

## Archer and Coach Communication at the 2020 Tokyo Olympics

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### ABSTRACT

In competition, communication between athletes and coaches is essential to the individual athlete's success in achieving peak performance. Communication is important and cannot be abandoned during matches and practice. The evolution of sports, including archery, has made communication in sports a crucial component. In archery matches, communication is increasingly intense during individual events. The research examined the communication between archers and archery coaches in South Korea during the 2020 Tokyo Olympics. Because South Korean archery is one of the best archery teams in the world. In addition, South Korean archery dominated almost all numbers that were contested and brought South Korea to the top of the standings. Semiotics (Peirce) was used to analyze the archery match finals of individual numbers in which South Korean archers participated. The results of this research revealed that communication between the archer and their coach was dominated by non-verbal communication in individual numbers symbolized by the high five.

**Keywords:** non-verbal communication; symbolism; semiotics; athlete communication; coach communication

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## INTRODUCTION

The development of sports in reaching financial goals has used a variety of marketing communications, including advertising what they offer in a variety of ways, including social media, print media, television media, and integrated marketing communications, such as events (Reftari et al., 2018), so that the role of communication in sports has become an essential part of the development of sports, one of which is archery.

Archery is an ancient sport with a long history that was initially developed for hunting rather than recreational activity (Maxson, 2013). In addition to hunting, archery was employed for self-defense, particularly in combat, and as a sport for royal family members (Hitti, 2002). Archery became a helpful way to obtain sustenance in the form of animal protein before having the abilities and knowledge to manage cattle. Because archery is not developed in just one place, but in many, there are a variety of historic tournaments for this sport (Nauright, 2012). Archery was no longer a royal activity but rather a sport for athletes. Since 1900, archery has been a part of the Olympic Games (Nauright, 2012). Archery is a popular sport that



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has produced some of the best athletes in the world (Indahwati & Ristanto, 2016). Archery was originally displayed at the 1900 Paris Olympics and was shown again in 1908 and 1920. The rules fluctuate and entirely depend on the host country, making things challenging for the participants. After a 52-year hiatus, the modern sport was reintroduced in Munich in 1972 and has stayed on the Olympic program ever since. In Tokyo 2020, athletes compete in men's and women's singles, men's and women's teams, and mixed teams. The mixed team event is a newer addition to the Olympic calendar (Olympics.com, 2020). More specifically, this research focuses more on South Korean Archery as one of the best archery teams in the world.

The South Korean Archery Team dominated almost all the events contested and led South Korea to the top of the standings (Putranto, 2021). South Korea topped the medal tally in the Olympics, winning 26 gold medals. South Korea also led at the 2020 Tokyo Olympics, winning two gold medals in the first two days of play. South Korea won its first gold medal in the mixed team event and its ninth gold medal in the women's team event the following day (Yonhap, 2021). At the 2016 Rio Olympics, South Korea also swept the gold medals in Archery (Al-Yamani, 2021). The team also won the men's gold medal at the 2020 Tokyo Olympics (Jawapos.com, 2021). Yumenoshima Park will host the Archery Competition at the Tokyo 2020 Olympics from July 23 to July 31, 2021. Recurve archers compete in five medal events: men's and women's individual, men's and women's teams, and a mixed team making its Olympic debut. This is the most medals the sport has won since its return to the schedule in 1972 (Worldarchery, 2021). The South Korean women's archery team achieved a new Olympic record on July 25, 2021. They earned a gold medal in Archery for the second time and a gold medal in the mixed team the day before. Their second gold medal in the women's team confirms their supremacy in the last nine Olympics, dating back to the 1988 Seoul Olympics (Al-Yamani, 2021; Azizah, 2021). So that at the 2020 Tokyo Olympics, the South Korean Archery team dominated the medal tally, with four gold medals out of five gold medals being contested. The four medals were obtained from the mixed team, women's team, men's team, and women's individual numbers.

