Communication of the south korean women's archery team at the 2020 tokyo olympics

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Abstract
The victory of each athlete in achieving peak performance in the midst of competition depends on the communication skills between athletes and coaches. When competing in a competition, communication is very important and cannot be ignored. Both in individual and group numbers in the midst of competition, communication becomes increasingly necessary. The purpose of this study is to see how athletes and coaches of the South Korean women's archery team communicate during the final round of the 2020 Tokyo Olympics. This research method uses semiotics (Peirce), to see the performance of the South Korean women's archery team in the finals of the women's team competition. At the data collection stage, the researcher accessed the Olympic.com website and selected videos related to the final of the Archery competition as the unit of analysis in this study. Each video that has been collected is then analyzed with semiotics (Peirce) which includes icons, indexes, and symbols. Furthermore, signs related to verbal and nonverbal communication that appear in the video are viewed and analyzed to find out which signs are more dominant in the video. Furthermore, the researcher used a data analysis approach called characterization of the meanings (verbal and nonverbal) present in each video. The main purpose of such analysis is to collect, organize, and give meaning to the information found through description or analysis. The conclusion of this study shows that communication between archers and coaches is dominated by non-verbal communication on the women's team symbolized by high-fives.

Keywords: Olympics; South korean women's archery; Sport communication; Team's communication

INTRODUCTION

Communication is one of the well-established academic disciplines in which the study of sports has been juxtaposed. One way for the intersection of sport and communication – sports communications – to continue to grow as an academic discipline in its own right is through defining the field itself. Therefore, this analysis proposes a unified definition for the academic study of sports communication and examines the unique and integrated elements involved. The investigation of these definitions helps in the development of disciplinary parameters and research possibilities in the field of sports communication (Pedersen et al., 2007). Sports communication is defined as "a process by which people in sport, in a sporting setting, or through sporting endeavours, share symbols as they create meaning through interaction" (Pedersen et al., 2007). Open communication between athletes and coaches is one of the best ways that communication problems can be solved (Rahmat et al., 2024). On the other hand, archery talent identification is still not widely applied by coaches (Prasetyo et al., 2018).

Research in sports communication has experienced exponential growth since the 1980s. As one of the four main functions of sports management, sports communication has formed a synergistic relationship with sports management. Researchers have documented this relationship and the continued role of communication in sports (Hambrick, 2017). Sports have utilized a range of marketing methods to grow financially, including running advertisements in print, television, and social media (Reftari et al., 2018), so that the role of communication in sports becomes an important part in the development of sports, one of which is archery.

Archery has been a part of the Olympics since 1900 (Nauright, 2012), and become a popular sport in the world (Indahwati & Ristanto, 2016). More specifically, this research focuses more on South Korean Archery as one of the best Archery team's in the world.

The South Korean Archery Team's dominated almost all numbers that were contested and brought South Korea to the top of the standings (Putranto, 2021) by winning 26 gold medals, taking the lead in the 2020 Tokyo Olympics (Yonhap, 2021). South Korea also won a gold medal in archery at the 2016 Rio Olympics (Al-Yamani, 2021). Yumenoshima Park is the place of the archery competition for the 2020 Olympic Games in Tokyo. Men's and women's individual, men's and women's team, and a mixed team making its Olympic debut were the five events in which recurve archers competed for medals. The sport has now won the most medals since it resumed competition in 1972 (Worldarchery, 2021).

