



Analysis of The Marketing Model of Rafting Sports Tourism in Parakan Kondang Sumedang

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Article History

Received February 2025

Accepted February 2025

Published Vol.14 No.(1) 2025

Keywords:

Rafting; Market-
ing; Sports Tourism.

Abstract

This research is motivated by problems in rafting which aims to analyze the marketing model of rafting activities in Parakan Kondang, Sumedang City. This study uses a qualitative method with a case study design. Data collection techniques are interviews and documentation accompanied by data validation in the form of triangulation techniques, and data processing using Nvivo 15 software. The subjects of the study were 3 people including the Disparbudpora, business owners, and part-time students. The results of the Word Frequency Query found during the interview were widely discussed such as rafting sports tourism, promotional media, facilities, and sports tourism packages. Positive implications include, with the analysis of the marketing model for white water rafting sports tourism in Parakan Kondang, white water rafting sports tourism contributes to tourism in the Sumedang area. Based on the researcher's analysis, this digital marketing model is a marketing model used by rafting sport tourism in Parakan Kondang Sumedang to increase the number of tourists.

How to Cite

Rosidin, D., Safari, I., & Fauzi, R. A. (2025). Analysis of The Marketing Model of Rafting Sports Tourism in Parakan Kondang Sumedang. *Journal of Physical Education, Sport, Health and Recreation*, 14 (1), 234-238.

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INTRODUCTION

Sports are physical activities that can provide benefits for individuals and society as a whole. They are carried out to improve health, fitness, and skills (Safari et al., 2025; Safari & Saptani, 2019). Sport is one of the human movement activities, in its implementation there are several elements such as playing, a sense of pleasure, and a positive mentality such as increasing self-confidence, encouraging teamwork, and reducing stress levels (Fauzi et al., 2023). Sports have various types, namely education, achievement, and recreation. Among them, achievement sports are sports that focus on achieving achievements and there are also recreational sports that are done to fill free time or even to rest (refreshing and relaxing).

Sports tourism is a type of tourism that combines tourism experiences with sports activities. This tourism allows people to actively engage in sports or passively enjoy sports culture by watching sports matches. To attract domestic and foreign tourists. Sports tourism, which is a product of the sports industry, sees its potential both in terms of culture and nature and is one of the industries with the fastest growth rates overall. So this must be consistent and planned both in terms of management and marketing/promotion. In order to provide a positive influence on the growth of sports tourism, encourage increased local foreign exchange profits, and infrastructure development in tourist attractions in addition to increasing public interest in sports (Fauzi et al., 2025, 2024; Sudiana, 2019).

According to Kotler & Keller, (2016) describes marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. Marketing has changed as a result of the growth of the Internet, the World Wide Web, and other digital technologies. They provide easier ways for customers to select and purchase products (Chaffey & Ellis-Chadwick, 2016). Digital marketing, as defined by Nadya in Farah et al., (2024), is a type of marketing that utilizes digital devices, including the Internet, to achieve marketing goals. One type is e-marketing or internet marketing. Can be used in promoting sports tourism to make it easily accessible and wider in reach.

One of them is white water rafting according to Pratama & Komaini in Grace & Winata (2023) In Indonesia, the rafting industry is currently growing rapidly. Many rafting associations

have emerged, and within existing nature lovers' associations, new divisions have been formed specifically for rafting. Rafting has developed into a sector that can boost regional and national foreign exchange earnings and create many jobs for those who live around rafting companies. According to the International Rafting Federation (IRF), rafting is an activity in navigating a river by relying on skill and physical strength to row a soft boat as a social, commercial, and sporting activity (Feriansyah, 2020).

Therefore, research on the analysis of the marketing model for white water rafting sports tourism in Parakan Kondang Sumedang is important, considering that Arkiman, et al. (2024) The tourism sector's ability to promote its products is still lacking because it requires renting facilities such as boats, making it difficult to incorporate into the business. However, over time, the industry has grown stronger and more expansive. Equally important, it has gradually made a significant contribution to the social economy (Jiang et al., 2021).

Marketing model analysis is very important for the success of sports tourism growth related to national or regional tourist destinations. So this study focuses on discussing the analysis of the marketing model, which is intended to answer the analysis of the marketing model of white water rafting sports tourism on the Parakan Kondang River, Sumedang Regency. Based on the background that has been described above, the following problem formulations are formulated: How is the marketing model of white water rafting sports tourism applied in Parakan Kondang Sumedang? How to improve the marketing model of white water rafting sports tourism in Parakan Kondang Sumedang. Based on the research formulation above, the detailed objectives of the study are as follows: To determine the marketing model of white water rafting sports tourism applied in Parakan Kondang Sumedang, To determine the improvement of the marketing model of white water rafting sports tourism in Parakan Kondang Sumedang.

This research, entitled "Analysis of the Marketing Model of Rafting Sports Tourism in Parakan Kondang Sumedang," has a novelty that lies in its more specific focus on marketing strategies compared to previous research by Arkiman, et al. (2024), entitled "Analysis of the Potential of Rafting Sports Tourism in the Parakan," which only assessed potential. This research can provide new insights into marketing rafting sports tourism.

With the data analysis carried out, this research has the following innovations, due to the lack of communication with the tourism office and local communities as supporters to strengthen the promotion model. It is hoped that with this research, it will open better communication between the parties involved. The second impact, namely better promotion, by implementing marketing strategies, using digital media and targets or tour packages offered, has a fairly high impact from a series of these plans, providing a better promotional impact with increasing tourist targets. This is the third impact, namely the increasing number of tourists, although this promotional media can be improved again in terms of marketing even though it is effective, but must still see greater opportunities and opportunities.

Internal and external factors have a significant influence on formulating effective marketing strategies for sports tourism objects, so developing tourism destinations must involve in-depth analysis of both factors (Marlantika, 2023; Purwaningrum, 2019). This internal factor is one of the keys to the success of the marketing model, because all three are able to increase the number of tourists. Selection and internal factors are advantages, but adequate facilities are still lacking and the use of the web and must communicate again with the tourism office. These three things are external supporting factors because in the process according to data sources, they have collaborated with other people, such as social media influencers to increase tourists. This also supports internal factors, where the two factors are very related.

CONCLUSION

The conclusion that can be drawn is based on the findings of the research results. It is concluded that the marketing model for rafting sports tourism in Parakan Kondang makes these findings as external and internal factors. Internal factors are seen in terms of marketing, effectiveness of marketing distribution, and facilities, as well as targets and existing tour packages from the business actors. For external factors, namely collaboration, cooperation, and involvement with business actors, product innovation, and the use of social media. Based on these factors, there are main impacts that each have their positive sides.

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