In archery, there is a link between athlete achievement and coach communication, including verbal and nonverbal communication. Coaches' ability to generate or create communication messages (content) that share concepts, are open, and provide solutions for mutual interests (athletes and coaches) has a stronger association than the other three characteristics of cooperation, critical thinking, and creativity (Faisal et al., 2018). In archery, social contact leads to a shift in values. During the learning phase, the value exchange, which includes the value transformation process, occurs with a procedure that promotes safety and ethics in archery (Sepadya et al., 2020). In sports performance, the function of an athlete's communication with the coach in various scenarios is critical. The archer must communicate with coaches on equipment selection and management (Kim & Park, 2020). The Archery Regional Training Centre (PELATDA), of which DKI Jakarta Province is a member, has established effective communication between individual coaches and athletes based on openness, empathy, support, positivism, and equality (Oktafiranda & Ilham, 2020). The coach-athlete connection can have a favourable or negative impact on athletes' physical and psychological performance during competition and training. It can provide insight into the recurring consequences of coach communication activities in dynamic sports. The coach will be able to foresee

the exact situation in which an athlete will be required and will be able to develop communication tactics accordingly. Coaches can develop individualised feedback insights and communication tactics to help individual athletes reach their full potential. Still, they should know that positive comments can backfire depending on the athlete's personality and situation. As a result, knowing the precise situation and substance of suitable coach communication activities observed by Olympic archers is critical to establishing an effective coaching program (Kim & Park, 2020). The Korean national team archers were better at modifying their attentional strategies, broadening them, and limiting their focused attention in response to task demands than undergraduate archers. The regularity with which professional shooters survey their surroundings has ramifications for formulating training regimens for aspiring athletes (Kim et al., 2019). In several previous studies on communication in sports, especially in archery, communication was carried out directly. However, in this research, the focus of communication in archery is on video. Based on this background, this research aimed to determine how the communication between South Korean archers and archery coaches in the 2020 Olympics was communicated.

## RESEARCH METHODOLOGY

This research focuses on assessing and comprehending the relevance of social or human problems for a specific person or organisation (Creswell & Poth, 2017). Researchers employ the semiotic technique. Semiotics is a branch of psychology that focuses on the identification of signals. Signs are the tools we use to find our way through this world (Peirce, 1977). Peirce is more aware of linguistic signs. These signs are related to the item they appear to be, have a causal relationship with signs, or are similar to signs. This research's data analysis method is based on semiotic analysis, particularly Charles Sanders Peirce's semiotic approach. A triangle theory of meaning is suggested by such an approach, consisting of three key elements: sign, object, and interpreter, all of which complement and strengthen one another.

Semiotics is a method of studying signs that is scientific or analytical. These symbols indicate a universal system of human and human-to-human guidance. Semiotics is the study of how humans comprehend something to comprehend it (signify) but not when communicating (to communication) (Sobur, 2001; Hardy & Susilo, 2022). The word symbol is derived from the Greek word *sym-ballien*, which refers to thinking or a sign communicating with another person. Metonyms, or names for other items that characterise them, enable the presence of symbols. Symbols are frequently metaphorical, with words or phrases based on figures of speech or equations used to represent objects or concepts (Sobur, 2001). This research is based on the Semiotics of Charles Sanders Peirce.

Because of his widely recognised idea of the structural explanation of all signs, Charles Sanders Peirce's Definition of Semiotics is known as the "Great Idea." Peirce attempted to classify the fundamental components of signs and rearrange them into a single structural component. Peirce divides symbols into three categories: sign, object, and interpreter, a semiotic mechanism (connecting the steps of sending and receiving signals) (Zaimar, 2014). In previous studies, the semiotic method has been used in several studies, such as research by Meyer & Wedelstaedt (2022), that boxing match social interactions are made up of "multi-layered semiotic practices." What is referred to as a semiotic practice is added to this layer of semiotic practice. A