In archery, there is a relationship between athlete performance and coach communication, including verbal and nonverbal communication. The coach's ability to generate or create communication messages (content) that share concepts, are open, and provide solutions for mutual benefit (athletes and coaches) has a stronger relationship than the other three characteristics of co-operation, critical thinking, and creativity (Faisal et al., 2018). Social contact in archery leads to a shift in values. In the learning stage, there is a value exchange that includes a value transformation process with procedures that prioritise safety and ethics (Sepadya et al., 2020). The function of communication in sports performance between an athlete and a coach in various scenarios is very important (Kim & Park, 2020). Effective communication between coaches and athletes needs to be established in training (Oktafiranda & Ilham, 2020). The coach-athlete relationship can have an impact on performance. The coach can develop appropriate communication tactics. Besides that, it can also develop communication tactics to reach the potential of athletes (Kim & Park, 2020). The South Korean national team's archers are better at modifying their attentional strategies, expanding, and limiting their focussed attention in response to task demands than undergraduate archers. The regularity with which professional shooters observe their environment has consequences for formulating training regimens for aspiring athletes (Kim et al., 2019). In some previous studies on communication in sports, especially Archery, communication was done directly. The gap in this research lies in the focus of communication in Archery which is done through video, so this research seeks to find out how the communication of the South Korean women's archery team at the 2020 Olympics is observed through video on the olympic.com website.

METHOD

This research seeks to assess and understand the relevance of social issues for a particular person or organization (Creswell & Poth, 2017). Researchers use semiotic. Semiotics is a branch of psychology that focuses on signal identification. Signs are the tools we use to find our way through this world Semiotics is a branch of psychology that focuses on the identification of signals (Peirce, 1977). Semiotics is a scientific or analytical method of studying signs. These symbols represent universal human and human-to-human guidance system (Sobur, 2001; Hardy & Susilo, 2022). This research is used semiotics by Charles Sanders Peirce.

Pierce aimed to categorize the basic elements of signs and reassemble them into a single structural element. Sign, object, and symbol are Peirce's three categories for categorizing symbols (Zaimar, 2014). In previous studies, the semiotic has been used by Meyer & Wedelstaedt (2022) about boxing match social interactions. In addition, research by Putranto (2022) have discussed about East Java women's team archery squad at XX National Sports Week (PON) in Papua.

An icon in semiotics is a representation of a significant quality of something, even if the often-mentioned reference object does not. The relationship between a sign and an item can also be represented by icons and indices, but they are not dependent on agreement. A sign that appears associatively as a result of a fixed reference feature relationship is known as an index. Symbols are referred to by words, names, and labels. Researchers link the delivery of information classified into verbal and non-verbal communication in the symbol portion.

Data Collection

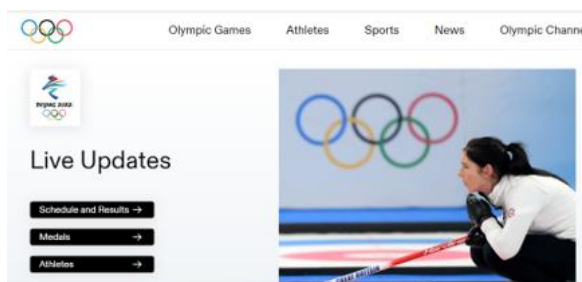The researcher used the final video of the Archery match, obtained through the olympics.com website.

Figure 1. Olympics.com Profile Page
Source: (Olympics.com, 2022)

When utilized in teaching and learning activities, video is thought to be the best recording of the virtual reality simulation experience (O. Meyer et al., 2019; Kamelia, 2019). The South Korean Archery team made it to the final in the match footage utilized in this study featuring women's teams.
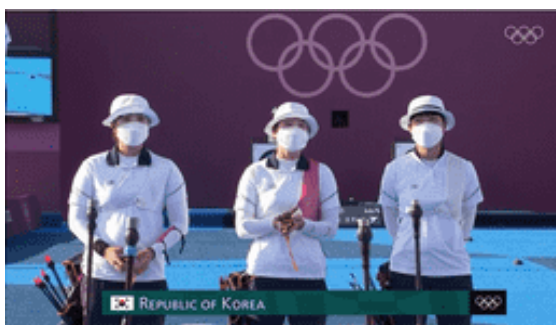

Figure 2. Women's Team Champion
Source: (Olympics.com, 2021)

Figure 2 shows the women's team recurve champion at the 2020 Tokyo Olympics, An San, Jang Minhee, and Kang Chaeyoung (South Korea). The Korean women's team defeated the Russian Olympic Committee (ROC) in the final.

