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## An Analysis the Role of Extracurricular Sports in Building a Positive School Image

Muhammad Fahmi Mudzakir<sup>1</sup>, Tite Juliantine<sup>2</sup>, Carsiwan<sup>3</sup>, Ari Gana Yulianto<sup>4</sup>

<sup>14</sup>Department of Sport Education, Postgraduated School, Universitas Pendidikan Indonesia, Indonesia

<sup>23</sup>Department of Physical Education Health and Recreation, Faculty of Sport and Health Education, Universitas Pendidikan Indonesia, Indonesia

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#### \* Corresponding author:

E-mail: [mfahmimudzakir6@gmail.com](mailto:mfahmimudzakir6@gmail.com)

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### ABSTRACT

Sports extracurricular activities play a vital role in student development and enhancing school reputation. This research analyzes factors influencing the role of sports extracurricular activities in building a positive school image. This study employs a systematic literature review approach to examine research trends from 2014 to 2024. Data were collected from the Scopus, Web of Science, and Google Scholar databases, yielding 125 articles based on specific keywords for analysis. The analysis covers several key themes, including The Correlation Between Extracurricular Participation and Academic Achievement, The Role of Infrastructure and Institutional Support, Extracurricular Activities as a Strategy for Enhancing Institutional Reputation, and Effective Management and Character Development. Studies show a positive correlation between student involvement in extracurricular activities and academic achievement, but confounding factors need to be considered. Facility availability, institutional support, effective management, and branding strategies are key factors in program success. Sports extracurricular activities have significant potential in building a positive school image. Investing in the development of these programs is a strategic step in improving the overall quality of education.

## 1. Introduction

Extracurricular programs constitute an integral component of the formal education system, providing a platform for the holistic development of students beyond the academic curriculum (I. Haris et al., 2024). Participation in extracurricular activities facilitates the enhancement of individual potential and the formation of positive character traits. One strategy implemented is through the development of extracurricular programs, including sports activities (Risyanto et al., 2024). Sports extracurricular activities are not merely physical endeavors but also serve as a vehicle for character building, potential development, and the enhancement of students' academic performance. However, the contribution of sports

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extracurricular activities to building a positive school image still requires a more comprehensive study (Yulianto et al., 2024).

Schools with structured, high-quality, and impactful sports programs attract prospective students and parents. Students' achievements in sports competitions, both regional and national, enhance the school's reputation and prestige. These achievements reflect the quality of school management, the dedication of educators, and the overall support of the school environment, implicitly building a positive image as a comprehensive and high-achieving educational institution (Siedentop & Van der Mars, 2022).

Challenges frequently encountered by schools in developing sports extracurricular activities include limited facilities, a shortage of professional coaches, and insufficient funding. This situation impacts the quality of sports programs, making it difficult to achieve the goals of character building and enhancing the school's image optimally. Low student participation in sports activities is also a hindrance, due to the higher priority given to academic activities. This indicates an imbalance in the development of students' physical and cognitive aspects.

However, the benefits of sports extracurricular activities are significant. Sports activities can shape students' character, fostering discipline, sportsmanship, and responsibility. Teamwork skills, leadership, and conflict resolution can also be honed through participation in sports competitions (Reverdito et al., 2017). Furthermore, sports contribute to the improvement of students' physical and mental health, enabling them to focus better on learning and achieve better academic performance. Schools with high-quality sports programs will have a higher appeal to prospective students and parents (Permana et al., 2024).

To address these challenges, integrated and systematic solutions are required. Schools need to upgrade their sports infrastructure, recruit qualified coaches, and allocate adequate funding to support sports activities (Ridpath, 2018). Collaborations with external parties, such as local governments, the private sector, and alumni, need to be established to obtain additional support. Raising awareness about the benefits of sports among all stakeholders in the school is also crucial. Investing in the development of sports extracurricular activities is not merely an expense but a long-term investment that will have a significant impact on the school's image and the overall quality of education (Williams, 2017).

Challenges in developing sports extracurricular activities in schools are multifaceted. Besides resource constraints, there are challenges in managing the diverse interests and talents of students. Not all students have an interest and talent in sports. Therefore, effective strategies are needed to motivate students to participate actively. Creating a conducive and supportive environment is also essential to encourage student participation and achievement (Artihung et al., 2024).

Government regulations regarding physical education in schools also need to be considered. A physical education curriculum integrated with the national

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curriculum is an essential guideline for developing sports extracurricular activities. Schools must ensure that the sports activities they organize comply with applicable standards and regulations. Regular monitoring and evaluation are needed to ensure the effectiveness of sports programs in achieving the established goals (I. N. Haris et al., 2025).

