



Analysis of the Potential of Rafting Sports Tourism in the Parakan Kondang River Kabupaten Sumedang

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Abstract

This study aims to determine the problems of rafting facilities, the surrounding environment and the potential for rafting sports tourism on the famous parakan river of Sumedang regency, rafting itself is a very interesting sport of course also tests adrenaline in every activity, the method in this study uses qualitative with the population of tourists and rafting operators, samples purposive sampling was taken with the material used, namely the MSPDM (Marketability, Sustainability, Participatory, and Disaster ,Mitigation) instrument through interviews or questionnaires analyzed using the Nvivo 12 software application. The results obtained from the Nvivo 12 software application, namely rafting are very potential to be used as a sports tourism object or recreational sports, analysis of the potential for rafting sports tourism on the parakan kondang river of Sumedang regency can be concluded that rafting is a potential tourism because the water in the parakan kondang will remain stable both when it rains and is dry because it is accommodated by the Jati Gede dam, with this, it can raise the name of the Sumedang area and also improve the economy of the people in the rafting sports tourism destination.



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INTRODUCTION

Sports tourism is an independent and socially oriented sector, and a lifestyle shared by significant communities, it is an effective way to promote the mental and physical development of individuals (Gozalova et al., 2014). Sports tourism used to be considered a global generating market and continues to be one of the fastest growing travel and tourism industries in recent times (Hemmonsbey et al., 2021). This makes it possible to combine the two fields of tourism and sports to give them combined power and influence, besides that sports tourism is one type of tourism that makes sports activities an attraction, healthy, and very fun (Nugraha et al., 2020). This is in accordance with the law of the Republic of Indonesia No. 3 of 2005 concerning the national sports system stated that sports are divided into three, namely educational sports, achievement sports and recreational sports, recreational sports are sports carried out by communities with profits and abilities that grow and develop in accordance with their environment and cultural principles (Kusuma et al., 2020). Sports that encourage movement activities for pleasure and excitement when we do them are called recreational sports, many people can find recreational sports in tourist destinations and this variety of activities grows from light adventure to strenuous sports such as rafting (Hidayat & Indardi, 2015).

White water rafting according to the Indonesian Rafting Federation (FAJI), is an activity that involves navigating the river using rubber boats or similar vessels that depend on roving power. White water rafting first appeared in Indonesia in 1970, and has been a recognized sport since 1975. White water rafting is a tourist sports activity that traces certain river currents carried out in

groups in one rubber boat with a maximum of 8 people including skippers, this causes many rivers to now become tourist attractions that can be enjoyed fun experiences and trigger adrenaline in rafting activities (Suprayogi et al., 2020). White water rafting is one of the most extreme sports in the world given the amazing sensation that can jump into the river and captivate someone (Bachtiar et al., 2017). The most popular country with rafting is Turkey, apart from Turkey's geographical location covering the rivers is ideal as a rafting activity besides that rafting tourism is a tour carried out in environmentally friendly rivers because it requires nature (Ama et al., 2022). White water rafting is a very amazing sport, many have become enthusiasts of rafting tours because it is interesting and exciting. In the study that the researchers will take this is having obstacles from equipment, the environment is less supportive in rafting tours on the famous Parakan River, Sumedang Regency. This is a problem that must be resolved, so I took the title "Analysis of the Potential of Rafting Sports Tourism on the Parakan Kondang River, Sumedang Regency".

Recreational sports have so far been considered very important in human life and all walks of life this also puts recreational activities such as rafting, this is because recreational tourism improves the economy of the community (Arif Kustiawan, Physical Education Study Program, Health, Sports & Modern Ngawi, 2018). Other researchers also discussed a plan to find out about rafting, then a special strategy for developing rafting tourism such as the existing conditions on the Palayangan river (Darsiharjo et al., 2016). The potential advantages, weaknesses, opportunities and threats that exist in rafting as a very popular tourist sport in research (Kartiko et al., 2023). The role of rafting in the development of adventure tourism affects

the social, economic, and environmental structure of local communities (Riyana et al., 2024). The potential of rafting has not been developed optimally while the river is very supportive for rafting activities (Nurlaila et al., 2021).

