



Analysis of The Potential of Turing Kayak Sports Tourism in Cimanuk River, Sumedang Regency

Rezky Purnama Putra^{1✉}, Rizal Ahmad Fauzi², Encep Sudirjo³

Physical Education of Elementary Teacher Program, Universitas Pendidikan Indonesia, Bandung,
Indonesia¹²³

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Abstract

This research aims to analyze the potential for water sports tourism on the Cimanuk Parakan River, Sumedang Regency using kayak touring, kayak touring itself is a very interesting sport of course it also tests adrenaline in every activity, the method in this research uses qualitative with tourist participants, area managers local and touring kayak operators, the instrument used was MSPDM (Maketability, Sustainability, Participatory, and Disaster Mitigation) through interviews and data analysis documentation using the Nvivo12 software application. The results obtained from the Nvivo 12 software application are that kayak touring has the potential to be used as a water sports or recreational sports tourist attraction. conclusion from the research title Analysis of the potential for water sports tourism on the Cimanuk Parakan River, Sumedang Regency using kayak touring, it can be concluded that kayak touring is one of the water sports tourism which has the potential to become a sports tourism. because the water in the famous Cimanuk Parakan river will remain stable whether it is rainy or dry because it is accommodated by the Jati Gede Dam, this can raise the name of the Sumedang area and also improve the economy of the community in water sports tourist destinations like a tour.

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✉ Correspondence address :
E-mail : rezkypurnama920@gmail.com

INTRODUCTION

Tourism is one of the influential sectors in the development of a region (Finahari, Rubiono, and Qiram 2019). The development of the tourism sector is one of the efforts that can increase "Local Original Income" (Circulation 2022). Promotion is a marketing activity that disseminates information, a good promotional strategy is able to attract the attention of tourists both foreign tourists or domestic tourists to visit tourist destinations in the area (Syafudin, Sigandaru, and ... 2023). Recent years have seen an increase in interest in outdoor tourism, which creates many opportunities for active recreation in nature (Virkar and (India) 2018). Outdoor tourism is divided into several interrelated categories, including outdoor recreation, tourism-based nature tourism, ecotourism, outdoor tourism, and adventure tourism (Lewandowicz 2022).

One type of alternative tourism that is now widely discussed is sports tourism. Sport tourism has emerged as a relatively new typology, but it is one of the typologies that shows growth significance in recent times (Jiménez-García et al. 2020). Sport tourism is a combination of sports and tourism, the contribution of these two aspects is very significant, both in terms of local and national culture, or in terms of local and national economy (Jiang et al. 2021). Sport tourism symbolizes as one of the destinations Special Interest Tourism (Wen and Wu 2020). And 'special interest travellers' continue to thrive around the world (Gozalova et al. 2014). These tourists originally represented serious leisure participants with very specific interests. But tourists who come to do various sports things because of interest in the factors that are in it. Like many developments in commercial products over the past decade to attract novice tourists to engage in sports leisure activities.

Sports are one of the common activities carried out to lead a healthy life, one of which is recreational sports. Sports become one of the most important activities because it can be an expression of "symbolic and emotional power" (Cooper and Alderman 2020). Sports activities or physical activities can also prevent various diseases such as cardiovascular disease, improve the components of physical fitness, and regulate and prevent overweight and obesity (Fauzi et al. 2023). Doing moderate intensity exercise on a regular basis will boost the immune system (Fauzi 2020). Recreational sports are closely related to emotional satisfaction such as pleasure, joy, happiness and enjoyment that can be felt by body and soul

at once. So as to help maintain health and fitness (Fitriantono, Kristiyanto, and Siswandari 2018). Recreational sports are sports activities carried out in leisure time so that the perpetrator gets emotional satisfaction such as pleasure, joy, happiness, and obtaining physical-physiological satisfaction such as maintaining health and fitness (Hidayat, Hudah, and Zhannisa 2020). Tourists will take part in sports that contain values such as, diversity, bringing unity, physical fitness benefits and enjoyment after exercise that can attract tourists to visit.