The aim of this research is to analyze the role of sports extracurricular activities in building a positive school image. This research will examine the factors influencing this role, both internal and external to the school. The research findings are expected to provide constructive recommendations for schools in developing sustainable and effective sports extracurricular programs. This research is also expected to contribute to the development of physical education policies in Indonesia.

## **2. Methodology**

This study employs a systematic literature review approach, following a structured series of procedures to ensure the quality and relevance of the analyzed articles. The process begins with an initial search in academic databases such as Scopus, Web of Science, and Google Scholar, yielding 125 articles. After duplicate removal, 71 articles remain. The next step involves screening based on titles and abstracts, resulting in 26 relevant articles. These articles are then further reviewed through a full-text reading, leaving 10 articles that meet the inclusion criteria and are used for thematic analysis.

This selection process is visualized using a diagram PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) to facilitate understanding (Asar et al., 2016). The diagram illustrates the flow from article identification to the final selection. This systematic approach ensures that the analyzed articles are of high quality and highly relevant to the research topic, which focuses on the relationship between extracurricular activities and their impact on academic achievement as well as school reputation. The analysis results are then categorized into key themes, including The Correlation Between Extracurricular Participation and Academic Achievement, The Role of Infrastructure and Institutional Support, Extracurricular Activities as a Strategy for Enhancing Institutional Reputation, and Effective Management and Character Development. The author conducted the Identification and Screening of Articles presented in Figure 1.

To compile a list of high-quality studies, the researcher established inclusion and exclusion criteria. The authors reviewed the titles and abstracts of the papers, categorized them into two lists and compiled a selection of potential research articles relevant to the study.

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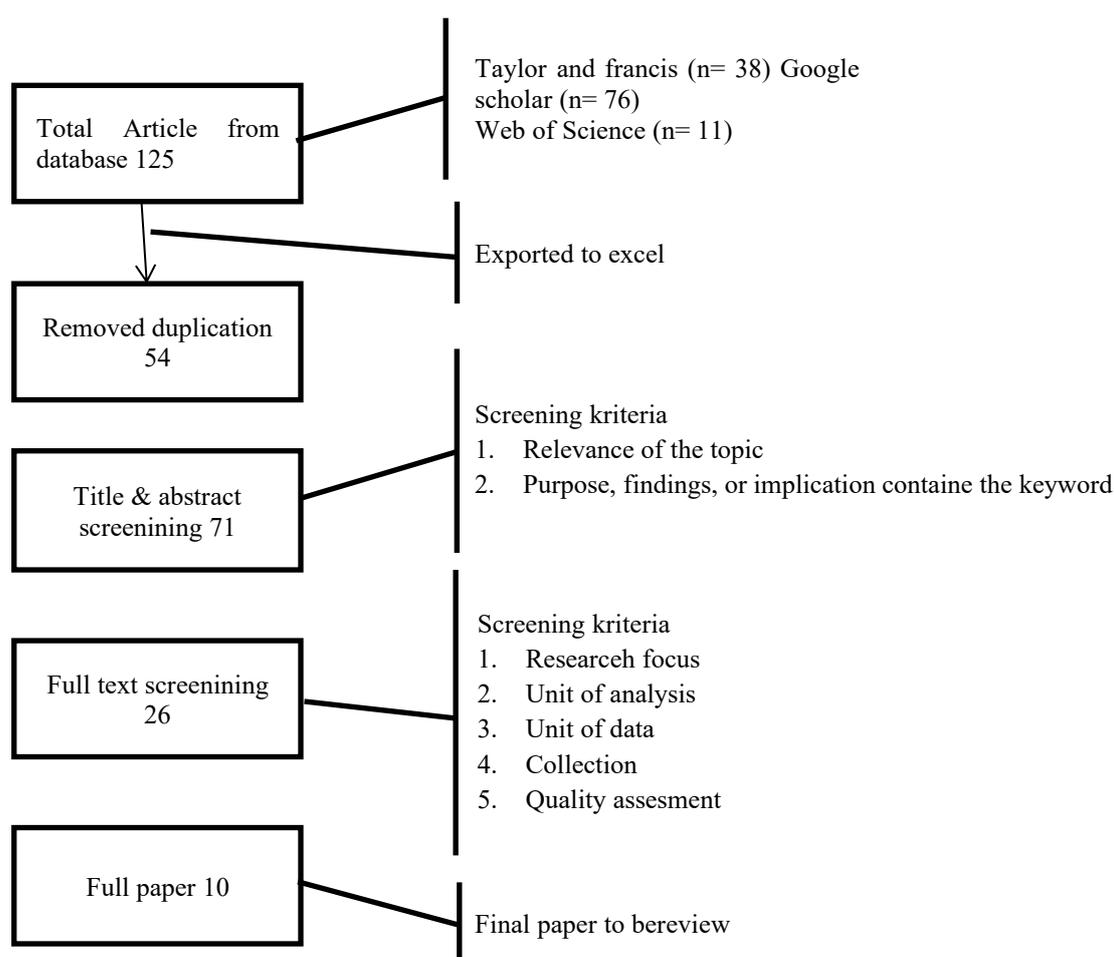


