

## THE ATHLETE PERFORMANCE MANAGEMENT: AN IMPACT OF SELF-INTEGRITY, FAMILY SUPPORTS AND SOCIAL MEDIA

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### ABSTRACT

*The Athlete performance management is an integral strategy for high-performing ability. It demonstrates athletes' self-integrity approach of performing the highest potential in sport. Numerous studies have shown reasons that might burden and affect the performance of the badminton athlete. The important influence of self-integrity, family and social media on athletes' performance management from the athletes' own perspectives has yet to investigate. This research aimed to explore the perception of national badminton players on their increased performance. The purpose of this study was to find out the performance management of badminton players in Malaysia from their self-integrated strategy with the coach, supports from family and influence of the social media. A semi-structured interview was conducted to 3 selected players, age ranging from 17 to 25 years, using a purposive sampling procedure. Thematic Analysis enabled the identification of key components of performance management as the generated themes for the study. The finding from the three research questions was identified across the following themes: close relationship, open minded, attitude, goals and beliefs, parental involvement and support, motivation, positive emotional impact, determination, self-motivation and self-confidence. Implications for Badminton Association of Malaysia (BAM) management and team in this sport are also considered across these themes.*

Keywords: Performance management, Self-integrity, Family support, Social media.

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### INTRODUCTION

Performance is indicated as an individual's key factor in attaining achievement. It shows the effort to review and revise the strategic plans and develop the new methods to enhance achievements. Performance management is described as the process set by an organization to ensure all employees are aware of the level of performance expected of them in that role, as well as any individual objectives which need to achieve in the overall organizational objectives (Jain & Gautam, 2014). The concept is similar to the initiative plans of Badminton Association of Malaysia (BAM) in keeping their players' performance at their best achievement (Khairy, 2015). Based on the performance and achievement of the Malaysia senior and junior badminton player, badminton is the number one sports game in Malaysia where not only elite players but there are also a lot of recreational players (Khairy, 2015).

To perform well, the players need to be physically and mentally healthy. However, there is an abundance of reasons that might burden and affect the performance of the badminton athlete and one of those is an injury. Compare to other sports like tennis, squash and etc., badminton is relatively having low risk on injuries and one of the most common injuries that the badminton player would have is overuse injuries (Backx et al. 1989; Jergensen & Winge 1987). As reported by Hamid et al., (2016) during the XVII Asian Games 2014, among all the Malaysia athletes, the badminton players were diagnosed as having the highest number of injuries such as muscle strain and tears, ligamentous injuries and contusion/bruise.

Besides injury which is considered as physical factors, the psychological factors could be also one of the reasons that affect the performance of the badminton player. The overwhelming and unnecessary stress and anxiety are examples of psychological factors that will create tension that might affect sports performance (Bali, 2015). During the competition, the players should have high-attention and high-concentration to perform, however, there are some internal factors such as negative thoughts, worries, stress and etc. that influence the level of concentration and relatively affect the performance level. In addition, according to Dolezal and colleagues (2017) sleep quality which is considered as a physiological factor, might alter the immune system, metabolism and cognitive performance. Besides, lack of sleep might also impair the mood and emotional stability which consequently affect the performance of the player during a match (Afriani, et al., 2015).

Athletes' performance management can be described as the systematic strategies set up to achieve their highest potential in the game of Badminton to strengthen the individual capacity with psychological balance of well-being and the essence of the involvement in the game per se. Therefore, Seligman's (2004) PERMA model represent the performance management among athletes for maintaining their capacity with psychological balance of well-being and keeping the key performance strategies high. PERMA model consisted five components which are positive emotions which refers to the feeling of an individual, engagement which shows the ability to fully involve in the activity, relationship which indicates the interaction between the individuals, meaning which stands for the purpose of existence in the life and accomplishment which imply the sense of achievement and success in the life. The model is summarized in five factors sustaining the capacity and the involvement of the athletes in the game.

