

Application (Gym Fit) As a Fitness Center Marketing Tool in Digital Era

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Abstract

This study aims to produce an application that functions as a marketing tool for fitness centers in the digital era. This study uses the research and development (R&D) method, which consists of (1) collecting research results and information or often referred to as a preliminary study, (2) planning or planning, (3) developing an initial product or developing a preliminary form of product, (4) initial test or preliminary field testing, (5) revision of the first product preparation or main product revision, (6) main field testing of main field testing, (7) revision of operational product preparation or operational product revision, (8) trial operational product or operational field testing, (9) final product revision or final product revision. This application is called Gym Fit which consists of 4 main menus, namely education, profile of fitness center, personal trainer, and contact person. The results of the large-scale trial assessment of the developed product stated a total score of 70 with a percentage (4.8%) of the sample stating ENOUGH, then a total score of 452 with a percentage (31.4%) of the sample saying GOOD, and a total score of 918 with a percentage (63.75%) of the sample stating very good.

Keywords

apps; marketing;
fitness center



I. Introduction

The world of fitness in this digital era is very advanced, it is not surprising that competition between fitness centers is also increasing. In the Special Region of Yogyakarta with a radius of less than 1 kilometer there are more than 4 fitness centers. Fitness center members consist of all ages, education, and occupations. Meanwhile, to improve the ability of the physical abilities of Youth cadets can be done with efforts to create new learning models that are more innovative and creative (Suryono, 2020). This goal is related to the ability to carry out activities that involve physical strengths from various organs of a person's body (physical fitness) (Birri, 2020). sports and health can be interpreted as a process learning through physical activities that are designed systematically to improve physical fitness, develop motor skills (Novianti, 2020). The strategic location is usually the reason for members to choose a fitness center. Each fitness center has a special strategy to attract members, ranging from facilities, class promotions, price promotions and so on. Circumstances like this make fitness center managers have to think critically to survive in increasingly fierce competition.

The internet is one of the vital tools to get all kinds of information instantly (Andrew et al. 2015). (Rohayah Siti, Ginanjar Wiro Sasmito 2015) said the application is software designed to help human activities such as commerce systems, games, public services and

advertising. Applications are a basic need in the digital era, both in offices, business, and multimedia (Misdianto 2013). Applications can be connected data models or disconnected data models.

In the connected data model, the database connection is kept open until all data is saved. Whereas in the disconnected data model connection, usually the application is connected to the database, fetching data before closing it (Wibowo 2014). Smartphones have become one of the necessities to help someone's work. The sophistication of smartphones can be seen from the various types of features that are displayed. Of course, every year it will be more sophisticated in which there are various applications according to one's needs.

An appropriate strategy based on the right analysis is certainly very necessary in determining policy (Visnu 2020). It is important to determine the target client or market before marketing is carried out by carrying out careful calculations such as initial surveys so that marketing can focus on the right clients. This accuracy makes performance more effective and efficient. Marketing plays an important role for the continuity of the fitness center, whether or not the fitness center is advanced will be determined by whether or not a good marketing system is good. Management, especially the marketing division, must be able to read the state of the surrounding environment (Nityasa, Agus Wiryadhi Saidi 2018; Priyono 2012; Wiseno 2010).

In order to market a product, a special strategy is needed known as the marketing mix, the marketing mix is the strategy of a marketing group used to achieve its marketing goals within the scope of the target market. (Carissa 2014; Pecot et al. 2019). Information ambiguity often occurs when someone searches for information on the internet that is not necessarily all the information is true. In an era that is sophisticated and online-based and inspired by the online performance of both gojek and grab, the author aims to duplicate the performance of online-based transportation in the fitness center marketing field. This research is one way for management to be able to market fitness centers in the digital era.

II. Research Methods

Research with development procedures (Research and Development) consists of 9 steps, namely: (1) collecting research results and information, (2) planning, (3) developing initial products, (4) initial testing, (5) revising product preparation first, (6) main field trial, (7) revision of operational product preparation, (8) operational product trial, (9) final product revision (Borg, Walter R. 2003)

The population in this study were members of the HSC FIK UNY fitness center. A small-scale trial was carried out with members of the fitness center whose population was unknown using the Lemeshow statistical formula. Selection of a P of 0.5 will provide sufficient observations without seeing the true value of the proportion (Indrawan, R & Yaniawati 2014; Lemeshow et al 1990). Researchers applied a 25% sample of 24 respondents and a large-scale trial was applied to 96 respondents who were selected by systematic random sampling. The data analysis technique uses qualitative data in the form of sentences and quantitative data in the form of numbers. Qualitative data were obtained from interviews with managers, while quantitative data were obtained from expert judgments from product drafts and product effectiveness test sheets that were developed, namely qualitative descriptive of the use of the Gym Fit application. The instruments used in this data collection were questionnaires and field observations.

