



The Potential of Kampung Silat as a Sports Tourism Destination in West Java

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Abstract

This research aims to dig up information from various sources. Kampung Silat, as a sports tourism destination, has great potential which can positively impact the progress of Pencak Silat in the region, especially in West Java and the country as a whole. Having a Kampung Silat as a sports tourism destination can provide an excellent opportunity, which, if realized, will impact residents in the progress of pencak silat in the region, especially in Indonesia. This research uses a qualitative method with a descriptive approach. Through observation, interviews, and documentation, data processing was done using NVivo 12 software, then analyzed again using MSPDM (Marketability, Sustainability, Participatory, and Disaster Mitigation) and Culture. The results of research on Word Frequency Query, the word that often appears is "silat", which is dominated by conversations from sources with a frequency of 3.55% of all data, then followed by the phrase "pencak", "activity", "society", and "sport". Based on the analysis of researchers referring to MSPDM (Marketability, Sustainability, Participatory, Disaster Mitigation) and Culture, the West Java Province Pencak Silat Center has great potential to become a Kampung Silat as a sports tourism destination.

How to Cite

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INTRODUCTION

Self-defense learning is an art of self-defense that serves to maintain physical fitness and health for the body (Pahyuni, 2023). Self-defense learning is fundamental to learn as it is helpful in self-defense, avoiding violence, increasing self-esteem, as well as a new experience in self-policing; although the main goal of self-defense training is to broaden people's thinking about self-defense, this martial learning is sometimes placed as a purely physical response, and therefore limited to violence (Thompson, 2014). At this time, self-defense is not only of interest to men but is of interest to women because it can guarantee a woman that she can be equal to men or equal rights between men and women are equal which can provide potential in themselves (Pinem & Rosramadhana, 2023). Potential is an ability inherent in a person or an area. Potential itself is an important ability that has yet to be revealed or realized but has yet to be implemented which will grow slowly and provide a very visible awareness (Hamida & Zaki, 2020).

Pencak silat also includes self-defense learning that does not discriminate between ethnicity, race, or gender (Speidel, 2014). As part of Indonesia's cultural heritage, Pencak silat has developed through various geographical and ethnological situations experienced by the Indonesian people. The rapid development of Pencak Silat reflects the richness of Indonesian culture and influences society (Aristono et al., 2021). Pencak denotes the essential martial arts techniques governed by specific guidelines and used for teaching, training, and performance purposes. Silat can be understood as an idealized form of self-defense derived from sacred and pure spirituality, which serves to maintain personal safety and well-being and provide protection from harm (Pratama, 2018).

Efforts to achieve achievements in pencak silat are physical, technical, strategic, and mental (Nabila et al., 2023). The most fundamental aspect of Pencak silat is physical. A fighter must be in prime physical condition to achieve a higher level of success and mastery of techniques, strategies, and mentality. Strength, endurance, explosive power or muscle power, speed, coordination, flexibility, agility, balance, accuracy, and responsiveness are components of physical condition (Hardiansyah, 2019). Regular physical exercise is one way to maintain health and fitness and strengthen the body's endurance (Fauzi et al., 2020).

Pencak silat is a unique cultural art product

of the Indonesian people, which is valid evidence that Pencak silat is a national identity owned by the Indonesian people from the perspective of strengthening culture (Juwandi, 2022). Pencak silat is a martial art that has the potential to develop the concept of cultural tourism based on human resources and its cultural arts potential. Tourism development in Indonesia has great potential because of its cultural appeal. Many regions in Indonesia have natural and cultural potential that can be developed for tourism and become world-class destinations (Nugroho, 2021).

The destination is a tourist's involvement in interest or introduction to a place for someone in the field of tourism (Rizqy & Roostika, 2023). Tourism is essential in various development programs, especially in Indonesia, which has tourism assets. Hence, it must be strengthened and empowered to support the country's economy (Hanifah & Pratikawati, 2020). Natural potential includes all features and natural resources that exist in a location. Natural potential can be developed and processed. Indonesia is a developing country with diverse tourism potential. Tourism development requires a creative and innovative management function based on careful planning, consistency, measurement, and constructive evaluation (Fitriantono et al., 2018).

