



Community and Tourist Responses to the Innovation of Traditional Goara-Goara Games as Sports Tourism

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Abstract

The rapid development and advancement of digital technology has made people lazy to move and abandon traditional games. Many efforts have been made in the context of conserving traditional games, one of which is through the goara-goara game. This study aims to determine and analyze the community's response to the goara-goara game as a conservation effort and to develop sport tourism in Magelang Regency. This research method uses a mixed method approach with a sequential explanatory design. The use of this sequential explanatory design is expected that quantitative research data sourced from community questionnaires can be strengthened from qualitative data through interview results, so that the research results can be satisfactory. The findings of the research show that the community's response to the Goara-Goara game is very positive and shows high appeal. This goara-goara game is considered very interesting, fun, competitive, educational and conservative because there are many elements contained in the game such as strength, agility, speed, balance, endurance, accuracy and patience. The conclusion of this study is that the Goara-goara game is very interesting and worthy of being further developed in tourist villages as sport tourism

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INTRODUCTION

Many modern games today are played independently without any interaction with other people, so they seem individualistic (Rifaldi et al., 2023; Tanggur et al., 2021). Modern games today have made children less interactive and have minimal communication with their peers. Traditional games can improve physical fitness, stimulate creativity, dexterity, strength, leadership, intelligence, character building and breadth of insight (Pratiwi et al., 2021). Today's children are starting to abandon and not play traditional games (Anggita, 2019; Wismawati et al., 2023). Playing traditional games has many benefits that can be obtained, such as children becoming happy, being able to make friends, enriching their movements and being able to learn new skills (Dewi et al., 2023; Sa'diyah, 2022; Sekarningrum et al., 2021). Many studies related to traditional games explain the many benefits of these traditional games, such as maintaining health, physical fitness and character building such as; values of togetherness, honesty, solidarity, leadership, cooperation, mutual respect, tenacity, magnanimity, tolerance (Yono, 2020).

Every form of play is a child's right, but of course it has conditions, for example it is not dangerous, voluntary, increases children's exploration abilities and social interaction, supports children's growth and development (Souto-Manning, 2017). The impact of online game addiction on children can be categorized as very bad, such as skipping school, children becoming aggressive, recklessly robbing and stealing, molesting their friends, and even committing suicide (Puspitasari et al., 2021). Modern games today make children experience a lack of communication with their peers or tend to be more individualistic (Santoso et al., 2021).

Modern games today are mostly played independently without any interaction with others (Tanggur et al., 2021). The role and involvement of parents in educating and caring for their children so that they can develop properly (Santoso et al., 2021). Because with modern games we unconsciously lead children to things that can have negative impacts. Basically, children need adequate physical activity to stimulate their growth and development. The physical activity carried out will also be beneficial for the health and fitness of children's bodies. One of the physical activities that children often do is playing a game (Muslihina et al., 2021). Traditional games are a means of play for children and are very good for training children's physical and mental health. Indirectly, children will be stimulated in their creativity, dexterity, leadership, intelligence, and breadth of insight through traditional games. However, what is happening now is that many children today do not play traditional games anymore and do not even know the names of traditional games (Ria in Safitri, 2020).

Traditional games are a cultural heritage that has social, educational, recreational value and can help children's social and emotional development (Desmarians et al., 2021). However, the digital era has caused a shift in the interests of children and adolescents from physical activities to digital games. As a result, many traditional games are starting to be abandoned. On the other hand, the potential for sports tourism in tourist areas such as Borobudur has not been optimally developed. Integration between technology and traditional games or sports is very much needed to meet future needs (Hardovi et al., 2025). This study departs from the need to preserve traditional games while encouraging the development of innovative economic and tourism sectors. Goara-Goara is present as a solution that combines several

traditional games in a competitive format that is attractive to tourists.

One of the basic foundations for the growth of the economic sector is through business activities, both through the traditional and modern sectors (Putra et al., 2023). Indonesia is one of the countries that is a reference for tourists to enjoy the natural beauty and cultural heritage that is already world-famous. Seeing this phenomenon and to develop the economic sector and sports tourism, researchers are interested in implementing traditional games with digital technology in order to support sports tourism. This phenomenon needs to be studied and researched further, in order to preserve traditional games that apply technology and support sports tourism.

METHODS

The research conducted by the author applies a mixed method that combines quantitative and qualitative research into one unit to strengthen each other. Researchers combine quantitative and qualitative data to provide a comprehensive analysis of the research problem (J. W. J. & Davi.C.)

(Creswell, 2021; Toyon, 2021). This study uses quantitative and qualitative methods used in preliminary studies, documentation studies and interview studies. Quantitative methods refer to questionnaire data through questionnaires. This research is classified as mixed research, because it combines quantitative research and qualitative research (Othman et al., 2020). The research design uses sequential explanatory, meaning that quantitative data (through questionnaires) are collected first and analyzed, after which qualitative data is collected and analyzed based on interviews and observations. From several references, qualitative research data can be used to strengthen quantitative data (De Oliveira et al., 2018). The

population of this study was the Community in Taksongo Tourism Village, Borobudur District, Magelang Regency. The sample used in this study were children aged 10-15 years, youth aged 16-25 years and over 25 years. The data collection technique used in this study was to obtain objective and valid data, related to the Goara-Goara game for sports tourism in Taksongo Tourism Village, Borobudur District. So several scientific methods are used as a basis for finding solutions to these problems.