a) Positive Emotion

According to Uusiautti, Leskisenoja & Hyvärinen (2017), positive emotion is the feeling of satisfaction and the joy of oneself in achieving goals and also one of the factors that overcome the negative emotion and bounce back to the positive state. In this research, positive emotion was found related to coach-athlete relationship, family support and the influence of media. During the low achievement, all the athletes need is to have encouragement from the coach and family. According to Serpa (1999) and Parietti (2015), the bond of the athletes with the coaches and the family make them feel secure and the support from both coaches and the family could make them bounce back from the negative state. Besides, from the research of Frisby & Wanta (2018), there were participants reported that they experienced positive emotion after reading on newspaper and using the internet.

b) Engagement

Doyle et al. (2016) stated that engagement referred to the commitment, attachment and involvement in the particular sports. With good quality of the coach-athlete relationship, the athletes would easily adapt to the coaching style from the coach and which allow the athletes to engage in the sports they are doing (Serpa, 1999). Moreover, the involvement of the parents in the children's sports career had an impact on increasing the motivation of the children to engage in sports (Parietti, 2015).

c) Relationship

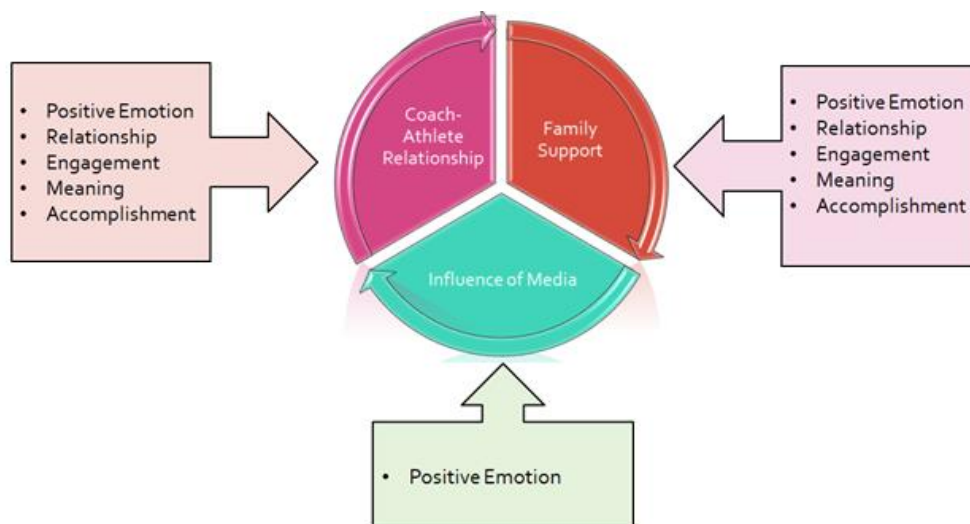
In the respect of sports, relationship claimed as the interaction with the people surrounding especially the coaches and teammates, which created a better connection between each other and consequently results in better performance (Uusiautti, Leskisenoja & Hyvärinen, 2017). According to Serpa (1999) and Parietti (2015), the relationship with the coaches and the family produced a favourable situation where athletes, coaches and family are in a positive state of emotion and indirectly increase the performance level.

d) Meaning

Meaning refers to when an athlete found the purpose of doing the sports and holding the hope of success in the sports career (Doyle et al., 2016). With the expectation and encouragement from the coaches and family, the athletes found the meaning of doing the sports and strived their best to improve the performance and achieve the goals (Parietti, 2015; Fehr, 2017).

e) Accomplishment

Accomplishment represents a sense of achievement and success in life (Seligman, 2004). In order to succeed in the sports career, the aim of the athlete is to enhance their skills and strengthen the mentality to achieve glory in a competition (Uusiautti, Leskisenoja & Hyvärinen, 2017). The quality relationship with the coaches made the athletes adapted to the new coaching style faster and which smoothen the road to success in sports career, as the athletes are able to practice the new skills more effectively (Serpa, 1999). Furthermore, with the encouragement and the compliment from the family, it increased the interest of the athletes and reinforced the psychological state of the athletes to be the success in the sports career (Nunomura & Oliveira, 2013).