Figure 1. PRISMA Flow Diagram

A comprehensive examination of the full texts was conducted, ensuring the relevance and quality of the content. The inclusion and exclusion criteria are presented in Table 1.

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
1. Articles published in indexed journals.	1. Articles not focused on the relationship between extracurricular activities and their impact on academic achievement as well as school reputation
2. Research relevant the relationship between extracurricular activities and their impact on academic achievement as well as school reputation	2. Gray literature, such as reports that have not undergone peer review.
3. Publications within the last 10 years (2014-2024).	3. Articles with limited access that cannot be accessed in full.
4. Articles written in English or Indonesian.	

### *Data Analysis*

Thematic analysis was applied to identify major themes and patterns emerging from the collected literature. Each article was analyzed based on:

1. The Correlation Between Extracurricular Participation and Academic Achievement
  2. The Role of Infrastructure and Institutional Support
  3. Extracurricular Activities as a Strategy for Enhancing Institutional Reputation
- Effective Management and Character Development.

### 3. Results and Discussion

#### Results

A relevant literature review was conducted by searching based on inclusion and exclusion criteria. Finally, 10 articles on the relationship between extracurricular activities and their impact on academic achievement and school reputation are presented in Table 2.

Table 2. Summary of Key Findings from Literature Review

Title	Author	Key Findings
Student Involvement in Extracurricular and its Impact on Achievement in Private Junior High School Santo Petrus Medan	Sulistika Melani Sibarani, (2024)	The results of the study showed a significant positive correlation between the level of student involvement in extracurricular activities and their academic grades. Students with high levels of involvement tend to have better academic achievement. In addition, involvement in various types of extracurricular activities has been shown to improve students' time management skills, social skills, and learning motivation. This study suggests that schools should promote more student involvement in extracurricular activities as an integral part of the curriculum.
Influence of extracurricular services on students' academic achievement in secondary schools in Kwara State: A qualitative approach	Yusuf Suleiman, (2019)	Extracurricular services affect students' academic achievement. Our findings also revealed that inadequate availability of extracurricular facilities and personnel is a factor that hinders the effective provision of extracurricular services. The study recommends that adequate extracurricular facilities (football field, volleyball court, hall for social activities, etc.) should be available in schools. Lastly, adequate extracurricular service personnel should be deployed to schools to ensure students' active participation in various activities.
Principal's Strategy in Improving the Quality of Education in Elementary Schools	Muhammad Darif, (2023)	The results of the study show that the strategies used by the principal are several strategies, namely for teachers, by improving the quality of teachers, improving students' academic and non-academic achievements. While in its implementation, namely involving teachers in training activities and seminars, conducting tutoring activities (bimbel) at school, special remedial and extracurricular activities in the form of sports and arts extracurricular activities, and providing additional study hours to students who have poor grades.