Rowing sport is one of the water sports that uses equipment in the form of oars and boats (Zulmi, Supriyono, and Hartono 2012). Rowing is an individual or team sport with sporting values (Zulmi, Supriyono, & Hartono 2012). Rowing in Indonesia is sheltered under one parent organization, namely the Indonesian Rowing Sports Association (PODSI). Rowing sports that develop in Indonesia are divided into three sports, namely canoing (ICF), rowing (FISA), and traditional boat race (IDBF) (Nurwansyah Sumarsono 2017). Of the three types of rowing sports above that can be done in the area of the river or fast current, namely kayak turing.

Kayaking is a water sport where we pedal the boat on both sides, which is alternately to the right and left in a sitting position (Isorna-Folgar et al., 2021). Kayak touring is a sport that refers to adrenaline because it is required to be able to master the boat to pass obstacles in the river area in the form of rocks, small currents, and large currents that are often called (holes). In doing rowing sports like turing the basic techniques that must be mastered, namely, rowing forward, rowing backward, rowing to the right or left side, are basic techniques that are easy to learn. There are advanced techniques such as edging (tilting the boat), and ferrying (crossing the current). As for every condition that the boat that is ridden can capsize, then there is a technique that can return the boat to its original position, namely the Eskimo roll technique. Eskimo roll techniques can be learned when some of the above techniques have been mastered.

The trend of this tourist activity is still not widely known to people in various circles. The possibility of attracting tourist destinations and new attractions so that tourists who come consider the arrival of visitors is special so recommend it to others directly or using social media. This can also be used by tourism players in opening new tourist destinations and attractions. The attraction offering is being developed using kayak touring located on the Cimanuk Parakan Kon-

dang River, Jatigede District, Sumedang Regency. Kayak touring is a sailing activity that invites visitors to use individual boats to go down the Cimanuk River.

METHODS

This research uses qualitative methods. The purpose of this study is to find out how the potential for water sports tourism in the famous Cimanuk Parakan River in Sumedang Regency uses kayak touring. Participants in this study were tour managers, one of the tourists, kayak touring operators, and local governments. The selection of subjects is chosen by the researcher because the researcher knows that the subject has experienced the topic under study. Data was collected through interview techniques, and documentation. This article uses a variety of literature to support the theory in this study (Syofian and Gazali 2021). The researchers used MSPDM (Marketability, Sustainability, Participatory, and Disaster Mitigation) as research support. MSPDM used as an analysis of the potential of Turing kayak sports tourism on the Cimanuk River, Sumedang Regency.(Priatmoko 2019) This data analysis process uses the help of NVivo 12 software.

RESULTS AND DISCUSSION

Kayak is a very interesting water sports activity and also tests adrenaline, kayaking sports are divided into 2 types, namely, fast current kayaks and flat water kayaks. Rapid-current kayaking is an 'extreme' kayaking activity that is usually done by those who are really good at controlling it (Samat 2017). Flat water kayaking is a kayaking sport that is often done in the area of the lake with calm water (Vajda and Piatrikova 2022).

This kayaking sport is very popular among water sports activists. In this case, the analysis of the potential for kayaking sports tourism on the Cimanuk Parakan River is famous Sumedang district is adequate for kayaking touring activities, both for recreation and championship events. Kayaking is one of the water sports whose prestige matches the prestige of other water sports such as rowing, rafting, canoeing, and rowing. Although almost similar to canoe, kayaks themselves have significant differences if considered both from how to control and and from the material of manufacture as explained in Table 2 quoted from (Praisra et al. 2021). In Indonesia, kayaking is under the Indonesian Rowing Sports Association (PODSI).

From **Table 1** the author considers a recreational sport through kayaking, because in terms of place it has supported and has the potential for this water sports activity. Kayaking offers a fun adventure and also of course tests our adrenaline because this sport is very extreme, kayaking usually takes about 2-4 hours in one activity. With this kayak sport, the village that is used as a facility will be known and have a positive impact on the community for efforts to support the development of quality human resources and raise the name of a place, region, city, or even country (Mahfud and Evanda 2023).

Table 1. The difference between kayaking and canoeing.

Klasifikasi	Kayak	Canoe
Boat size	Length 350cm width 60cm	Length 350cm width 70cm
Boat design	Enclosed deck	Open deck
Rowing position	Sitting straight legs	Sitting folded legs
Number of paddle blade pedals	Blade dayung ganda	Blade Dayung Single
Rowing position	Both right and left sides	One strong- est side of the hand

This study interviewed several participants, consisting of tour managers, one of the tourists, touring kayak operators, and local governments. The interview data from the four participants was compiled in the form of transcripts, then imported into NVivo 12 software for further analysis.

