circulation and lymph nodes. Sport

Massage is needed not only by athletes (professionals and amateurs) but also by those who have non-sport activities but use up a lot of body work. (Mulyaningsih et al., n.d.) Physical fitness is a condition that is desired by everyone.

Physical fitness is a state of physical ability that can adapt the function of the body's organs to certain physical tasks and to the environment that must be handled in an efficient way without excessive fatigue. Pain due to high-intensity training is a problem that many athletes face, so this research can answer the effect of sports massage and stretching on reducing pain during the delayed onset of muscle pain with high-intensity exercise. (Kresnapati & Setiawan, 2021). In its development, the term physical fitness has become a popular translation for the term physical fitness. (Evitamala et al., 2022) A personal trainer is a profession that is equipped with specialized education and certified training in matters of methods of maintaining body fitness, body anatomy, psychology, and other matters according to official regulations that apply to achieve a goal of physical training activities at a fitness center. (Mulyaningsih et al., n.d.) The development of fitness centers in hotels in the city of Semarang is also balanced by the many people who want to become personal trainers without knowing the knowledge that is in them. From June to September 2022, we are training Pujut sub-district youth to become therapists and fitness trainers in the special economic area of Mandalika through beginner lecturer research funding and this year, 2023. (Anam et al., 2021) Holding an event is an effective way to bring tourists to destinations. (Janah, 2017; Juhani, 2013) Deep innovation.

Sports tourism, or the sports industry, is very open to several physical activities in sports tourism, including

mountain climbing, rock climbing, hiking, cross-country skiing, diving, traditional games, and others that include recreational sports (society) and sports-specific achievements and trigger the interaction of many circles, like MotoGP. (Guntoro et al., 2020) Sport is not just a stage for sports players but a dynamic market share that has the potential to advance the national, even global, economy. (Scheer et al., 2021) The impact that is emerging at this time will be related to government policy towards holding international and national-scale events, including the MotoGP Mandalika event, which will have an impact on the economic side. (Anggriawan, 2015). The growth in the field of fitness services or personal training has been in the top 10 trends list since the first trend reports were published in 2006. (Evitamala et al., 2022) Personal training includes fitness testing and goal setting, with a trainer working one-on-one with clients to prescribe exercises tailored to individual needs and goals. Personal training can take place at a health club, at home, at a workplace fitness facility, or online. (Scheer & Krabak, 2021). Therefore, we offer research proposals with specific research objectives. (Damanik, 2019)

Providing alternatives to the development of the fitness service industry, and sports therapists in increasing sports and economic potential by creating applications to make it easier to find places and locations to practice and the training process without having to go to a place by relying on smartphones. (Riyan Hidayatullah et al., 2021) Of course, the development of the fitness industry is the right step to open up employment because the activities are easy, not too time-consuming, and in accordance with local wisdom, which typically wants Convenience. (Hamdani & Hasye, 2019)

The urgency of this research is the method of developing it; of course, new innovations must be created to support the fitness industry with a background in today's sport and increase its potential and economy.(Knechtle & Nikolaidis, 2018) Some of the fitness and sports massage locations where we will improve our physical condition in the special economic zone environment are the best opportunities for business development in the field of fitness services.(Anggriawan, 2015) Fitness, or fitness training, has become one of the most popular sports today. provide personal trainer facilities for those who wish to be assisted in carrying out the exercises. But to get a facility like this, of course, there are additional funds that need to be spent. The solution proposed in this study is to design a fitness training support application that can be run on mobile devices, especially smartphones that use the Android operating system.(Knechtle, 2014). The relationship between a sports massage service and a personal trainer in achieving health and wellness goals can be very complementary and supportive. Both have different but important roles in supporting individuals to achieve optimal health and wellness levels. Performance Improvement: Personal trainers can design training programs to suit individual health and fitness goals. Increasing strength, agility, endurance and flexibility are important aspects in improving the performance of athletes or individuals participating in physical activities. Sports massage can assist in maintaining muscle and connective tissue in optimal condition, which in turn can contribute to improved performance. (Davis et al., 2020; Konrad et al., 2020; Poppendieck et al., 2016) Injury Prevention: Personal trainers can provide guidance on proper and safe exercise techniques to prevent injury. However, sometimes injuries remain unavoidable.