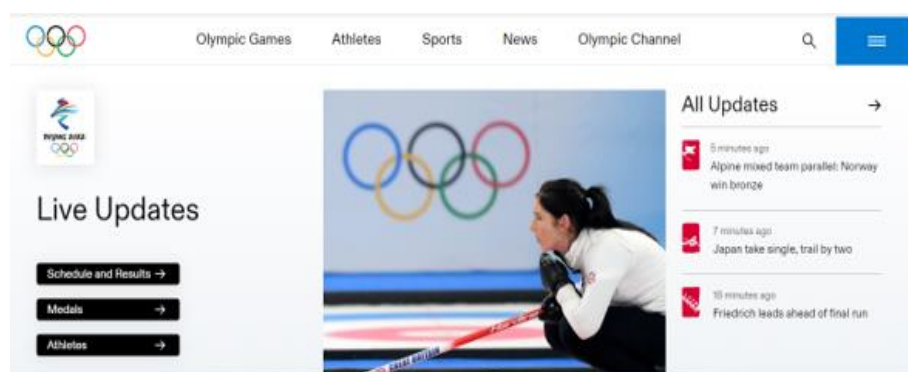
review contains semiotic routines that a semiotic practice uses to undermine its semiotic potential. In addition, research from Putranto (2022) related to the XX National Sports Week (PON) in Papua saw more communication from the East Java women's team archery squad. The final footage of the East Java women's team archery competition at the Papua National Sports Week, obtained through the YouTube channel "Media Second TV," used the semiotics of Charles Sanders Peirce. This research demonstrates that non-verbal communication predominates in the final match of the East Java women's team recurve archery at the XX National Sports Week (PON) in Papua.

Based on previous semiotics research, the researcher provides an overview of the differences with this research. In the first previous research, the research conducted by Meyer & Wedelstaedt (2022) focused on boxing, while this research focused on Archery. The second research conducted by Putranto (2022) that second previous research raised archery, which also focused on archery. However, the first research only examined one match number (women's team). Meanwhile, this research looked at individual numbers. Then from the competition level, previous research discusses the national competition, namely the National Sports Week (four-yearly multi-event in Indonesia), while this research is at the international level, namely the Olympics (four-yearly multi-event in the World).

In semiotics, an icon is a symbol that can describe a significant property of something even if the reference object, often known, does not exist. Icons and indexes can also represent the relationship between a sign and a thing, but they do not require agreement. An index is a sign that occurs associatively due to a fixed reference feature relationship. Words, names, and labels are all terms used to describe symbols. In the symbol section, researchers link based on the delivery of information divided into verbal and non-verbal communication.

### **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)

Video is considered the optimal recording of the virtual reality simulation experience (O. Meyer et al., 2019) and is effectively used in teaching and learning activities (Kamelia, 2019). The videos used in this research are match videos with individual numbers categories which put the South Korean Archer in the final.





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

Figure 2 shows the figure of the women's individual champion at the 2020 Tokyo Olympics, An San, from South Korea. An San won 3 gold medals at the 2020 Tokyo Olympics in women's individual recurve, mixed team recurve, and women's team recurve.

### **Data Analysis**

The researchers chose scenes with indicators of communication between verbal and nonverbal communication. The data analysis technique used in this research is to characterise the meaning present in each video series so that researchers can derive meaning that can be used to formulate research questions. The primary goal of qualitative data analysis is to organise, structure, and give meaning to the information gathered through analysis or description.

## **RESULTS**

In this section, the researcher has collected data from the final video of the Archery match with the individual 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 individual matches are described in more detail, where An San from South Korea faced Elena Osipova representing the Russian Olympic Committee (ROC).

**Table 1.** Analysis of Data Related to Talking

Sign	Information
Icon	
Index Symbol	Two people in white shirts are facing each other with one's mouth slightly open. Talking (verbal communication)

Source: (Researcher processed data, 2022)


**Table 2.** Data Analysis Related to Talking

Sign	Information
Icon	
Index Symbol	Two people in white shirts and caps are facing each while holding a bow. Talking (verbal communication)

Source: (Researcher processed data, 2022)


Based on table 1, the icon displayed is two people in white shirts are facing each other with one's mouth slightly open, symbolising talking (verbal communication). In table 2, the icons displayed are two people in white shirts and caps are facing each while holding a bow, a symbol of talking (verbal communication).

