



Analysis of Sport Tourism Potential in the Sanrobengi Island Area, Takalar Regency, South Sulawesi Province

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Abstract

This research aims to: (1) To find out the condition of sports tourism on Sanrobengi Island; (2) Analyze the obstacles faced in the process of sports tourism development on Sanrobengi Island; (3) Analysis of the mapping of sports tourism potential in the Sanrobengi Island Area. This research is a qualitative analysis approach. The data collection techniques are observation, interviews, and documentation. The data validity technique uses source triangulation. The results of this study (1). Tourist facilities and infrastructure on Sanrobengi Island are in poor condition; (2) Cooperation has not been well established between tourism entrepreneurs and the Youth and Sports Tourism Office and the Government. The work program carried out by the Youth and Sports Tourism Office cannot run on Sanrobengi Island due to the ownership of the island. The services provided by tourism entrepreneurs and the community to tourists are good. Based on the results of the research, several conclusions were drawn that Sanrobengi Island has a very large potential for sports tourism to be developed where there are 80% of potential types of sports tourism such as marine sports, diving, futsal, snorkeling and sports events that can be developed. Advice to all tourism actors to always work together, build communication and carry out obligations and responsibilities as best as possible.

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INTRODUCTION

Sports include all human activities aimed at carrying out their life mission and life goals, national political, social, economic, cultural and so on. Sports is a systematic process in the form of all activities or efforts that can encourage the development, and foster the physical and spiritual potentials of a person as an individual or member of society in the form of games, competitions or matches, and intensive physical activities to obtain recreation, victory, and peak achievement in the context of the formation of a whole Indonesian human being who is qualified based on Pancasila. In addition, sports are part of the process and achievement of national development goals so that the existence and role of sports in the life of society, nation, and state must be placed in a clear position in the national legal system.

Exercise is a series of regular and planned physical movements to maintain movement (maintain life) and improve mobility (improve quality of life). As with eating. Exercise is a periodic necessity of life, meaning that exercise as a tool to maintain and foster health, cannot be abandoned. Sport is a tool to stimulate physical, spiritual and social growth and development. In Law No. 5 (2005) article 17 concerning the Sports System.

South Sulawesi as one of the provinces in Indonesia has extraordinary potential that can support the development of the tourism sector in Indonesia. The natural condition of South Sulawesi has panoramic beauty both from the marine tourism sector and natural tourism or mountains. In addition, the socio-cultural condition of the people of South Sulawesi, which has various ethnicities and diverse cultures, is one of the tourism sectors that can be developed well. South Sulawesi is designated as one of the tourist destinations, so

activities in this area are quite potential to support regional development. At the very least, it can be relied on as a source of State revenue. The tourism sector is a potential that is considered capable of making a large contribution to Regional Original Revenue (PAD). For the Province of South Sulawesi.

Sanrobengi Island sports attractions have the potential to be developed, but this potential has not been managed optimally so that there is a lack of tourists visiting Sanrobengi Island. Sanrobengi Island is located not far from the capital of Takalar Regency which is supported by access to this place easily reached by tourists, but this tourist attraction still needs improvement because the condition of the existing facilities has been damaged and the lack of completeness of other tourist infrastructure. Therefore, effective strategies are needed in developing the potential of the Sanrobengi Island Tourism Object, so that later it can become one of the best potential tourism destinations in Takalar Regency that can be relied on and in demand to be visited by the people of Takalar and immigrants from outside Takalar Regency.

Tourism is an industry engaged in the service sector which until now has become the largest industry in the world, especially in Indonesia. Many tourist attractions have attracted the attention of tourism actors, both domestic and foreign, to visit Indonesia. Indonesia is one of the countries in the world that has a lot of tourism potential, both natural tourism and cultural tourism. The potential of natural resources and ecosystems can be utilized and developed as natural tourism such as mountains, seas, rivers, beaches, flora including forests, fauna, waterfalls, lakes and natural landscapes. According to Law No. 10 (2009) Chapter I article I concerning tourism, tourism is a travel activity carried out by a person or

a group of people by visiting a certain place for the purpose of recreation, personal development, or learning the uniqueness of tourist attractions visited in a temporary period.