The PERMA model by Seligman (2004)

## LITERATURE REVIEW

### a) Self-Integrity

The self-integrity concept in athletes' performance describes the management of their achievement and goal-settings from their personal strategic plans which include individual's effort in maintaining the integrity between him/her and the coach; the good relationship inside and outside court with the coach. According to Davis et al. (2018) studies on participants who constantly competing in team sports, showed that the coach-athlete relationship was negatively related to athletes' cognitive performance, as in concentration, attention and working memory, through Stroop task, where high quality of coach-athlete relationship predicted better cognitive performance, and negatively associated with athlete exhaustion, where high quality of coach-athlete relationship lower the athletes' exhaustion level and stress level. However, due to the same limitations, the result showed that the quality of the coach-athlete relationship did not predict the physical performance, as for instance, total running distance (Davis et al., 2018). For that reason, the researchers suggested that, for future studies, the limitations should be avoided and manipulate athletes' physical performance that is related to their specialty, with the coach involved during the test (Davis et al., 2018). Therefore self-integrity of the athletes might be perceived by their close relationship with the coach inside and outside court.

Fehr (2017) studied the effect of coach-athlete relationship on athletes' satisfaction, as in daily experiences on the sports and the performance on the sports. From the analysis of Athlete Satisfaction Questionnaire (ASQ), the results showed that the quality of coach-athlete relationship has the highest effect on the athletes' satisfaction on personal dedication ( $M = 5.84$ ,  $SD = 0.93$ ). Serpa (1999) further conducted research on coach-athlete relationship in Europe country. The approaches used by Serpa (1999) are the social-emotional approaches which focus on the effect of interaction between the coach and athlete on athletes' ability to adapt the coaching styles, the behavioral approach which focus on the effect of the coaching styles on the athletes' behaviour and attitude and the organizational approach which focus on where the coaches act as the leader to the team sports athletes affect the athletes' performance. The Model of Coach's Anxiogenic Behaviours was implemented as a framework by Serpa (1999) to explain the effect of coach-athlete relationship on athletes' ability to adapt well with the coaching style and the level of tension of the athletes during the games, in the respect of three concerns: 1) The situation when the athlete is not competent during the games, he/she expects the signs from the coach in order to gain motivation and better strategy for that game. 2) The expectation of the athlete to the coach's behaviour and attitude. 3) The feedback from the coach to the athlete. From these three concerns, Serpa (1999) explained that if the athlete perceived the situation and the feedback from the coach are favourable and encouraging, it would have a positive effect on the athletes' performance. In the other hands, if the athlete perceived those are unfavorable, it would have a negative effect on the athletes' performances. In shorts, through observation and the questionnaire, the coaches' behaviour had an impact on the athletes' performance, in addition, a quality relationship between the coach and athlete was one of the significant factors affecting the athletes' performance (Serpa, 1999).

From research administered by Trzaskoma-Bicsérdy et al. (2007), four male coaches for kayaking, swimming and wrestling and one Olympic medalist for each of the sports in Hungary were selected to be the participants of the research. The results suggested that the success of the athletes was the outcomes of the good quality relationship with coaches, besides, with the constant cooperation with the coaches, the higher chances for the athletes to achieve the goals and reach the peak in the sports career (Trzaskoma-Bicsérdy, Bognár, Révész & Gécz, 2007). Furthermore, Moen (2014) indicated that having a positive relationship with the coaches would increase the athletes' motivation in striving to attain the target and consequently increase the athletes' performance.

According to the PERMA model by Seligman (2004), one of the component, relationship, was found related to this factor as it referred to the interaction between the individuals which created a connection and built harmonious environment for both athletes and coaches.