Data Analysis

The researchers picked scenarios that showed verbal and nonverbal communication indications. Characterizing the meaning existing in each video series is the data analysis technique employed in this study so that researchers can derive meaning that can be used to develop research questions. The organization, structuring, and attribution of meaning to the data acquired through analysis or description is the main objective of qualitative data analysis.

RESULTS AND DISCUSSION

Results

In this section, the researcher has collected data from the final video of the Archery match with the Women's Team categories, which was obtained through the olympics.com website. Next, the researcher took selected screenshots and then described them based on icons, indexes, and symbols based on the semiotics of Charles Sanders Peirce.

The women's team matches are described in more detail where An San, Jang Min-hee, and Kang Chae-young from South Korea faced Svetlana Gomboeva, Elena Osipova, and Ksenia Perova representing Russian Olympic Committee (ROC).

Table 1. Analysis of Data Related to High fives and Shouts

Sign	Information
Icon	
Index	Four people in white clothes are touching their fists.
Symbol	High fives and shouting (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Table 2. Data Analysis Related to Support

Sign	Information
Icon	
Index	A person in white is raising a clenched hand behind her head
Symbol	Support (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Based on table 1, the icons displayed are four people in white clothes touching fists, symbolising high five and shouting (verbal and non-verbal communication). In table 2, the icon displayed is a person in white who is raising a clenched hand behind her head, symbolising support (Verbal and non-verbal communication).

Table 3. Data Analysis Related to Discussion

Sign	Information
Icon	
Index	Several people are standing between the white lines with bows, and three people in white clothes and white hats are standing together.
Symbol	Discussion (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Table 4. Data Analysis Related to Instruction

Sign	Information
Icon	
Index	A person in a white shirt and cap is standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 3, the icons displayed are several people standing between the white lines with bows, and three people in white clothes and white hats are standing together, symbolising discussion (Verbal and non-verbal communication). In table 4, the icon displayed is a person in a white shirt and cap standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him, symbolising instructions (Verbal communication).

Table 5. Data Analysis Related to High fives

Sign	**Information**
Icon	
Index	Two people wearing white clothes and hats are carrying bows and clenching their hands. Meanwhile, another person in a white shirt is stepping forward.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 6. Data Analysis Related to Instruction

Sign	**Information**
Icon	
Index	A person in a white shirt and cap is standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 5, the icon displayed is two people wearing white clothes and hats carrying bows and clenching their hands. Meanwhile, another person in a white shirt is stepping forward, symbolising high fives (non-verbal communication). In table 6, the icon displayed is a person in a white shirt and cap standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him, symbolising instructions (Verbal communication).

Table 7. Data Analysis Regarding High fives

Sign	**Information**
Icon	
Index	Two people wearing white clothes and hats are carrying bows and clenching their hands. Meanwhile, another person in a white shirt is stepping forward.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 8. Data Analysis Related to Instructions

Sign	Information
Icon	
Index	A person in a white shirt and cap is standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 7, the icon displayed is two people wearing white clothes and hats carrying bows and clenching their hands. Meanwhile, another person in a white shirt is stepping forward, symbolising high fives (non-verbal communication). In table 8, the icon displayed is a person in a white shirt and cap standing with his bow raised. At the same time, two other people in white clothes and hats are standing behind him, symbolising instructions (Verbal communication).

Table 9. Data Analysis Related to High fives

Sign	Information
Icon	
Index	Four people in white clothes are touching their fists.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 10. Data Analysis Related to Discussion/Evaluation

Sign	Information
Icon	
Index	Four people in white clothes and hats are standing together.
Symbol	Discussion/Evaluation (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Based on table 9, the icon displayed is four people in white clothes touching fists, symbolising high fives (non-verbal communication). In table 10, the icon displayed is four people in white clothes and hats standing together, symbolising discussion/evaluation (Verbal and non-verbal communication).