One of NVivo's software features for displaying text visually is Word Frequency Query. This feature helps researchers display the frequency of interesting and informative words. Based on the search results with this feature, a collection of words that appear most often in the data shown in Figure 1 is obtained. The word "travel" dominated participants' conversations with a frequency of 1.57% of all data, followed by the words "kayak", "sport", and "potential".

Based on the **Figure 1. Figure 2** above from the Hierarchy chart, it can be concluded that the analysis of the potential for water sports tourism in the famous Cimanuk Parakan River, Sumedang Regency is very potential with aspects of several indicators, through interviews and documentation with operators and with tourists who visit or have done touring kayaking sports tourism. With aspects of marketing parameters, sustainability, participants, and disaster mitigation

develop tourism in the location (Intelektiva – vol 3 No. 8 April 2022 2022).

Tourism is an empowerment approach that involves the community as an important actor in the context of a new paradigm of development, namely sustainable development paradigm (Wahid Morni 2017). Seeing the huge potential of water sports tourism such as heavy currents, various responses from the local community vary, some are cloudy, some are directly involved, and some are even used as a place for peremanism or take advantage of negative things. (Wee, Ahimsa-Putra, and Vidiyastuti 2023). People who have sufficient capital independently build their own businesses in the realm of tourism such as holding stall businesses, restaurant businesses, and transportation (motorcycle taxis) (Kurniati, Diswandi, and Sutanto 2022).

Infrastructure and facilities in good tourist attractions will help the continuity of the process of tourist activities (Susiani et al. 2022). Infrastructure and facilities in this activity are still limited, this needs a comprehensive deployment from the parties concerned in order to be able to balance with existing demand (Tambaip, Tzilen, & Ohytun 2023). Usually the facilities available are from the touring kayak operator ranging from helmets, buoys, oars, boats, spray decks.

Tourist visits to kayak tourism are indeed dominated by millennial tourists, with an average young age of 18-25 years and adults of 26-45 years (Hartana, Dianasari, and Lilasari 2022). The response of tourists who visit on average argues with feedback from those who have waded the Cimanuk Parkon River, the response can be said to be “only this time I feel that there is a river that is as clean and comfortable as this Cimanuk Parkon River, the vibes feel like the Aar River in Switzerland”.

Sustainable tourism development emphasizes the community aspect (K. Noorwant 2020). Development threshold that sustainable development aims to improve people's welfare, to meet human needs and aspirations (Winowatan, Suarta, and Sukarana 2020). With the natural conditions around the wading of the famous Cimanuk Parakan river area which is very adequate, it is likely that development will be easier, just waiting for a response from the government concerned.

Participants in terms of kayak sports tourism there are several things that are still a problem, namely local responsibility because there is no organization that is fully involved in this kayak tourism activity, Efforts to maintain balance, utilization and preservation of local diversity cannot be separated from the role of local responsi-

bility that manages (Nurhayati et al. 2020). Local responsibility influences the development of the sustainability of a permanent activity (Widana 2022). The involvement of the surrounding community is still a serious problem. Human resources who have the capacity and potential are needed to carry out activities in a company or organization (Imbron and Pamungkas 2021). Special attention needs to be paid by the government in order to be able to increase adequate local resources by holding training programs (Setiawan and Pasha 2020). The program consists of general and special training prepared for all circles of the community concerned, in order to be able to improve quality, skills and abilities.

There are several variations of the local area that is the attraction of kayaking tourism on the Cimanuk River according to the confession of the speakers that the state of natural resources that can facilitate kayak tourists who visit, such as water discharge that can be regulated, very clear water conditions, relatively safe environmental conditions. There needs to be an effort from the manager to maintain and increase the attractiveness of tourist interest (Afriyeni, Afriyeni; Bakaruddin 2022). Tourism is an important sector that has a major contribution to the regional economy by reducing unemployment, creating business opportunities and jobs around tourism so as to increase regional income (Reza 2020). The tourism sector can be a mainstay to be used as an engine of economic growth for local communities (Reza 2020). This will be a benefit for the surrounding community in their economic field, indirectly with water sports tourism activities like this can boost the economy of the surrounding community.