### b) Family Support

Nunomura & Oliveira (2013) conducted a study among 163 young gymnasts in Brazil to investigate the influence of family support on their achievement in the sports career. Most of the gymnasts reported that the family was the motivator to them, especially regard to the emotional support were with the company of the family, they feel comfort and the encouragement from the family gave them strength to stay strong and move on in the sports career (Nunomura & Oliveira, 2013). Besides, the family that helped the children to seek for financial resources was perceived as one of the positive supports that increased the motivation of the athletes to continue in the sports career (Nunomura & Oliveira, 2013).

A study was conducted among collegiate student-athletes who are all from team sports of one of the Midwestern University by Parietti (2015). The results showed the athletes thought that the family influenced their faith and also motivation in achieving their goals in the sports. Apart from that, with the adequate family involvement in the children's sports, it created a harmonious environment and the athletes felt secure especially during the time they have to make an important decision in the sports career (Parietti, 2015). In addition, the athletes perceived the close relationship with the parents was very important to them as the family could be the good listener, give emotional support and effective advice to them (Parietti, 2015). However, over involvement from the parents would develop a negative effect on the athletes, where the athletes feel antipathy about it and feel pressure if they can not reach the parents' expectation.

Wheeler (2012) suggested that the cultures of the family, for example, parenting goals, parenting styles and practices had a direct and indirect impact on the children's participation in the sports. As for parenting goals, if the parents and the athletes had mutual goals, it would increase the athletes' interest in the particular sports because they have the support and the encouragement from

the parents to make them feel strong (Wheeler, 2012). Besides, for parenting styles and practices, Wheeler (2012) expressed that the perception of the children's achievement in sports and the way on giving compliments and advises to the children would also affect the children's motivation in giving in and the satisfaction of the children on their sports career.

As stated by Al Sudani & Budzyńska (2014), besides the good development in motor skills, the belief of the parents had influenced the motivation of the children in participating sports. As mentioned by Wheeler (2012), Al Sudani & Budzyńska (2014) also indicated that the mutual belief from the parents and the athletes gave a sense of security to the athletes which directly increase the competence in the sports.

Supported by the PERMA model by Seligman (2004), all the five components in this model were found related to this factor. However, there is one more significant component called, positive emotion, which derives as a positive feeling, able to be used to explain the influence of family support where family gave a sense of secure and satisfactory to the athletes to feel relax and performance better (Uusiautti, Leskisenoja & Hyvärinen, 2017).

### **c) Influence of media**

As a result of the research of Ott & Puymbroeck (2006), those athletes who had weak mentality had greater influence from the media. As the athletes are the targets of the media, win or lose, everything would be published and discussed openly on the media and this could challenge the athletes' career (Ott & Puymbroeck, 2006). The negative judgement and criticism from the public would cause distraction and increase the athletes' stress level and which indirectly affect the performance for the next competition (Ott & Puymbroeck, 2006).

With that criticism on the media, the self-esteem of the athletes might be affected which may result in self-handicapping and lower self-confidence level (Frisby & Wanta, 2018). Some of the participants reported that they had suffered from psychological problem after watching or reading on everything related to sports as those heighten the stress level which hinders them from performing better in the competition. However, one of the significant results from Frisby & Wanta (2018) showed that reading the newspaper and using the internet had the greatest impacts, which are positive, on athletes. The participants reported that reading newspaper calmed themselves down and stable their emotions and using internets helped them in releasing the stress as they were distracted by noises and feel entertaining watching on humorous videos and online articles.

Another discussion on the effect of media on sports by Saini (2015) indicated that media had both positive and negative effects on sports. Some of the positive effects reported by Saini (2015) were media acted as an inspiration and encouragement to the public to get involved in the sport, media showed the role model of the sports on newspaper and TV, media educated people and became a coaching aid by watching the sports games on TV. For negative effects, the live shows of the sports competition on TV had to decrease the sales of the tickets, only the famous sports like basketball, badminton and football are often on TV and too much attention on the sports stars private life that created uneasy feeling and pressure to that athlete.