Table 11. Data Analysis Related to High fives and Shouts

Sign	Information
Icon	
Index	Four people in white clothes are touching their fists.
Symbol	High fives and shouting (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Table 12. Data Analysis Regarding Instructions

Sign	Information
Icon	
Index	A person in a white shirt and cap is standing on a white line and carrying a bow. At the same time, two other people in white shirts and hats are standing behind him.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 11, the icon displayed is four people in white clothes touching fists, symbolising high fives, and shouting (Verbal and non-verbal communication). In table 12, the icon displayed is a person in a white shirt and cap standing on a white line and carrying a bow. At the same time, two other people in white shirts and hats are standing behind him, symbolising instructions (Verbal communication).

Table 13. Data Analysis Related to High fives

Sign	Information
Icon	
Index	Two people wearing white clothes and white hats carrying bows, each bringing their palms together. Meanwhile, another person in a white shirt is stepping forward.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 14. Data Analysis Related to Instructions

Sign	Information
Icon	
Index	Two people in white clothes and white hats with their respective bows.

	They are standing in front of a person in white who is preparing to shoot his arrows.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 13, the icon displayed is two people wearing white clothes and white hats carrying bows, each bringing their palms together. Meanwhile, another person in a white shirt is stepping forward, symbolising high fives (non-verbal communication). In table 14, the icon displayed shows two people wearing white clothes and hats with their respective bows. They are standing in front of a person in white who is preparing to shoot his arrows, symbolising instructions (Verbal communication).

Table 15. Data Analysis Related to High fives

Sign	Information
Icon	
Index	Two people wearing white clothes and white hats carrying bows, each bringing their palms together. Meanwhile, another person in a white shirt is stepping forward.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 16. Data Analysis Related to Instructions

Sign	Information
Icon	
Index	Two people in white clothes and white hats with their respective bows. They stood in front of a person in white who was preparing to shoot his arrows.
Symbol	Instructions (Verbal communication)

Source: (Researcher processed data, 2022)

Based on table 15, the icons displayed are two people wearing white clothes and white hats carrying bows, each bringing their palms together. Meanwhile, another person in a white shirt is stepping forward, symbolising high fives (non-verbal communication). Table 16 shows that the icons displayed are two people in white clothes and white hats with their respective bows. They stood in front of a person in white who was preparing to shoot his arrow, symbolising instructions (Verbal communication).

Table 17. Data Analysis Related to High fives

Sign	Information
Icon	
Index	Three people in white clothes are touching their fists.
Symbol	High fives (non-verbal communication)

Source: (Researcher processed data, 2022)

Table 18. Data Analysis Related to Thumbs up and Praise

Sign	Information
Icon	
Index	A person in a white shirt and cap is giving a thumbs-up to someone else in front of her.
Symbol	Thumbs up and praise (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Based on table 17, the icon displayed is three people in white clothes touching their fists, symbolising high fives (non-verbal communication). In table 18, the icon displayed is a person in a white shirt and cap giving a thumb up to someone else in front of her, symbolising thumbs up and praise (Verbal and non-verbal communication).

Table 19. Data Analysis Related to Hugs and Praise

Sign	Information
Icon	
Index	Four people in white clothes are hugging each other.
Symbol	Hugs and praise (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)

Based on table 19, the icon displayed is four people in white clothes hugging each other, symbolising hugs and praise (Verbal and non-verbal communication).

Discussion

The types of communication built in the South Korean women's archery team at the 2020 Tokyo Olympics final are presented in table 20.