The difference between this study and previous researchers is from the geographical location and discusses in depth the problems that exist in rafting itself, especially in famous parakan both in terms of facilities and also the environment, in previous studies discussed the potential development of rafting. However, researchers focused on the problems that exist in rafting involving all groups, both from the local government and from the rafting federation in Sumedang Regency.

METHOD

This study used qualitative research methods. Qualitative research is a method for examining an object that is used in natural conditions (Sugiyono, 2017).

Participants

The purpose of this study is to determine the extent of the potential for rafting sports tourism in the famous parakan, the target in this study is tourism, and rafting operators. This is in accordance with the opinion of Marta, E and Kresno Sudarti stating that qualitative research does not recognize any sample (Jatmiko et al., 2022).

Sampling Procedure

Sample selection using purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2017: 218 in Deriyanto et al., 2018). Purposive sampling with criteria (a) Informants are considered to know information and

problems in depth, (b) Involved in the process of implementing activities, (c) Can be trusted as a source of data; and (d) be the manager of a tourism awareness working group (Sugiyono Alfansyur & Mariani, 2020).

Materials and Apparatus

In this study the instrument used is utilizing MSPDM (Marketability, Sustainability, Participatory, and Disaster Mitigation) analysis, this analysis is suitable with the research that the researcher will do. MSPDM is used as an analysis of the potential for rafting sports tourism on the famous parakan river, Sumedang regency (Priatmoko, 2019).

Procedure

The data collection procedure is by interviews or questionnaires and documentation (voice and video recordings). Source triangulation can sharpen reliable data by checking data obtained during research through several sources and informants (Sugiyono in Alfansyur & Mariyani, 2020).

Data Design or Analysis

Data analysis techniques use software called Nvivo12 where the software can help in processing data and also using literature reviews. The literature review also collected data sources from several previous studies needed with the research subject (Afiyanti in Praisra et al., 2021).

RESULT

From the results of the analysis of the potential of rafting sports tourism in the famous parakan river, Sumedang Regency is an analysis of the development of recreational sports. With this research, it is expected that this will become a tourist attraction in Sumedang, especially in recreational sports, the

results of an analysis in this study conducted an interview or questionnaire on tourists and also interviews with operators involved in the potential of rafting sports tourism itself. The potential of rafting tourism is analyzed with MSPDM (Marketability, Sustainability, Participatory, and Disaster Mitigation) or Marketing, Sustainability, Participatory, and Disaster Mitigation so that later it can be seen how the potential of rafting itself.

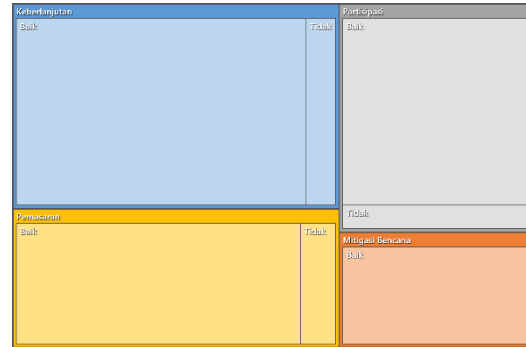
Table

MPSDM is very suitable for sports tourism that has long-term statistics and also has evaluation monitoring in implementation, MSPDM has relevant concepts for the development of regional tourism programs to be developed (Purbadi, 2017).