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School Branding Strategy in Increasing Public Trust in Indonesia	Erna Budiarti, (2023)	While in improving facilities and infrastructure, the principal makes plans for the facilities needed, procurement and maintenance of facilities and infrastructure through BOS funds.
Hockey Extracurricular as Branding Image at Sman 1 Kwanyar Bangkalan	Syahrial Kwarizmi, (2022)	The research results show that the steps taken by schools to create marketing strategies to build school branding to increase school competitiveness include (1) School Accreditation Value, (2) Excellent skills programs, (3) ISO 9001: 2008, (4) Academic and non-academic school achievements. The results of the study show that the hockey extracurricular activities of SMAN 1 Kwanyar Bangkalan are carried out outside school hours, namely on Tuesdays from 14.00-16.30, the hockey extracurricular activities of SMAN 1 Kwanyar Bangkalan can become a branding image because of the achievements that have been achieved by athletes from the beginning of hockey until now with the support of all parties at the school.
The Role of Public Relations in Building School Branding in Educational Institutions	Ahmad Taajudin Wahid (2025)	The results of the study show that the success of school branding is greatly influenced by the ability of Public Relations to build good relationships with various stakeholders, including students, parents, alumni, and the general public. In addition, optimal use of social media and digital technology has been proven to strengthen communication and expand the reach of branding messages.
Public Relations Strategy Management in Creating School Branding through Extracurricular Activities Principal's Strategy in Building School Branding at Cendana Senior High School, Pekanbaru	Audrea Maharani Violetasari, (2024)	The selection of extracurricular activities that are tailored to students' interests plays an important role in school branding. Through the extracurricular activity branding strategy, schools can improve their reputation and attract new students every year. This is evidenced by the increasing number of students every year.
Principal's Strategy in Building School Branding at Cendana Senior High School, Pekanbaru	Abu Hanafi (2024)	The results of the study obtained are: 1) the principal's strategy in building school branding at SMA Cendana Pekanbaru, namely Improving the quality of educational services, Forming the character of the output produced, Maximizing the use of technology in implementing school promotions, Conducting training and development for all teachers and staff, collaborating with internal and external parties and carrying out continuous evaluation. 2) Supporting and inhibiting factors in building school branding at SMA Cendana Pekanbaru. The supporting factors are complete school facilities, participation of school residents, school cooperation inside and outside the school. While the inhibiting factors are the lack of motivation to learn in accordance with the school program, the inaccessibility of the service system to the community and the lack of feedback received.
Entrepreneurship Extracurricular Management Improves	Siti Khasanah, (2025)	The results of this study are first to describe the strategy of managing entrepreneurship extracurricular activities at SMA Negeri 1 Manyar, second to describe the impact of the strategy on

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<p>Students' Non-Academic Achievements and School Branding</p>	<p>students' non-academic achievements, and third to find out the contribution of entrepreneurship extracurricular activities to improving school branding. So it can be concluded that the strategy of managing entrepreneurship extracurricular activities is good and is increasing. SMA Negeri 1 Manyar can achieve non-academic achievements through entrepreneurship competitions held at the district, provincial, and national levels so that it can improve school branding.</p>
<p>Student responses to the benefits of extracurricular sports activities in developing achievement and self-potential</p>	<p>M Yahya Amirzan (2019)</p> <p>The results of the study showed that 59.30% of students or more than half of the students answered that they were happy to participate in extracurricular activities at their school, without any coercion from anyone and they understood that extracurricular activities could improve their achievements and be able to explore their sports potential. So that in the future it is hoped that this activity can continue to be carried out by teachers, especially Physical Education and Health teachers, especially to instill the basics of sports in their students, as well as to guide and improve student achievement as early as possible.</p>

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### ***Discussion***

This literature review analyzes findings from research related to student involvement in extracurricular activities and their impact on academic achievement and school image. The diverse research results indicate a complex and multi-dimensional relationship, demanding a thorough understanding of the factors influencing this dynamic.

#### ***Correlation between Extracurricular Involvement and Academic Achievement***

The findings of Sibarani et al., (2024), which demonstrate a positive and significant correlation between extracurricular involvement and academic achievement, while promising, require careful interpretation. Although the indicated mediating mechanisms, such as improved time management skills, social skills, and intrinsic motivation, seem plausible, correlation alone is insufficient to establish a causal relationship. The presence of confounding variables, such as students' socioeconomic backgrounds and the quality of teaching, suggests the need for more sophisticated analysis, such as using multivariate regression models that control for these variables, to ensure that the influence of extracurricular involvement on academic achievement is independent and not merely a reflection of other factors. Further research with more robust designs and comprehensive methodologies is needed to solidify these findings and identify the causal mechanisms underlying this relationship.

Furthermore, the type and intensity of extracurricular involvement should also be considered. Participation in activities that demand a high time commitment might have a different impact compared to participation in more casual activities.

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Additionally, the quality of the extracurricular programs themselves needs to be examined. Well-structured programs, guided by competent educators and with clear learning objectives, are more likely to have a positive impact compared to less organized programs (Faridah et al., 2024). Therefore, future research should consider these factors to provide a more comprehensive understanding of the relationship between extracurricular involvement and academic achievement.

### ***Role of Infrastructure and Institutional Support***

Suleiman et al., (2019) highlight the crucial role of infrastructure and institutional support in the success of extracurricular programs. Limited facilities and insufficient human resources can hinder the effectiveness of these programs. This finding aligns with Kwarizmi & Faruk, (2022) research, which shows a significant correlation between the availability of sports facilities and student interest. Adequate investment in infrastructure and capacity building for educators is a crucial prerequisite for high-quality extracurricular programs.