Sports massage can be helpful in dealing with minor injuries or strains that can arise from overtraining or incorrect movements. Working together, personal trainers and sports masseurs can help individuals avoid and overcome injuries that could interfere with their health and wellness goals.(Davis et al., 2020; Konrad et al., 2020; Poppendieck et al., 2016) Stress and Mental Well-Being: Not only does sports massage benefit physical well-being, it can also have a positive impact on mental well-being. Sports massage can help reduce stress, promote relaxation, and reduce anxiety. Personal trainers can also serve as a source of emotional support and motivation in achieving health goals, helping individuals deal with stress and maintain their mental well-being.(Davis et al., 2020; Konrad et al., 2020; Poppendieck et al., 2016) Thus, the relationship between a sports massage service and a personal trainer can create a holistic support environment that helps individuals effectively achieve their health and wellness goals. The two work together to treat both the physical and mental aspects, helping to avoid injury, speed recovery and improve overall performance. The data reveal that massage generally does not affect motor skills, except for flexibility. However, several studies have shown that muscle strength and power positively change 48 hours after the massage is given. Regarding neurophysiological parameters, massage did not alter blood lactate clearance, muscle blood flow, muscle temperature, or activation. However, many studies have demonstrated a delayed reduction in muscle aches and pains, which may correlate with reduced levels of the enzyme creatine kinase and psychological mechanisms. In addition, massage treatments led to reductions in depression, stress, anxiety, and perceptions of fatigue, as well as

improvements in mood, relaxation, and perceptions of recovery.(Dakić et al., 2023).

## **METHODS**

The implementation method that the author uses is the survey method. The implementation was carried out in September and October 2021 for two months; the population in this study was The sample for this research is data on daily and monthly visit records. Data collection uses direct observation of the location, documentation, and Google Foam assistance. The findings are directly based on daily and monthly visits based on the level of visits and the level of income as a personal trainer at that location.

### **Participants**

Efforts to increase the selling value of sports massage and personal trainers in Kuta Lombok are still open to competing with the local market, especially since there are no sports massage services for sale, while the search is based on analysis through direct respondents more or less during January - April the search list is still low Analysis of HR levels as therapists and personal trainers in the field of fitness services in creating new economic opportunities.(Poppendieck et al., 2016) Of all 20 therapists, the average is high school graduates and from personal trainers, 15 people are pursuing further studies in the field of sports, meaning that we can categorize the quality of trainers and therapists as good. 1,860 (one thousand eight hundred and sixty) to increase new economic opportunities in implementing the services of fitness therapists and trainers, which means that they are very wide open and do not require high costs in creating a new economy in special economic areas.(Mulyaningsih et al., n.d.)using the

evidence in research synthesis and secondary data analysis. Identification of the samples of participants major demographic characteristics for humans, such as age; sex; ethnics and/or racial group; level of education; socioeconomic; generational, or immigrant status; disability status; sexual orientation; gender identity; and language preference as well as important topic-specific characteristics.

### **Sampling Procedures**

The sampling technique used was non-probability sampling, and the number of samples in this study was 50, consisting of 10 men and 40 women. The research location was in Kuta Mandalika, Pujut sub-district, Central Lombok regency, West Nusa Tenggara.

### **Materials and Apparatus**

In field research, tools are needed to make it easier.research implementation. These tools include:1)Stationery (such as a ballpoint pen or eraser) used to fill out research forms.2)Measuring tools, which will be used for surveys.4. Research form, used to enter survey results and data needed in the survey.google foam.

### **Procedures**

Research on Sport Massage and Personal Trainer Analysis in Creating a New Economy has the potential to provide valuable insights into how the sport and fitness industries can have a positive economic impact. Introduction and Background: Identify your background on the growth of the sports, fitness, and service industries, such as sports massages and personal trainers.Explain why you are interested in undertaking this research and how this topic can inform your understanding of the new Economy.

Research Objectives: Explain the main objectives of this research, such as identifying the economic contribution of

sports massage and personal trainers, as well as their impact on creating a new economy. **theoretically:** Review the related literature on the sport and fitness industry, its economic contribution, the benefits of sports massage, and the role of personal trainers. **Create a theoretical framework** that will help you analyze the economic impact of both of these aspects. **Research Methodologies:** Choose the appropriate research method, such as case studies, surveys, secondary data analysis, or interviews with industry experts. **Describe** how you will collect data, select respondents, and analyze the information collected. **Data collection.** Conduct a survey or interview with sports massage business owners and personal trainers, their customers, and economists. **Collect** data on earnings, initial investment, business growth, and other economic losses. **Data analysis:**

Perform statistical analysis of the collected data to identify trends, patterns, and correlations between sports massage, personal trainers, and the new economy. Use secondary data when necessary to support your findings.