III. Results and Discussion

3.1 Results

The development of the design of the Gym Fit application features is available 4 main features, namely: Education, Fitness Center Profile, Profile Personal Trainer, Contact Person and exercise program. The development of the Gym Fit application is a forum for fitness center profiles, personal trainer profiles, and exercise concepts along with exercise programs that are expected to help members choose a fitness center, trainer or program that suits their needs via cellphone.

a. Preliminary Study Results through Interview

The initial stage is a preliminary study through interviews with several fitness center managers and personal trainers in the Sleman area. The results of the interview obtained several important points, including: 1) fitness centers that have mushroomed so that competition is getting tougher, 2) promotions are controlled by social media so that those who are active on social media will attract more members, 3) members' knowledge of fitness centers and limited trainers, 4) limited sources of information about exercise programs. From some of these problems, we need an application that can meet the needs of members and managers to promote fitness centers. More specifically, the application required for the member is expected as an initial description of the fitness center and the trainer to be selected.

When choosing a fitness center or trainer, members usually get information from friends or social media that is not necessarily according to the wishes of prospective members. Selection of fitness centers and trainers with an initial description can determine the program that suits the needs and the success of the program. The selection process must be practical and accurate in one application feature, so that various kinds of information on fitness centers and trainers are in accordance with the needs of members. In addition, the Gym Fit application can be a guide for members to practice according to their individual needs. Various kinds of exercise program concepts already exist in the Gym Fit application, where users can access exercise programs practically.

b. Gym Fit App Design Planning

Gym Fit application design planning includes: compiling feature designs, analyzing the components contained in each feature, and creating an application assembly team. The development of the design of the Gym Fit application features is available 4 main features, namely: Education, Fitness Center Profile, Profile Personal Trainer, Contact Person and exercise program.

The following is an explanation of the Gym Fit application draft, namely:

- a) Educational features: in this feature there is a concept of a shaping program, a concept of a weight loss program, a concept of a weight gain program, a concept of a physical fitness program, and tips on weight control with an attractive appearance.
- b) Feature Fitness Center Profile: this feature contains Fitness Center Address, Membership Prices, Personal Trainer Prices, Facilities, Classes, Equipment, gym machines, advantages of each fitness center.
- c) Feature Personal Trainer: the contents in this feature are home base fitness center, latest education, training area (on call area), work experience, certification, expertise and rates for each personal trainer.
- d) Feature Contact Person: in this menu will be directly connected with whatsapp admin. Any questions can be directly asked by the admin through this feature.

- e) Exercise Program Features: this feature is in the educational feature and of course contains speed training programs, strength training programs, power training programs, muscle endurance training programs, and muscle hypertrophy exercises. Examples of each exercise program will be directly connected to the youtube admin just by tapping the poster image of each program, so that application users can easily read and carry out exercise programs according to their needs.
- f) Media: the new Gym Fit application can be used by android users at least android 6. It is recommended to use android 9 or later in order to maximize every feature in this application. The packaging in this application is made very attractive, simple, and easy to use. This application can only be installed manually by downloading the master manually either through WhatsApp or Share it. When downloaded, the file will be in the GymFit.zip format, then extracted, then installed and then the Gym Fit icon will appear in the user's cellphone menu.



Figure 1. Gym Fit Application Icon

c. Small Scale Trial

Small-scale trials serve to measure the extent to which the Gym Fit application can be used. In addition, small-scale trials also serve to test the Gym Fit application for direct use by users in the field. The small-scale trial sample in this study was a member of the fitness center HSC FIK UNY, totaling 24 people with a systematic random sampling system. The results of the small-scale trial assessment can be presented and seen in tables and diagrams as follows:

Table 1. Results of Small-Scale Trial Assessment

NO	RATED ASPECT	MARK					SCORE
		SK	K	C	B	SB	
Media Aspect							
1.	Gym Fit app appearance and features	0	0	4	8	12	24
2.	The Gym Fit app is easy to use	0	0	0	9	15	24
3.	The Gym Fit app is easy to	0	0	1	10	13	24

	install						
4.	Ease of viewing examples of each program's movement	0	0	0	10	14	24
5.	Satisfaction with using the Gym Fit application	0	0	6	8	10	24
6.	Interested in using the services of a fitness trainer	0	0	2	11	11	24
7.	Recommend the app to friends	0	0	2	10	12	24
8.	The benefits of using the Gym Fit application	0	0	2	8	14	24
Material Aspect							
9.	The material contains suggestions given in the Gym Fit application	0	0	3	12	9	24
10.	The material contains information on the exercise program provided in the Gym Fit application	0	0	2	11	11	24
11.	The material contains fitness center information	0	0	1	9	14	24
12.	The material contains information on fitness trainers	0	0	1	10	13	24
13.	The training program material is according to the user's needs	0	0	2	9	13	24
14.	The material contains an exercise program that makes it easy for users to choose an exercise program according to their needs	0	0	1	10	13	24
15.	The material in the application contains insights into the world of fitness	0	0	4	6	14	24
	Amount	0	0	30	138	192	360
	Percentage	0%	0%	8.4%	38.3%	53.3%	100%