Tourism sports are all active and passive activities in sports or participation in an informal and organized manner not communicative/business and must leave home or work. Sports tourism refers to the experience of traveling to engage in or see sports-related activities. Sports tourism cannot be separated from recreational sports, because most recreational sports are used as games to attract tourists to an area. In 1966, Don Anthony wrote a paper entitled *Sport tourism* for the Council of Physical Recreation Centres in the UK, the research being one of the earliest writings on the relationship between sport and tourism about the role of sport played in tourism.

Sports and tourism are two disciplines that can be combined so that they have dual strengths and effects for economic growth in Indonesia in general. Sports tourism as a field of study produces a wide range of issues that cannot be analyzed and addressed through a simple amalgamation of approaches previously applied to the individual sectors of sport and tourism (Weed & Bull, 2004).

Thus, sports tourism is conceptualized as a social, economic and cultural phenomenon that arises from the unique interaction of human activities and places. Tourism sports are currently receiving great attention from both the government, the private sector, the sports industry, the tourism industry, academics and the wider community. Sport tourism or sports tourism is a new paradigm in the development of tourism and sports in Indonesia.

Improving the quality of society is one of the important things in increasing the *human development index* in beauty and cultural attractions

with their uniqueness; Something to do, which is usually related to the use or involvement of tourists in various tourism activities whose availability of tourism complementary facilities in the form of: arts and cultural party activities, sports activities such as *paragliding, outbound, tracking, cycling, jogging, climbing, horse riding, parasailing, hunting* and others. In general, a person does a tourist trip because he wants to do something such as: *Something to buy* (something that can be bought), which is usually related to the provision of tourism supporting facilities in the form of galleries, artshops, and art stalls in the art market that will offer tourism products (Suratmin, 2018:36).

The use of science and technology (IPTEK) is growing rapidly, especially in the field of marketing communication. (Moekahar & Daherman, 2010) explained that promotion can be done in three ways, especially online media promotion, direct promotion, and promotion through cooperation. The current technology makes it easier to convey the latest information without waiting for a long time, this can affect the community's economy.

The facts that the researcher found when making observations that cooperation between government agencies (Tourism Office), private entrepreneurs and the community is very low, there is no community assistance in managing nature as a tourist attraction, there has been no counseling from the government on how to see sports tourism opportunities in the region whose impact will increase community welfare, reduce poverty levels, improve health, and the quality of education that can ultimately make the Regency proud. All activities related to tourism and are multidimensional and multidisciplinary in nature that emerge as a manifestation of the needs of each person and country as well as interaction between

tourists and the local community, fellow tourists, the Government, Regional Governments, and entrepreneurs (Law Number 10 of 2009 article 1 paragraph 4).

From this description, it can be seen that the development of sports tourism is important because it can increase tourists to come to the area so that it can boost economic growth for the welfare of the local community, increase regional income and become an icon of the district. Based on the above background, the researcher is interested in conducting research on "Analysis of Sport *Tourism Potential* in the Takalar Regency Area, South Sulawesi Province.

METHOD

The research method used is qualitative. Qualitative research is research on research that is descriptive and tends to use analysis. The meaning and process (subject perspective) are more shown in qualitative research. A theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. Likewise, the basis of this theory is useful in terms of providing a general overview of the research background and as a material for discussing the results of the research. The research instruments used in this study are field studies, literature studies, surveys, interviews and SWOT analysis.

The analysis method is in the form of a system analysis using SWOT Analysis. SWOT analysis is the systematic identification of various factors to formulate a strategy that is expected to solve a problem, this analysis is based on logic that can maximize strengths and opportunities, but together can minimize weaknesses and threats (Freddy, 2014).

The method in this study is a qualitative descriptive method. For the research "Analysis of *Sport Tourism Potential* in the Sanrobengi Island Area, Takalar Regency". Using a qualitative approach, because it tries to understand the phenomenon in its natural setting and context (not in the laboratory), that is, the researcher does not try to manipulate the observed phenomenon (Sugiyono, 2014: 42).