**Result and discussion:** Present your findings in a clear and detailed manner. **Discuss** the implied economics of your findings in relation to the sports and fitness industry, and how sports massage and personal trainers can play a role in creating a new economy. **Conclusions and Recommendations:** Summarize the main findings and conclusions that resulted from your research. **Provide** recommendations to stakeholders, such as the government, business players, and academics, on how to optimize the contribution of sports massage and personal trainers to creating a new economy.

### **Design or Data Analysis**

Collecting data the first thing that researchers need to do is, of course, collect data based on the questions or

problems that have been formulated. 1) to determine the relationship between sports massage services and personal trainers to achieve health and fitness goals. 2) to find out what the economic impact of increasing demand for sports massage and personal trainer services is. 3) to find out how consumer behavior changes when choosing between sports massage and personal training and how this affects the market. 4) to find out the role of sport massagers and personal trainers in driving business growth in the fitness industry reduction and categorization of data. performance data. concluding remarks.

### **RESULT**

**Spa and Sports Recovery Centers:** If you want to provide sports massage treatments to athletes and sports enthusiasts, you can create a spa center. These accommodations provide heated swimming pools, massage rooms, and other healing resources. **Mobile Sports Massage:** You can offer mobile sports massage services where you travel to the client's venue, such as a sporting event, marathon, or competition. For athletes and teams that require speedy recovery, this is comforting. (Mulyaningsih et al., n.d.) You can specialize in particular recovery therapies, such as deep tissue therapy, sports massage therapy, or other specialized recovery procedures, to meet the demands of athletes and other physically active people who require intense physical therapy. (Ayuningtyas et al., 2019) **Sports Recovery Clinic:** You could open a sports recovery clinic that provides a variety of services, including sports massages, physical therapy, injury treatment, and nutritional consultations. Such clinics can become comprehensive recovery centers for athletes and physically active individuals. [14]

**Sports Massage Courses and Training:** If you have in-depth knowledge and skills in sports massage, you may consider organizing training and courses for people interested in becoming sports massage therapists.[15] This can be an opportunity to share your knowledge and skills and develop a professional network.

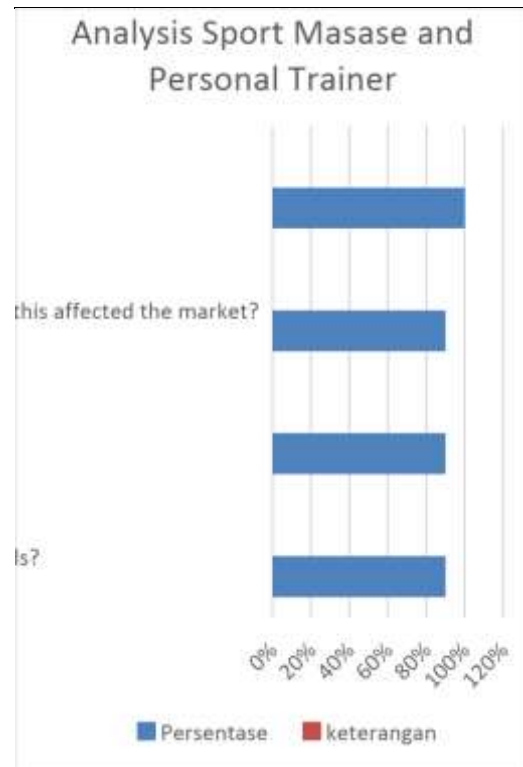
**Supplier of Sports Massage Products and Equipment:** You can open a store or online business that provides sports massage products and equipment, such as massage oils, foam rollers, massage balls, or recovery equipment. There are four (four) alternative strategies that can be implemented, including the Strength Opportunity strategy, the strategy to improve product quality with the concept that has been implemented, the strategy to use modern technology to provide better services, and the strategy to expand distribution channels or repair them with a variety of companies that are experts in the tourism sector, such as travel agencies, villas, and guest houses. The Weakness Opportunity Strategy is the next tactic, and it aims to improve marketing and publication across all online and offline platforms. The Strength Treat approach is followed by a strategy to design new and more alluring treatment plans and a strategy to maximize cooperation for bid-related activities.(Ayuningtyas et al., 2019)

**Table 1.**

No	Items	Description
1	How is the relationship between sports massage services and personal trainers for achieving health and fitness goals?	90% very influential
2	What is the economic impact of increasing demand for sports massage services and personal trainers?	90% impact
3	How has consumer behavior changed when choosing between sports	90% very instrumental

massage and personal training, and how has this affected the market?