These findings underscore the importance of the environmental context in the success of extracurricular programs. The availability of adequate resources not only increases student participation but also enables the implementation of more diverse and high-quality programs. A lack of sufficient facilities and trained educators can limit the types of extracurricular activities offered, reduce the quality of training, and ultimately hinder the achievement of expected learning objectives. Therefore, investing in infrastructure and professional development for educators is a strategic step to ensure the success of extracurricular programs and optimize the holistic development potential of students. Integrated planning between curriculum development, facility procurement, and educator training is key to creating a conducive environment for student growth and development through extracurricular programs (Nurmajid et al., 2024).

### ***Extracurricular Activities as a Strategy for Strengthening Institutional Image***

Several studies, including those by Violetasari & Rohmadi (2024), Hanafi (2024), Khasanah (2025), demonstrate the potential of extracurricular activities as an effective strategy for enhancing school image (school branding). Student achievements in various competitions, both academic and non-academic, serve as effective promotional tools. A planned branding strategy, as emphasized by Wahid (2025), involving various stakeholders and optimal utilization of digital media, can strengthen the positive image of educational institutions.

Furthermore, it is crucial to emphasize that the success of school branding through extracurricular activities depends not only on achieving achievements but also on how these achievements are communicated and positioned within the overall narrative of the school's image. This requires comprehensive strategic planning, encompassing the identification of the school's core values, the development of consistent key messages, and the selection of targeted communication channels. The utilization of digital media, such as school websites, social media, and other online platforms, is crucial in today's information age to reach prospective

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students and other stakeholders. Therefore, investing in reputation management and effective communication strategies is an essential element in leveraging the potential of extracurricular activities as a tool to enhance the image and competitiveness of schools.

### ***Effective Management and Character Development***

Hanafi (2024) emphasizes the importance of effective management in the implementation of extracurricular programs. Careful planning, structured organization, targeted implementation, consistent monitoring, and ongoing evaluation are key to the program's success in achieving its goals, including the development of students' character. Darif (2023) support this finding by showing how the principal's strategy in improving teacher quality and providing a variety of extracurricular activities contributes to the overall improvement of education quality.

This conclusion highlights the importance of an evidence-based management approach in implementing extracurricular programs. The success of a program depends not only on the quality of the activities offered but also on how the program is planned, implemented, and evaluated. A continuous cycle of planning, implementation, and evaluation, informed by structured data and feedback, enables adaptation and program improvement periodically. Furthermore, the principal's leadership in creating a supportive environment, providing adequate resources, and facilitating teacher professional development is a key factor in the success of extracurricular programs in achieving broader educational goals, including character development and overall improvement in education quality. Therefore, developing school management capacity and improving teacher quality are crucial investments in the success of extracurricular programs.

Overall, the research reviewed demonstrates the significant potential of extracurricular activities in enhancing academic achievement, developing student character, and strengthening school image. However, the success of these programs heavily relies on three key pillars: (1) Program quality and student involvement: The type, intensity, and quality of extracurricular programs, as well as student motivation and commitment, play a crucial role in determining their impact on academic achievement. (2) Infrastructure and institutional support: The availability of adequate resources, including facilities and trained educators, is a crucial prerequisite for effective and high-quality program implementation. (3) Effective and integrated management: Careful planning, targeted implementation, consistent monitoring, and ongoing evaluation, along with visionary school leadership, are key to achieving the goals of extracurricular programs.

### ***Recommendations***

Future research should be designed with more robust methodologies to empirically test the causal relationships between the identified variables. An integrated quantitative and qualitative approach can provide a more comprehensive understanding of the mechanisms underlying the impact of

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extracurricular activities. Furthermore, a deeper examination of contextual factors, including differences in school characteristics and students' socioeconomic backgrounds, is needed to provide more specific and targeted recommendations for developing effective and impactful extracurricular programs that contribute to overall education quality improvement. Continuous investment in infrastructure, capacity building for educators, and enhancing school management capabilities are crucial steps to achieve this goal.

#### 4. Conclusion

This literature review highlights the significant potential of student involvement in extracurricular activities to enhance academic achievement and build a positive school image. However, the success of these programs depends on a complex interplay of factors, including resource availability, educator quality, effective management, and a well-planned branding strategy. Further research is needed to delve deeper into the interactions between these factors and their impact on achieving broader educational goals, including character development and student readiness for the workforce. A holistic and integrated approach, considering academic, non-academic, and institutional aspects, is crucial to maximizing the benefits of extracurricular programs.

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