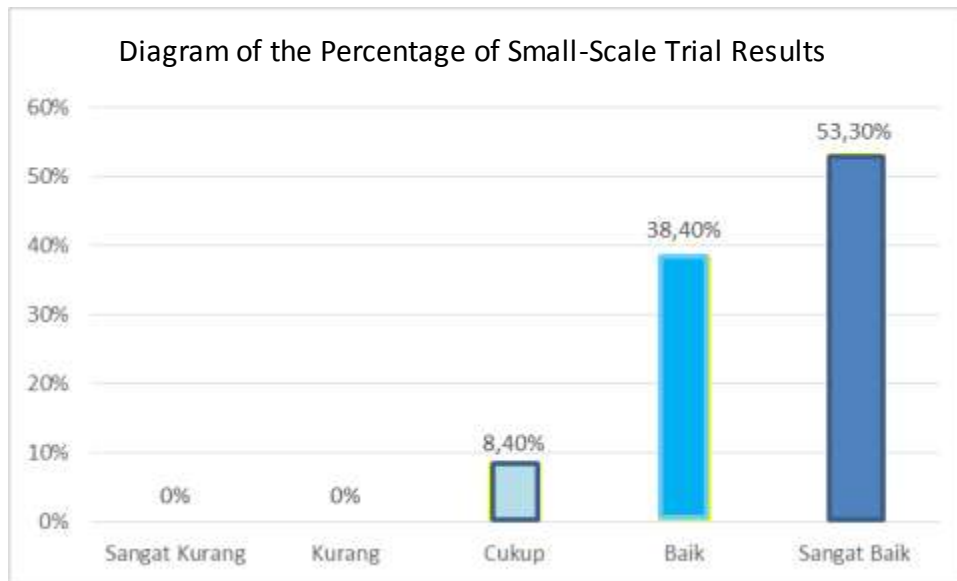


Figure 1. Diagram of the Percentage of Small-Scale Trial Results

The results of the small-scale trial assessment of the developed product stated that a total score of 30 with a percentage (8.4%) of the sample stated ENOUGH, then a total score of 138 with a percentage (38.3%) of the sample stated GOOD, and a total score of 186 with a percentage (53.3%) of the sample stated VERY GOOD. Based on these results, it can be concluded that the development of the Gym Fit application can be said to be easy to use and understand by the sample.

d. Large-Scale Trial

After completing the revision of the Gym Fit application product on a small-scale trial, the next stage is to conduct a large-scale trial. A large-scale trial was carried out on members of the HSC FIK UNY fitness center, totaling 96 people who were selected by systematic random sampling. The results of the large-scale trial assessment can be seen in the table and figure as follows:

Table 2. Results of the Large-Scale Trial Assessment

NO	RATED ASPECT	MARK					SCOR E
		SK	K	C	B	SB	
Media Aspect							
1.	Gym Fit app appearance and features	0	0	7	25	64	96
2.	The Gym Fit app is easy to use	0	0		29	67	96
3.	The Gym Fit app is easy to install	0	0	4	33	59	96
4.	Ease of viewing examples of each program's movement	0	0	3	41	52	96
5.	Satisfaction with using the	0	0	8	37	51	96

Gym Fit application							
6.	Interested in using the services of a fitness trainer	0	0	4	29	63	96
7.	Recommend the app to friends	0	0	2	21	73	96
8.	The benefits of using the Gym Fit application	0	0	8	29	59	96
Material Aspect							
9.	The material contains suggestions given in the Gym Fit application	0	0		33	63	96
10.	The material contains information on the exercise program provided in the Gym Fit application	0	0	4	33	59	96
11.	The material contains fitness center information	0	0	4	18	74	96
12.	The material contains information on fitness trainers	0	0	4	26	66	96
13.	The training program material is according to the user's needs	0	0	8	38	50	96
14.	The material contains an exercise program that makes it easy for users to choose an exercise program according to their needs	0	0	8	34	54	96
15.	The material in the application contains insights into the world of fitness	0	0	6	26	64	96
Amount		0	0	70	452	918	1440
Percentage		0%	0%	4.85%	31.4%	63.75%	100%