The data collection techniques used include observation, questionnaires and interviews. Observation is an observation activity (data collection) to see how far the effect of the Action has reached the target, (Saputra et al., 2023). 1) This observation is used to observe the process and results while studying and practicing the Goara-Goara game. 2) This questionnaire is used to determine the community's interest and response to the Goara-Goara game. 3) interviews to find out the community's interest in the traditional Goara-Goara game.

Interviews and observations were carried out flexibly, meaning they could be implemented well in Taksongo Tourism Village, Borobudur District, Magelang Regency. At the meeting in Taksongo Tourism Village, Borobudur District, Magelang Regency, an agreement was always made in advance, so that the implementation of the Goara-Goara game can be carried out properly, planned, programmed and sustainable. Data analysis techniques are a method used to analyze data obtained from data collection instruments (J. W. Creswell & Hirose, 2019; Sugiyono, 2019). This study uses qualitative and quantitative methods. This qualitative method is used in preliminary studies and formulation of game quality. The design

of this study is included in mixed methods research, namely combining qualitative research and quantitative research (Othman et al., 2020; Shiyabola et al., 2021; Toyon, 2021). Quantitative data obtained from questionnaire data and observation data from organizers and tourists. The data was analyzed using quantitative descriptive statistics to determine the results of the acceptance of the Goara-Goara game and public interest in the game. The results of quantitative data analysis are supplemented with the results of qualitative data analysis with three activities that must be carried out, namely data reduction, data display, and drawing conclusions or verification (conclusion drawing/verification).

RESULTS AND DISCUSSION

The following is data on the response of the community and tourists to the Goara-Goara game for sport tourism. More details will be presented in table 1. as follows.

Table. 1. Recapitulation of Community and Tourist Response Data to the Goara-Goara Game for Sports Tourism

Interval Percent	Criteria	Frequency	Percentage	Average classical
81,26% - 100%	Very Good	102	77,9%	87,53%
62,51% - 81,25%	Good	27	20,6%	
43,76% - 62,50%	Less Good	2	1,5%	
25% - 43,75%	Very Less Good	0	0,0%	

Community and Tourists can accept and implement it in the community and in tourist villages in the context of conservation and supporting sports tourism. The public's interest in the Goara-Goara game is due to several things, including; 1) the Goara- Goara game is a game that is not boring. 2) The Goara-Goara game model is made like a circuit and has many posts, making it more interesting. 3) The public enjoys traditional games that have been

combined. 4) The public does not find it difficult to play the Rangku Alu game at post 1, Sack Race at post 2, Jump Rope Twist at post 3 in this Goara-Goara game, the Suda Manda game at post 4, Jump Rope Bertaha game at post 5, the Bamboo Stilt game at post 6, the Boy-boyan game (target throwing) at post 7 and Bamboo Climbing at post 8. Based on research data, the public finds it difficult to practice bamboo stilts because they rarely play it and it requires more practice compared to other traditional games. In general, this Goara-Goara game is very interesting to play and is suitable for sport tourism and is worthy of being published to the wider community.

This study shows that the Goara-Goara game is an effective innovation in combining elements of traditional sports with the potential for developing sports tourism. This innovation not only has an impact on aspects of cultural preservation, but also has succeeded in attracting the interest of the community and tourists significantly. Tourist villages in the Borobudur Temple area have been known to foreign countries so that many local and foreign tourists visit tourist villages such as; 1) Candi Rejo Village, 2) Bumi Harjo Village, 3) Wanurejo Village, 4) Teksonggo Village, and 5) Kembanglimus Village. Efforts to echo the icon of sport tourism in Teksonggo Tourism Village, Borobudur District through the implementation of the Goara-Goara game. The Goara-Goara game is so interesting that it can attract players and the attention of the

audience. Previous research findings through the innovation of the goara-goara game can conserve traditional games and attract the attention of the community and tourists (Slamet Santoso, Rima Febrianti, Shodiq Hutomono, Muhammad Adimas Hariyanto, 2024). Previous research results have shown and proven that the implementation of the Goara-goara game is able to become sport tourism in the Borobudur tourist village.

Thus, it can be said that the Goara-Goara game is a form of traditional sports innovation that is not only relevant in the context of cultural preservation, but is also adaptive to be used as educational and fun sports tourism.

CONCLUSION

The involvement of Pokdarwis and the village community in the implementation has become an added value in the success and echoing the Goara-goara game as sport tourism. The contribution and role of the community have shown that Goara-Goara is not only attractive from the tourist side, but also opens up space for economic and social participation for the local community, so that it is in line with the concept of developing community-based tourism (Milano, 2024).

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