Since the participants for the research conducted by Frisby & Wanta (2018) reported experienced positive emotion after reading on newspaper and watching the creative thoughts from the internet, through the PERMA model by Seligman (2004), one of the components which is positive emotion was associated with this factors.

From the review of past research, there were a lot of research focused on the team sports event, for instance, basketball, football and ruby. However, limited research on individual racquet sports event like badminton was conducted. Besides, most of the research was using a quantitative research method on measuring the impact of coach-athlete relationship, the impact of family supports and the influence of media on athletes' performance. Moreover, there was limited research conducted in Malaysia. These are the gap that was found. To fill the gap, this research will be using the qualitative method with the narrative approach to study the factors affecting the increased performance of the National Badminton Player in Malaysia.

## **METHODOLOGY**

### **Research Design**

The qualitative research approach was applied to this study to gain an in-depth understanding and collect rigorous and meaningful data from the target participants. The purpose of this research was to investigate and explore the factors affecting the increased performance management among the national badminton player in Malaysia.

The narrative approach had been chosen because this study is focused on one specific case among a specific group of people. Based on the philosophy of narrative, it emphasized on the story and discussion (Chatman, 1975). The story included a list of events (actions and happenings), existents (characters and settings), and the objects or persons performing, undergoing, or acting as a background for them; whereas in the discourse or discussion, it included the content which was being communicated (Chatman, 1975). Through the interview, the participants will describe and address the factors affecting the performance in chronological ways.

### **Sample and Sampling Method**

To collect rigorous and meaningful data, the purposive sampling method is used to select the participants who are knowledgeable and experienced the phenomenology discussed (Etikan, Musa & Alkassim, 2016). However, according to Bernard (2002) and Spradley (1979), the willingness and acceptance of the participants to share their perceptions, experiences and opinions are very important in choosing the participants in order to get the detailed and in-depth information.

An adequate number of sample size for qualitative research should be small and non-random. Therefore, three participants were selected to participate in this qualitative research. Since the research aims to study the national badminton players in Malaysia, the participant selected must be a Malaysian. The requirement of the age of participants will be 18 years old and above. To avoid any misinterpretation of the information provided by participants during sorting and arrange the data, the participants should be able to speak and communicate in English during the interview session.

### **Instrumentation**

The interview guide will be covered three main topics:

- 1) The self-integrity in increasing athlete performance
- 2) The importance of family support in increasing athlete performance
- 3) The influence of media in the life of the athletes

Therefore, the development of three research questions in the current study would rely upon the concept in PERMA Model of Seligman (2004). It would also be adapted and modified from some related questions stated following measures:

- 1) Coach-Athlete Relationship Questionnaire (CART-Q) (Jowett & Ntoumanis, 2004)
- 2) Parental Involvement (Leff & Hoyle, 1995)
- 3) Investigate the impact of social media in student's education life (Alsaif, 2016)

### **Data Collection Technique**

The data were collected using a face-to-face interview. A semi-structured interview was conducted in a natural setting where the participant was comfortable with. According to Fylan (2005), a semi-structured interview is an approach of data collection with a series of half-structured open-ended questions and probing questions to gain insight into this study. According to Bernard (2012), to reach data saturation, the researchers must be able to collect sufficient information from the sample selected through the interview. Marshall (1996) stated that the sample size of qualitative research depends on whether the response and information given by the sample answered the research question. Thus, if the data collected from three participants reach saturation, it will be enough for this research.

Through data collection, the researcher is able to justify the relevant information and further understand the data through the results of data analysis.