**Table 3.** Analysis of Data Related to High fives and Shouts

Sign	Information
Icon	
Index Symbol	A person in a white shirt and cap is wearing a bow and touching a fist with someone behind a person in red with a wide-open mouth. High fives and shouting (Verbal and non-verbal communication)

Source: (Researcher processed data, 2022)


**Table 4.** Data Analysis Related to Concentration

Sign	Information
Icon	
Index Symbol	A person in a white shirt and cap with a bow is looking straight in one direction. Concentration (non-verbal communication)


Source: (Researcher processed data, 2022)

Based on table 3, the icon displayed is a person in a white shirt and cap wearing a bow and touching a fist with someone behind a person in red with a wide-open mouth, symbolising high fives and shouting (verbal and non-verbal communication). In table 4, the icon displayed is a person in a white shirt and cap with a bow looking straight in one direction, symbolising Concentration (non-verbal communication).

**Table 5.** Data Analysis Related to Concentration


Sign	Information
Icon	
Index Symbol	A person wearing a white shirt and cap is standing and holding a bow on a white line. Concentration (non-verbal communication)
Source: (Researcher processed data, 2022)	

**Table 6.** Analysis of Data Related to Instructions

Sign	Information
Icon	
Index Symbol	A person in a white shirt and cap is standing while holding a bow and glancing at someone in white. Instructions (Verbal and non-verbal communication)
Source: (Researcher processed data, 2022)	

Based on table 5, the icon displayed is a person wearing a white shirt and cap standing and holding a bow on a white line, symbolising concentration (non-verbal communication). In table 6, the icon displayed is a person in a white shirt and cap standing while holding a bow and glancing at someone in white, symbolising instruction (Verbal and non-verbal communication).

**Table 7.** Data Analysis Regarding Self-Correction


Sign	Information
Icon	
Index	A person in red with a bow and a person in white are setting their bow.
Symbol	Self-correction (non-verbal communication) Source: (Researcher processed data, 2022)

**Table 8.** Analysis of Data Related to Confidence

Sign	Information
Icon	
Index	A person in a white shirt and cap is looking in one direction with his hands clenched in front of his chest.
Symbol	Confidence (non-verbal communication) Source: (Researcher processed data, 2022)


Based on table 7, the icon displayed is a person in red with a bow, and a person in white is setting their bow, a symbol of self-correction (non-verbal communication). In table 8, the icon displayed is a person in a white shirt and cap king in one direction with his hands clenched in front of his chest, symbolising confidence (non-verbal communication).

**Table 9.** Analysis of Data Related to Applause and Praise

Sign	Information
Icon	
Index	A person wearing a white shirt and hat is clapping his hands above his head.
Symbol	Applause and praise (Verbal and non-verbal communication) Source: (Researcher processed data, 2022)



**Table 10.** Data Analysis Related to Hugs and Praise

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

Source: (Researcher processed data, 2022)

Based on table 9, the icon displayed is a person wearing a white shirt and hat clapping his hands above his head, symbolising Clapping and Praise (verbal and non-verbal communication). In table 10, the icon displayed is two people in white clothes and hats hugging each other, symbolising praise (verbal and non-verbal communication).

## Discussion

The researcher attempts to detail the use of archer communication both outside and inside the shooting line. It is also associated with match numbers.

**Table 11.** Analysis of Communication Types in Individual Match

	Symbols	Verbal communication	Non-verbal communication	Verbal and non-verbal communication	Position
1	Talking	✓			Outside the shooting line (Beginning)
2	Talking	✓			
3	High fives and Shouts			✓	
4	Concentration		✓		Inside the shooting line
5	Concentration		✓		
6	Instructions			✓	
7	Self-correction		✓		Outside the shooting line (End)
8	Confidence		✓		
9	Applause and Praise			✓	
10	Hugs and Praise			✓	
		2	4	4	

Source: (Researcher processed data, 2022)

Table 11 shows that in individual matches, there are three positions: outside the shooting line (beginning), inside 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 communication - verbal communication along with non-verbal - non-verbal communication. Second, the archer is in the shooting line, and the type of communication seen is non-verbal communication - verbal communication along with non-verbal - non-verbal communication. Third, the archer is outside the shooting line (end), and the type of communication seen is non-verbal communication - verbal communication along with non-verbal.

## CONCLUSION

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

## CONFLICT OF INTEREST

The author declares that this manuscript has no conflict of interest with any party.

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