The research instruments used in this study are in the form of interview guides, and are supported by observations, literature studies, and documentation. The interview guide is divided into several parts, including: interview guide for the youth and sports tourism office consisting of 21 questions, interview guide for village heads consisting of 23 questions, interview guide for the community and business actors consisting of 22 questions, and interview guide for tourists consisting of 19 questions. Then the data obtained in the form of information will be coded and processed into a manuscript of research results

Table 1.1 Instrument Grid

No.	Subject	Things to Research	Information	Data Source
1	Tourism	Types of tourism	Types of tourism on Sanrobengi Island	DISPARPORA
2	Regional Government	Natural resources	Sanrobengi Island, Field, Sea, Forest	Village head
3	Community	Facilities and infrastructure	Trash cans, public toilets, prayer rooms, road access, health centers, lodging, shopping	Sanrobengi Island
4	Tourist	Visitor activity	All activities of visitors while traveling	Tourist

RESULTS AND DISCUSSION

I. Conditions of Sports Tourism on Sanrobengi Island

1.1 Research Results

The results of the analysis of Sport tourism potential in the Sanrobengi Island Area, Takalar Regency, the island is a small island located in the western part of Takalar Regency which borders the Makassar Strait right in Boddia Village, Galesong District. This island has an area of 2.7 hectares.

Sanrobengi Island has abundant natural wealth, such as beautiful coral reefs and high diversity of marine life. This condition is very supportive of snorkeling and diving activities. In addition, clean beaches and clear water are also suitable for other water sports such as jet skiing, and banana bots. The potential for sports tourism on Sanrobengi Island is still very large to be further developed. The Takalar Regency Government and tourism management can work together to improve existing facilities and infrastructure, such as the provision of more complete snorkeling and diving equipment, the improvement of futsal and beach volleyball courts, and the construction of a more structured running track. In addition, more intense promotion regarding the beauty and sports activities that can be done on Sanrobengi Island also needs to be carried out to attract more tourists, both local and foreign.

Sports tourism on Sanrobengi Island, Takalar Regency as an effort to develop sports tourism objects on Sanrobengi Island in Takalar Regency can be identified using a SWOT analysis consisting of strengths (S), weaknesses (W), opportunities (O) and challenges (T). The steps in analyzing the potential of sports tourism on Sanrobengi Island, Takalar Regency using SWOT analysis include internal factors and external factors. Internal factors consisting of strengths and

weaknesses are factors derived from the potential of natural resources owned by Sanrobengi Island, development efforts by related local governments and others. Meanwhile, external factors consist of opportunities and threats are factors that come from competition between regions in their tourism development efforts.

A. Internal factors

1. Strengths.

Strength is an internal factor with positive value that can make it easier for organizations to develop themselves. The strengths of the Sanrobengi Island tourist attraction in Takalar Regency are as follows:

- a) Strategic location of tourist attractions.
- b) Beautiful and very interesting natural resources.
- c) The residents around the tourist attraction are friendly.
- d) There have been development efforts by promoting by the government and local communities as well as the formation of tourism awareness groups
- e) The government and the surrounding community have high enthusiasm to develop the Sanrobengi Island tourist attraction.

2. Weakness

Weakness is a condition that is considered not good in an organization, project or business concept. In the development of Punaga beach tourist attractions, there are the following weaknesses:

- a) There is no special mode of transportation to take tourists to Sanrobengi Island.
- b) Public facilities and infrastructure are still inadequate

- c) Human resources in the field of sports tourism are still very limited
- d) Road access to the location is still inadequate.

B. External factors

1. Peluang (opportunities)

Opportunity is a condition of opportunity to develop in the future. Opportunity is a factor that comes from outside the organization, project or business concept. The Sanrobengi Island tourist attraction has several opportunities as follows:

- a) The high interest of the community in tourism.
- b) Investors are starting to be interested in investing in the Sanrobengi Island tourist attraction.