- |   |  |                        |
|---|--|------------------------|
| 4 | What is the role of sports massage and personal trainers in driving business growth in the fitness industry? | 100% very instrumental |
|---|--|------------------------|



## DISCUSSION

Based on the analysis that has been carried out regarding sport massage and personal trainers in the new economic context, some of the main conclusions that can be drawn are as follows:

- 1) mutually supportive relations: it was found that sports massage services and personal trainers have a mutually supportive relationship in achieving individual health and fitness goals. The use of both together can provide better benefits in muscle recovery, increased performance, and injury prevention.
- 2) Positive Influence on Industry Growth: Analysis Results Show That Increased Demand for These Services Has Made a

Positive Contribution to the Growth of the Fitness and Health Industry The Rising Demands Have Driven The Opening Of More Sports Massage And Personal Trainer Businesses, As Well As The Creation Of New Jobs.

3)Significant Economic Impact: Economic Analysis Reveals That The Growing Demand For These Two Services Has A Positive Impact On The Local And National Economy Increased Revenue From Sports Massage Services And Personal Trainers Has Contributed To Higher Tax Revenues And Increased Overall Economic Growth.

4)Changes in Consumption Patterns and Health Awareness: Increasing Demand Has Also Affected Consumer Consumption Patterns In Terms Of Investment In Health And Wellness Consumers are more likely to buy health-related products and services, such as supplements, sports equipment, and healthy food, in response to sports massage and personal trainer services.

Competition And Innovation In The Industry: Increasing Demand Has Driven Increased Competition And Innovation In The Industry. Businesses In This Industry Have Been Developing New Marketing Strategies, Offering Special Promotions, And Introducing Innovative Services To Meet The Growing Needs Of Consumers.(Pitsillides & Stasinopoulos, 2019)

Health and Wellness Goals: Consumers with different health and fitness goals can choose between a sports masseur and a personal trainer based on their needs. Those looking to improve their strength and physical performance may prefer a personal trainer who can design a customized training program. Meanwhile, those with muscle tension looking to improve recovery may be inclined to opt for sports massage.(Putri et al., 2022)

Perceived Value and Benefits: Consumers will consider the benefits they expect from sports massage and personal trainer services. If they see that one service is more effective in achieving their goals, they are more likely to choose that service. For example, if consumers believe that a personal trainer can provide more targeted and ongoing guidance in achieving their health goals, they may prefer a personal trainer.(Kresnapati & Setiawan, 2021). Budget and Cost: Cost is an important factor in consumer decisions. Personal trainer services may have a higher cost compared to sports massage sessions. Consumers with a limited budget may tend to choose sports massage services that are more affordable. However, those with larger budgets or large investments in health and fitness may be willing to pay more for a personal trainer.(Konrad et al., 2020)

Comfort and Personal Preference: Some consumers may be more comfortable with one-on-one interaction with a personal trainer who can provide one-on-one guidance. On the other hand, those seeking relaxation and stress relief may prefer a sports massage session. These personal preferences can play an important role in consumer decision-making. Social Trends and Influence: Trends in social media, recommendations from friends, or influence from celebrities and well-known personalities can also influence consumer decisions. If a particular service is trending or considered "fancy" or "deep", consumers may be more likely to try it.(Davis et al., 2020)

The impact of this consumer behavior on the market could be a shift in demand between sports massage services and personal trainers. If the demand for any of the services increases significantly, businesses in that industry can adjust their offerings to meet consumer demands. This could involve



increasing the number of available personal trainers or upgrading sports massage facilities.(Pane, 2015). In addition, competition between providers of sports massage services and personal trainers could become more intense, with businesses seeking to attract consumers with innovation, competitive pricing, or special promotions. Changes in consumer behavior can also drive changes in overall marketing and business strategy.

## CONCLUSION

The conclusion of this research is that 93% of sports massage and personal trainers can create a new economy. The message is that Physical Education students are expected to be increasingly equipped with skills for facing opportunities.

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