### **Procedure**

Before recruiting the participants, the research would need to request permission from Badminton Association Malaysia (BAM) to get the target participants which fulfilled the inclusion and exclusion criteria and to get the name list and contact for those who are qualified, which is convenient for the researcher to make a connection with the participants. Next, the research will recruit qualified participants and schedule an appointment with the participants. The location and time will be selected by the participants themselves to make them easy and comfortable. Then, during the day of the appointment, informed consent will be given in written format and verbally at the beginning of interviews. The participant will be assured that all expressed views would be anonymous and the participants would be kept private and confidential (Orb, Eisenhauer, & Wynaden, 2000). Finally, the interview was conducted afterwards.

### **Data Management**

During the interview, a recorder used to record the interview session. The record of the interview session would then be used to transcribe into written format. After ensuring the correctness of the transcripts, key points of the data were highlighted and divided into a few meaningful coding. After done with the coding, the research extracted the data into a few themes. The themes then described in the findings in-depth to assess a better understanding of the objectives of this study.

### **Ethical Consideration**

The ethical considerations of the proposed research were as follows:

- 1) The researcher should explain clearly about the information included in the inform consent.
- 2) To ensure all the data from the participants are kept anonymous and maintained private and confidential.
- 3) The interview questions are straight forward and not offensive.
- 4) Participants were allowed to withdraw anytime.

## RESULTS

Badminton is one of the famous sports games in Malaysia. Three women double players, who are currently representative of Malaysia National Badminton team, were participated in this research. This study focused on three aspects which are the self-integrity, family influence and social media usage.

### Self-Integrity

#### *Close Relationship*

Three of the participants reported they have a close relationship with the coaches. Participant B told that she is very close with her coach. They are like friends that she is able to share the thought and feeling with.

*"Normal just like a friend, we share on court feelings and also some privacy information among each other."*

Besides, participant B also said that they have good communication with the coach. The coach will always give feedback and suggestion to the players on the problem they are facing on the court and off the court.

*"yes, we communicate well and sometimes we sometimes give feedback and share ideas."*

#### *Open-minded*

Aside from the training session, the coach would have a gathering session with the players too. Participant A expressed that her coach is always ready to give advice and opinion. Also, she said that the coach is liberal and fair to every player.

*"good, we are like senior and junior and he will give me advice and opinions."*

#### *Respect Coach*

They were so close that the players are still able to recognize and appreciate the coaches' efforts on enhancing their performance. The coaches always implant new skills and strategy for the players. Furthermore, the coaches will develop a tournament plan for each player to help them in improving their world ranking.

*"My coach will tell me what to improve every time I'm back from the tournament. He will teach me skill and strategy."*

*"He plans our tournament plan and also our program to improve our ranking and performance."*

#### *Goals and Belief*

With all the respect and the close relationship they have with the coaches, the mutual belief and understanding were discovered. The participants stated that they feel that their future in sports career is promising with the coaches now. They set the same target with the coach and discuss with the coach about the strategies and skills very often to enhance the performance for every tournament. Participant A claimed that she believes in her coach for choosing the best women double partner for her and they are progressing well.

*"The coach trying their best to find someone who is suitable for me to partner with. They have high expectation on me. However, we are progressing well and I believe we will reach our target in the future."*

## Family Influence

### *Parental Involvement and Support*

Besides coaches, parents are the players' pillar of strength. The parents will try their best to give whatever their kids need. Thus, with the parents' involvement, the players feel the courage to play better.

*"They didn't pressure me and always support me and give courage to me"*

Three of the participants reported that their parents are their supporter and give them a lot of freedom. Besides, the parents show their support in the players' sports career by sending them to the training session.

*"They send me to training almost every day"*

During the time when the participant A had injuries, the parents always send her home-cooked food to her. Also, participant B.

*"Yes. To cook some soup for me to recover, motivates me and wish me luck before my tournament starts."*

In the players' perception of parents' role in their sports career, they share the same ideas which the parents should be supportive and give no pressure to the players.