Table 1. MSPDM analysis results

Aspects	Parameter	Value
Marketability	Packaging of tourist products	Good
	Promotion model	Good
	Tourist information system	Good
	Marketing distribution	Good
Sustainability	Physical development threshold	Good
	Visitor threshold	Good
	Natural resource thresholds	Good
	Local community response	Good
	Traveler response	Good
	Local government response	Good
Participatory (Partisipasi)	On-premises resources	Good
	Responsibility	Good
	Local area	Good

	variations	
	Local economic benefits	Good
Disaster Mitigation	Natural disasters	Good
	Non-natural disasters	Good



Gambar 1 Hierarchy chart

Based on the picture above from the Hierarchy chart, it can be concluded that the analysis of the potential for rafting sports tourism in the famous Parakan River, Sumedang Regency is very potential with aspects of several indicators and through interviews or questionnaires with operators or with tourists who visit or have done rafting sports tourism. With the aspects and parameters of marketing, sustainability, participation, and disaster mitigation show a positive value even though there is a small number that shows negative, but this does not show that rafting on the famous parakan river has no potential.

DISCUSSION

White water rafting is a very interesting activity and also tests adrenaline, because this sport is very popular among water sports. In this case, the analysis of rafting potential in the famous Parakan River, Sumedang Regency is adequate for rafting activities, both for holidays and tournaments. Indonesia has a lot of potential to be made an attractive sports tourism center of course, because Indonesia has a tropical climate that is ideal enough to do outdoor

activities that allow various sports activities while enjoying its natural beauty, this makes Indonesia an ideal location for the growth of sports tourism (Masrurun, 2020). From here later you can consider a recreational sport through rafting because in terms of place it supports water activities. White water rafting offers a fun adventure and also of course tests our adrenaline because this sport is very extreme, rafting also takes 3-4 hours in one activity. This makes rafting a tourist sport that is able to lift a place or country about the natural environment (Önerİlerİ et al., 2019).

In the potential that researchers did find some problems, but this can still be solved from the four aspects in the instrument, be it marketing, sustainability, participation, and disaster mitigation. Marketing of tourism products is still not good because in terms of facilities such as boats, it has to borrow elsewhere, this is one way where later the integrated para tourism industry is the industrial chain has strengthened and its scope has increased over the past few years, this has gradually contributed substantially to the social economy (Jiang et al., 2021). There are still things that have not been sustained, namely from the local government or villages are still at odds with each other because this river is in the apit of two villages from the tourism side has often discussed this so that the two villages can work together to be responsible for this tourist attraction, even though from the current tourism center there is a proposal for equipment or rafting facilities itself. And the response of travelers is very good because they want a pleasant vacation place. Recreational sports are sports that are played in leisure with the intention to provide the culprit with physical and physiological achievements such as physical fitness and overall health as well as emotional achievements such as

pleasure, joy and happiness (Fitriantono et al., 2018). And also recreational sports are sports carried out by people with the desire and ability to grow and develop for health, fitness, pleasure according to their cultural values (Finahari et al., 2019).

Participation was found to be a serious problem because of local resources, local responsibility, and local economic finances are still lacking because there is no organization from the local government that leads to it and also there are still few community members who are there to be involved even though from every activity always invites cooperation which later the community economy is also good by providing what rafting tourists need. Recreational sports itself is also very supportive of the economy of a country and local citizens, so sports continue to develop to become a source of economy (González-García et al., 2018).

Disaster mitigation is very good from natural disasters and from non-natural because this river has a dam that controls the flow of water from the rescue team is also always ready when doing sheltering, water tourism continues to be a challenging type of trip, on the other hand strong water currents prevent visitors or groups of tourists from stopping to be approached by any difficult part of the route in the search for solutions, Assurance of appropriate behavior can be provided by a mature response from each visitor himself and the crew (Kolotukha et al., 2023).

CONCLUSION

Analysis of the potential for rafting sports tourism in the famous Parakan River, Sumedang Regency, it can be concluded that from the results of interviews and discussions from the parties concerned, of course, this has the potential to be used as a tourist attraction

that will support the development of tourism in Sumedang, and of course can help the economy of the community in the rafting tourist destination area itself.

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