Percentage Diagram of Large-Scale Trial Results

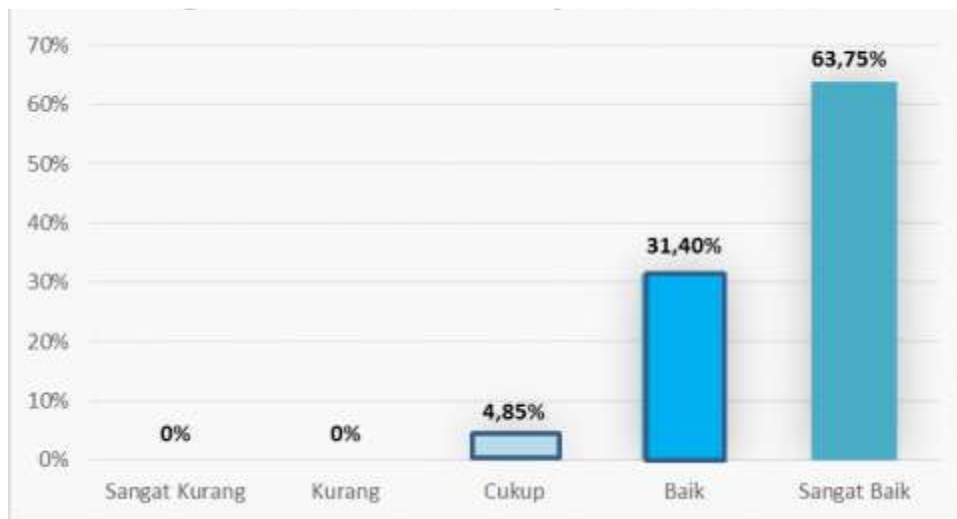


Figure 2. Percentage Diagram of Large-Scale Trial Results

The results of the large-scale trial assessment of the developed product stated that a total score of 70 with a percentage (4.8%) of the sample stated ENOUGH, then a total score of 452 with a percentage (31.4%) of the sample stating GOOD, and a total score of 918 with a percentage (63.75%) of the sample stating VERY GOOD. Based on these results, it can be concluded that the development of the Gym Fit application can be said to be easy to use and understand by the sample.

3.2 Discussion

Almost everyone has turned to smartphones in obtaining various kinds of information because of easy and fast access. Based on these needs and behaviors, researchers made a breakthrough to promote the development of fitness center management applications. The Gym Fit application is a facility to improve the marketing system and provide education about various fitness programs. Like other applications, this application can be accessed on an Android-based smartphone. The application consists of three main features, namely: marketing, education and chat.

The focus of attention on the management and marketing sectors is none other than customers and competitors. One of the research points of view that always attracts attention to the field of marketing is how a business entity deals with competitors to get as many customers as possible and how to get around customers to shift the various strategic positions owned by competitors. The Gym Fit application is an alternative to fitness center marketing to add as many members as possible. Various marketing management theories state that through the development of a marketing management philosophy that tends to be market-oriented, it can affect marketing performance to support and assist various marketing mix strategies that are implemented, including: product strategy, pricing strategy, distribution strategy,(Susanti and Bird 2008).

Economists describe a market as a collection of buyers and sellers who transact over a particular product or product class(Febrian 2016). according to(Mele, Polese, and Gummesson 2019)Marketing is an activity that aims to achieve company goals, this is done by anticipating consumer needs and directing the flow of goods and services that meet consumer needs from producers. Marketing or what is often referred to as marketing is all the processes in it with the aim of creating a product, distributing and providing value

to customers and managing the relationship between consumers and producers.(Tinson et al. 2019) (Tinson et al. 2019).

Marketing can be defined as all activities of identifying consumer needs, marketing research, pricing, product development, distribution and promotion (Tinson et al. 2019) (Kharisma, Tolle, and Wardani 2018). The location of the fitness center determines which market to target, either the upper middle class or the lower middle class. The technique of marketing a fitness center is also definitely different according to the target customer. There are several fitness centers located in supermarkets, of course this will be profitable because the location is definitely strategic and the target customers must be middle to upper class so getting a large number of customers is quite easy(Nityasa, Agus Wiryadhi Saidi 2018).

IV. Conclusion

The final product of this development research is a fitness center management application that is packaged in the form of an android-based application. This application is called Gym Fit which consists of 4 main menus, namely education, fitness center profile, personal trainer, and contact person. The results of the large-scale trial assessment of the developed product stated a total score of 70 with a percentage (4.8%) of the sample stating ENOUGH, then a total score of 452 with a percentage (31.4%) of the sample stating GOOD, and a total score of 918 with a percentage (63.75%) of the sample stating VERY GOOD.

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