2. Ancaman (threats)

Threats are external factors that can affect an organization, project or business concept. The development of the Sanrobengi Island tourist attraction has the following threats:

- a. Each region is optimizing its tourism development
- b. The environment around the tourist attraction was damaged

From the results of the researcher's interview with the Youth and Sports Tourism Office, Sanrobengi Island is one of the 10 tourist attractions that must be visited in Takalar Regency because of the beauty of the island, but Sanrobengi Island is no longer managed by the Youth and Sports Tourism Office because Sanrobengi Island is claimed as private property and the government cannot do much for Sanrobengi Island. In terms of administration and data on visitors to Sanrobengi island every year, it does not exist because the people on Sanrobengi island do not want any interference from the Tourism, Youth and Sports Office. The Tourism, Youth and Sports Office has also wanted to manage

the island, but there is a prohibition from people who say that Sanrobengi Island is his inheritance from his ancestors.

From the results of the researcher's interview with the head of Boddia Village, Sanrobengi island has great potential to be developed because it has beauty that pampers the eye, but the island is no longer managed due to the ownership rights of the island. The Head of Sanrobengi Village also wanted to fix Sanrobengi island to the point that the design of the island already existed and the budget from the province, but all were canceled due to the ownership rights of the island, so the existing budget was returned to the provincial government.

From the results of the researcher's interview with one of the people of Sanrobengi Island, that in 2012-2017 during the leadership of the Regent Burhanuddin Baharuddin, the people on Sanrobengi island were very concerned and many developments and events were held on Sanrobengi island during the tenure of Mr. Burhanuddin Baharuddin. After the office of Mr. Burhanuddin Baharuddin expired, Sanrobengi island was no longer noticed by the government and resulted in Sanrobengi island in an abandoned state which was a concern where many facilities had been destroyed and grass had grown everywhere.

From the results of the researcher's interview with one of the tourists on Sanrobengi Island, when the island is well cared for, more tourists will arrive. Tourists are also very interested when there is sports tourism on Sanrobengi Island because in addition to traveling we can also do different sports where we can exercise while enjoying the sea view, and it is definitely more fun and we also have a different experience than before.

2. Obstacles faced in the process of developing Paratourism in the Sanrobengi Island Area, Takalar Regency

2.1 Research Results

Related to the obstacles faced in the development of tourism in the Sanrobengi Island Area, namely related to the ownership rights of the island, where Sanrobengi Island turns out to be private property and the government cannot do anything for the development of Sanrobengi Island.

Sanrobengi Island, located in Takalar Regency, South Sulawesi, has great potential to become an attractive tourist destination. The island is known for its natural beauty, white sandy beaches, and marine biodiversity which makes it one of the ideal places for the development of nature-based and culture-based tourism. However, despite having great potential, tourism development on Sanrobengi Island faces various complex obstacles.

3. Mapping the Potential of Sports Tourism in the Sanrobengi Island Area, Takalar Regency

3.1 Research Results

Sanrobengi Island, located in Takalar Regency, South Sulawesi, is one of the areas that has great potential in the tourism sector, especially sports tourism. Mapping the potential of sports tourism in this region is important to identify and develop various aspects that can support the growth of the sports tourism sector. This article will review the various potentials that exist on Sanrobengi Island, focusing on how local natural resources, infrastructure, and culture can be utilized to advance sports tourism

CONCLUSION

Based on the results of the research and discussion, the researcher has been able to answer the researcher's questions asked in the formulation of this research problem.

1. The results of the analysis of the potential of *Sport Tourism* show that Sanrobengi Island is the most potential natural resource in Boddia Village. Sanrobengi Island is safe to use for sports tourism

activities because the water is safe for the skin, there are no dangerous animals and plants and of course has a beautiful scenery. Sanrobengi Island turns out to have a forest that can actually be used to organize tourism sports such as outbound, and flying fox. Then Sanrobengi Island also has a futsal field that can be used for camping locations, sports events, and event activities that require a large location.

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