Table 20. Analysis of Types of Communication in Women's Team Match

	Symbols	Verbal communication	Non-verbal communication	Verbal and non-verbal communication	Position
1	High fives and Shouts			✓	Outside the shooting line (Beginning)
2	Support			✓	
3	Discussion			✓	
4	Instructions	✓			Inside and outside the shooting line
5	High fives		✓		
6	Instructions	✓			
7	High fives		✓		
8	Instructions	✓			
9	High fives		✓		
10	Discussion/ Evaluation			✓	Outside the shooting line (Middle)
11	High fives and Shouts		✓		
12	Instructions	✓			Inside and outside the shooting line
13	High fives		✓		
14	Instructions	✓			
15	High fives		✓		
16	Instructions	✓			
17	High fives		✓		
18	Thumbs up and Praise			✓	Outside the shooting line (End)
19	Hugs and Praise			✓	
		6	7	6	

Source: (Researcher processed data, 2022)

In table 20, it can be observed that in women's team matches, there are five positions, namely outside the shooting line (beginning), inside and outside the shooting line, outside the shooting line (middle), inside and outside the shooting line, and outside the shooting line (end). First, the archer is outside the shooting line (beginning), and the type of communication seen is verbal and non-verbal. Second, the archer is in the shooting line, and the type of communication seen is verbal communication - non-verbal communication - verbal communication - non-verbal communication - verbal communication - non-verbal communication. Third, the archer is outside the shooting line (middle), and the type of communication seen is verbal and non-verbal - non-verbal communication. Fourth, the archer is in the shooting line, and the type of communication seen is verbal communication - non-verbal communication - verbal communication - non-verbal communication. Fifth, the archer is outside the shooting line (end). The type of communication seen is verbal communication along with non-verbal.

Based on the data obtained and presented, the researchers tried to dissect one by one the communication that appeared in the final of the Tokyo 2020 Olympic archery competition in three events, namely individual, mixed team, and men/women's team. Previous research conducted by Faisal et al. (2018), there is a relationship between athlete performance and coach communication, including verbal and nonverbal communication. In this study, the more dominant communication is

nonverbal communication carried out by the South Korean women's archery team. Meanwhile, according to Oktafiranda & Ilham (2020), effective communication needs to be built between coaches and athletes. While in this study, effective communication was built in competition with the dominance of nonverbal communication during the final of the 2020 Tokyo Olympics.

Putranto (2022) shows that nonverbal communication predominated during the final match of the East Java women's team recurve archery competition at the XX National Sports Week (PON) in Papua. While in this research, the dominant form of communication carried out in individual matches is non-verbal communication and verbal communication along with non-verbal communication. In this research, it was added that archers carry out verbal and non-verbal communication with archers, as well as archers with coaches symbolized by high five. Overall, the dominant form of communication carried out in mixed teams is verbal and non-verbal communication. In this research, it was added that archers carry out verbal and non-verbal communication with archers, as well as archers with coaches symbolized by high five. While in this research, in women's teams, the dominant form of communication is non-verbal. In this research, it was added that archers carry out non-verbal communication with archers and archers with coaches symbolized by high five.

Judging from research by Meyer & Wedelstaedt (2022) related to interactions that occur in a match. In this research, interactions occur when the archer is inside the shooting line in women's team matches. The archer only high-fives with other archers to congratulate and, at the same time to encourage. Meanwhile, when the archer is outside the shooting line, the archer does a high five with the coach.

This research has practical implications for archery, especially in the final match. In addition, this research also studies the relationship between archers and archers, as well as archers and coaches. In addition, both coaches and archers can understand each other more deeply on how to communicate and build effective interactions during matches. In addition, this research focuses on finding the type of communication via video using semiotics, which many previous researchers have not done. This study shows the importance of understanding communication in archery, especially during matches. Further research needs to be done on extracting more in-depth data through in-depth interviews with athletes and coaches.

CONCLUSION

The data analysis that has been described shows that the South Korean archery women's team communication between archers and coaches at the 2020 Olympics is non-verbal communication. Interactions that appear inside and outside the shooting line, "high five" interactions always appear during the matches. The high-fived interaction between archers inside the shooting line was an attempt to congratulate and encourage. Meanwhile, the high-five interaction between the archer and the coach outside the shooting line was an attempt to congratulate him on his success.

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