*"Believe in their children and always be positive to their children, do not give any pressure."*

### *Motivation*

With all the support from the parents, the players feel motivated. Whenever the participants received compliments from the parents, they feel inspired to do better.

*"They will say well done. Even lost they will cheer me up like almost there, try again next time"*

Participant A claimed that parents give her the motivation to strive for the best in her sports career. With parental involvement, she feels a sense of security and motivation.

*"They will always be there to buck us up, where my soul will feel safe and loved"*

Besides, the participants also reported that family are their backup force and always be there to lift them up when they are feeling down.

*"Yes. I want to fight and make them proud of me. I don't want to disappoint them. They give me power when I'm needed"*

## Social Media Usage

### *Positive Emotional Impacts*

The participants declare that whenever they are free, they will most probably on Facebook, Instagram and Youtube. Participant B told that she will look for the video about her opponent. In addition, she will study the skills and strategies applied by her favourite player. She will also feel excited about learning new things from the videos.

*"I would spend most of the time watching the match by my favourite player and learn from her. Because I want to increase my performance."*

#### *Determination*

Other than watching on videos, they would also pay attention to the article or news about them on social media. Participant C showed her anger about the criticism over her on social media. However, she told us that with all the criticism, she feels even determined in her sports career, and want to fight for her pride and to make Malaysian feel proud.

*"I felt really angry and wanna prove they were wrong, but won't comment or anything, I can't control what they want to say but what I can do is to get myself better to keep them mouth shut. Also, I will be more determined in finding ways to improve my skills.*

#### *Self-motivation and Self-confidence*

Participant B also told us that she actually feel motivated by all the negative news and comments about them. She tries to turn all the negative news and comments into motivation to boost her confidence level and perform better for the next tournament.

*"at the beginning, yes but after some time already used to it. I turned all these criticism as motivation to boost my confidence level and perform better for the next games"*

## **DISCUSSION**

This research aims to find out the perception of the Malaysia National Badminton player on enhancing their performance. Three perceptions were derived, which are the coach-athlete relationship, family influence and social media usage.

### **Self-Integrity**

From the results, self-integrity was described from the development of generated themes, namely, close relationship, respect coach, open-minded and goals and belief. The participants showed that they had a very close relationship with the coach and they were allowed to tell their thoughts and emotion to the coach. They were able to release their stress adequately. The participants felt that the coaches are respectful figures and open for discussion with fairness in decision to every athlete. They often had gathered with the coaches to be connected to each other. Self-belief with family, teammates and coaches integrations are fundamental pillars of strength to enhance the performance and ability in mental readiness and physical preparedness, among the athletes. Hence, self-integrity provided the athletes with empowerment in keeping their performance management by uplifting the coaches and athletes' relationship, open-minded strategy, mutual respect and agreement as well as goals of achievement. Such performance management would help alleviate the potential of the athletes and manage their success in the future. Trzaskoma-Bicsérdy, et al. (2007) stated that the success of the athlete career was the outcome of a good quality relationship with the coach and the performance management induces athletes' potentials, and deliberate mechanisms consistently strengthen the capacity in athletes' self-regulating strategies.

Furthermore, although the participants were close with their coaches and were more likely to be open-minded in discussion and criticism, the professional attitudes of respecting to recognize the coaches' effort on preparing their mental state and physical readiness for the next level of challenge was drawn. The athletes' performance was highly appreciated accordingly and the coaches' work on helping them in enhancing their performance of increasing the world ranking was exposed. Serpa (1999) reported that the interaction between the coach and athlete will affect the athletes' abilities to adapt to the coaching style, which proved that the participants who have a positive interaction with the coaches would easily adapt to the coaching style and learn better. Besides, the participants shared that they have mutual goals and belief with the coach which they mutually target and strive together to achieve the goals in 5-year time. Trzaskoma-Bicsérdy, et al. (2007) also claimed that the constant cooperation with the coaches will increase the chances of the athlete to achieve the goal and reach a peak in the sports career.