In the development of kayak sports tourism, managers must pay attention to the security and safety of kayak tourists when wading by paying attention to one of the mitigations. Mitigation Disaster is a way to overcome disasters caused by natural and non-natural events or series of events (U. S. Putri et al. 2022). Mitigation activities aim to improve community preparedness and disaster risk reduction for a long period of time (Www.kemkes.go.id 2020). The importance of plans to reduce the number of casualties, and to be implemented as much as possible to minimize the impact (C. E. Putri and Hamzah 2021). The risk of natural disasters is actually very minimal in the famous Cimanuk Parakan River, because it is close to the door of the Jatigede Dam which has the main function as flood control (Hayati, Aziz, and Firmansyah 2023). However, in the area near the dam, there

is usually a small landslide, because even though the rainfall is high, the water condition can still be regulated through the dam door.

Inseparable from the mitigation of natural disasters, the management must also pay attention to the safety and security of tourists from non-natural disasters that may occur and are difficult. Predictably, humans can only see indications and catch the symptoms (phenomena). Therefore, it is very important and urgent for everyone, especially the rescue team to prepare themselves and organize community groups in order to carry out prevention in such a way as to reduce the negative and adverse impacts of non-natural disasters (Nainggolan 2022). Non-natural disasters that often occur in sailing such as, cap-sized boats, and drifting kayakers. This can be anticipated by the rescue team if this happens they are ready to rescue, the rescue team who first pass through the slightly risky area and then they prepare to wait for tourists to kayak through it. Even the rescue team has marked which areas to watch out for during the siege (Gustaman et al. 2020)

Cimanuk River which is used for kayaking tourism is in Kadujaya Village, Jatigede District, Sumedang Regency. Cimanuk River is a river flow from Garut Regency to Indramayu Regency. However, in Sumedang Regency, you must enter the Jatigede Reservoir area first in the Wado District area and exit at the dam door in Jatigede District. Then it flows through Karedok Village and penetrates through Majalengka Regency to Indramayu Regency. **Figure 3** shows the atmosphere of kayaking tours on the Cimanuk Parakan Kondang River. This kayak tour uses the Cimanuk River as far as 11km.

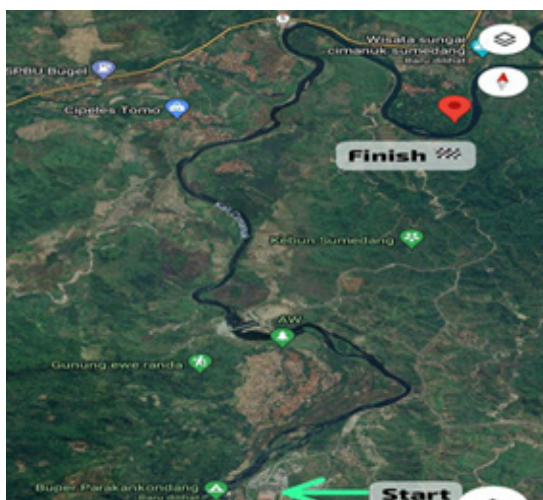


Figure 3. Map of the Cimanuk River

Kayak tourism is the main attraction, but

tourists who are still beginners must be really supervised by expert kayak operators and rescue teams who are always ready to guard at every point. **Figure 4** shows the atmosphere of kayaking on the Cimanuk River.



Figure 4. Kayak Shelter Atmosphere (Kayak Turing documentation)

CONCLUSION

Water sports tourism has its own advantages over other tourist destinations or attractions. In the development of Kayak touring there are advantages such as enjoying the holiday in a new way and even feeling the adrenaline spur offered by the manager. However, from MSPDM's analysis, it turns out that Kayak Turing only meets pioneer tourist destinations and needs to develop existing potential. All indicators that do not meet the perfect score must be met so that the Kayak Turing tourist destination is not only an alternative sports tourism but a tourist destination that must be visited if tourists visit Parakan Kondang hamlet, Kadujaya Village, Jatigede District, Sumedang Regency. The results of this research can be a reference not only for Kayak touring managers but also other tourist destinations that are now growing rapidly in Indonesia. Each indicator certainly cannot be met all directly and requires a process. There needs to be promotion and support from local governments so that the fulfillment of indicators can be achieved with maximum results.

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