

Abstrak

ANALISIS SWOT KEVIN SANJAYA SUKAMULJO DAN MARCUS FERNALDI GIDEON MELAWAN HIROYUKI ENDO DAN YUTO WATANABE PADA FINAL ALL ENGLAND 2020

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Latar Belakang: Kevin Sanjaya Sukamuljo dan Marcus Fernaldi Gideon yang menempati peringkat 1 dunia pada periode (2017-2022), tetapi mengalami kekalahan menghadapi pasangan Hiroyuki Endo dan Yuta Watanabe. Riwayat pertandingan dari tujuh kali pertandingan Kevin Sanjaya Sukamuljo dan Marcus Fernaldi Gideon melawan Hiroyuki Endo dan Yuta Watanabe, Kevin/Markus hanya mampu menang dua kali dan lima kali kalah, dari hal itu diperlukan analisis SWOT untuk mengetahui kekuatan (*strengths*), kelemahan (*weakness*), peluang (*opportunities*), dan ancaman (*threats*) Kevin Sanjaya Sukamuljo dan Marcus Fernaldi Gideon melawan Hiroyuki Endo dan Yuta Watanabe pada Final All England 2020.

Metodologi: Penelitian ini termasuk deskriptif kuantitatif dengan pendekatan *ex-post facto*. Pendekatan ini digunakan untuk mengevaluasi pertandingan Kevin Sanjaya Sukamuljo dan Marcus Fernaldi Gideon melawan Hiroyuki Endo dan Yuta Watanabe pada laga All England 2020.

Hasil Penelitian: Kevin/Marcus memiliki kekuatan pukulan *backhand netting* yang keras bagi Endo/Yuta. Kevin/Marcus memiliki kelemahan sering melakukan kesalahan pada saat pukulan *short service*, *forehand drive*, *forehand netting*, *forehand dropshot*, *backhand dropshot*, *smash*, *forehand underlob*, *backhand underlob*, dan *defense*. Kevin/Markus memiliki peluang pukulan *flick service*, *backhand drive*, *backhand dropshot*, *forehand lob*, dan *backhand lob* yang dapat menyulitkan Endo/Yuta. Kevin/Markus sering melakukan kesalahan yaitu melakukan pukulan *short service*, *forehand drive*, *forehand netting*, *forehand dropshot*, *backhand dropshot*, *smash*, *forehand underlob*, *backhand underlob*, dan *defense*.

Kesimpulan: Pasangan Kevin/Markus memiliki kekuatan pada pukulan *backhand netting*, sedangkan Endo/Yuta unggul dalam berbagai teknik pukulan. Kevin/Markus rentan pada sejumlah pukulan, sementara Endo/Yuta memiliki kelemahan pada pukulan *backhand drive*.

Kata Kunci: Analisis SWOT, Bulutangkis, Kejuaraan All England

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Abstract

SWOT ANALYSIS OF KEVIN SANJAYA SUKAMULJO AND MARCUS FERNALDI GIDEON IN THE 2020 ALL ENGLAND FINAL

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Background: Kevin Sanjaya Sukamuljo and Marcus Fernaldi Gideon were ranked 1st in the world in the period (2017-2022), but suffered defeat against the pair Hiroyuki Endo and Yuta Watanabe. Match history from seven matches between Kevin Sanjaya Sukamuljo and Marcus Fernaldi Gideon against Hiroyuki Endo and Yuta Watanabe, Kevin/Markus were only able to win twice and lose five times, for this a SWOT analysis is needed to determine strengths and weaknesses, opportunities and threats Kevin Sanjaya Sukamuljo and Marcus Fernaldi Gideon against Hiroyuki Endo and Yuta Watanabe in the 2020 All England Final.

Methodology: This research is quantitative descriptive with an ex-post facto approach. This approach was used to evaluate the match between Kevin Sanjaya Sukamuljo and Marcus Fernaldi Gideon against Hiroyuki Endo and Yuta Watanabe in the All England 2020 match.

Results: Kevin/Marcus have a strong backhand netting power compared to Endo/Yuta. Kevin/Marcus has the weakness of often making mistakes when hitting *short serve, forehand drive, forehand netting, forehand dropshot, backhand dropshot, smash, forehand underlob, backhand underlob, and defense*. Kevin/Markus have opportunities for *flick serves, backhand drives, backhand dropshots, forehand lobs, and backhand lobs* which can make things difficult for Endo/Yuta. Kevin/Markus often make mistakes, namely *short serve, forehand drive, forehand netting, forehand dropshot, backhand dropshot, smash, forehand underlob, backhand underlob, and defense*.

Conclusion: Kevin/Markus has strength in *backhand netting*, while Endo/Yuta excels in various hitting techniques. Kevin/Markus are vulnerable to a number of shots, while Endo/Yuta have weaknesses in *backhand drives*.

Keywords: SWOT Analysis, Badminton, *All England Championship*

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