### **Family Influence**

The generated themes for the second research questions identified parental involment, parental support and motivation to help improve the performance management of the athletes in their mental and physical readiness. The participants signified that the family are their backup force that gives the strength to strive for the best in the sports career. Parents are perceived as the most important figures and supporters of their career. Nunomura& Oliveira (2013) reported that family is the motivator and with the company of the family, athletes feel comfortable and secured. Besides, the support from the family provides them with the strength to stay strong to move on in the sports career (Nunomura& Oliveira, 2013). Moreover, the spirit and motivation among athletes make them feel determined in enhancing their performance to make their family proud. Parietti (2015) proved the statement by saying that the support from the family influences their faith and also increases motivation in achieving their goals in the sports.

### **Social Media**

The themes generated from the third research question showed a tremendous impact on the performance management of the athletes in their emotion and determination. The emotional impact of the media influences indicated that despite challenges in social media which decreases their initial performance and affects their feeling and motivation, athletes' emotion needed to be



regulated and managed. The strategies were deliberately achieved through the link of self-integrity and family supports systems. From the results, it indicated athletes' excitement and motivation when badminton games and competition were shown on TV and other channels of social media. The feeling of enthusiasm to be more likely to follow the styles and the tactics performed by the players during the games increased athletes' own performance in their own game. However, negative expressions and discouragement of athletes' performance by people exposed in the social media affected their mental readiness and physical preparation. Consequently, emotional reactions against those negative comments turn to be interfering the performance. Therefore, motivation to boost athletes' self-confidence level and the increase of the performance better in the future are highly essential. Athletes' performance management is determined by athletes' personal motivation to empower themselves with tremendous changes in their games on enhancing their performance. Such strategies improvise the management in dealing with emotional expression and critics in the social media. Saini (2015) reported that this criticism sometimes acts as an inspiration to increase athletes' will to perform better in the future.

Table 1 below summarized the findings of the current research from the themes generated of the three research questions.

**Table 1: The current research findings themes generated from the three research questions**

Research Question	Main Ideas	Themes
SELF-INTEGRITY AND PERFORMANCE MANAGEMENT	Close, share feeling and thoughts Open to each other Athletes and Coaches' efforts Common goals sharing	Close relationship Open Minded Mutual Respect Goals and Beliefs
FAMILY SUPPORTS AND PERFORMANCE MANAGEMENT	Parents involve in athletes' career Athletes' expectation on their parents Parents' complimentary Mutual understanding Parental presence during games for motivation	Parental Involvement Motivation Parental Support
SOCIAL MEDIA AND PERFORMANCE MANAGEMENT	Negative comments affect emotion Mood is affected Strong determination	Emotional impacts Determination

### Research Implication

Findings of this research might be useful for the modules of motivation development by the National Badminton Federation and alike. The current research findings might integrate the managements and strategies established by the coaches and the players in using the modules and developing a new set of motivation plan for the athletes accordingly. Additionally, the current research findings can also be utilized as references for further researches with different players' needs and other variables to study.

### Limitation and Recommendation

The current research was using purposive sampling technique which was based on the similar characters and common attributes of the repopulation of all female athletes which indicated the limited gender representatives. The current research's components and the results might seemingly overestimating the performance management of female players as compared to their male counterparts. Therefore, for the future researcher, gender differences in determining performance management among athletes necessitate the achievement in sports, especially in Badminton.

The current study further proposes the development of a systematic strategy as module to represent the quality of athletes' performance management based on the findings of the research. It is pertinent to improvise the methods and techniques used in BAM as well as in other sports indicating the three components as the outcomes of the current research's objectives on the performance management among the athletes., namely, self-integrity, family support and influence of social media. The generated themes of the current study might help develop a design module of athletes' performance management for better attainment in sports in the future.

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