Today, sports tourism is a competitive industry, with destinations competing to present events to attract tourists (Stoll et al., 2020). Tourism and sport are superior products and powerful motivators in choosing a holiday destination (Terzi et al., 2021). Tourism and sport have been inseparable social phenomena since ancient times when the Olympics were still an important sporting event and entertainment for society. Currently, sports and adventure activities are an important and popular motive in the tourism industry, and this can be seen in the increase in sports tourism by 10% every year (Marković et al., 2021). West Java Province is an area rich in cultural potential. This can be seen from the many forms of art that have existed and developed in the past. No wonder West Java has strong cultural potential and still survives today. One is the West Java Provincial Pencak Silat Center located in Kiara Payung, Sindangsari Village, Sukasari District, Jatinangor, Sumedang Regency. The local government, managers, and the community have explored many natural potentials as tourism targets, including sports tourism. The Pencak Silat Center of West Java Province can be a tourist attraction, such as Kampung Silat, which can benefit local and outside communities who want to know about and learn about Pencak Silat.

The number of Pencak silat schools in Indonesia divides people who want to learn about pencak silat, so it is necessary to have a general Pencak silat training center in one place to make the potential of native Indonesian culture and sports tourism. The existence of a Kampung Silat as a sports tourism destination can provide a perfect opportunity. If realized, it will impact residents' progress in the Pencak Silat region, especially in Indonesia.

Based on some of the things described above, of the many studies that discuss Kampung Silat, only some studies still examine Kampung Silat that can be used as potential sports tourism destinations. Hence, researchers are interested in researching the potential of Kampung Silat as tourist destinations in West Java. Kampung Silat can be a rich cultural heritage and have essential values in promoting diversity and protecting cultural identity at the local, national, and international levels (Fauzi et al., 2023). The importance of preserving and understanding Kampung Silat research as a sports tourism destination is that it can help preserve cultural and linguistic identity, especially native Indonesian culture, welfare in providing benefits in health and skills, a place for character development, an attraction in tourism, as a place for further research and development or in the future.

METHODS

The research started from February to March 2024 and was carried out in several places, namely the IPSI management office, the tourism and culture office, and the Pencak Silat College. The research employed a qualitative design with a descriptive technique (Fadli, 2021), which is an the comprehension and outcomes will be expanded upon using explanatory phrases, aiming to provide critical interpretations and diverse knowledge derived from the research findings (Syahadatina et al., 2023).

The research subject is asked to provide information about a fact or opinion regarding the research (Vantoria et al., 2023). In this study, the subjects used consisted of the manager of the West Java Provincial Pencak Silat Center, The Indonesian Pencak Silat Association (IPSI) of West Java Province and Sumedang Regency, The Tourism, Culture, Youth and Sports Office (DISPARBUDPORA) of Sumedang Regency, Village Government or Community Leaders, Coaches who are members of a Pencak Silat College and Athletes who have participated in national level pencak silat championships.

The technique used in this research data collection is by collecting data directly, namely collecting data in a short time by analyzing several objects (observations and interviews) which aim to describe the potential of the Kampung Silat as a sports tourism destination (Assyakurrohim et al., 2022). The following is an understanding of the data collection techniques in question, namely (Marjanto & Widjaja, 2020):

1. A critical component of qualitative research is observation. Through systematic observation, researchers can document and analyze the activities and interactions of research subjects. Everything seen and observed during observation can be recorded and analyzed if it aligns with the topics and issues raised during the analysis.

2. The interview technique systematically gathers data by engaging in a deliberate conversation between two or more individuals. The interviewer assumes the role of the interrogator, posing inquiries, while the interviewee assumes the role of the information provider, furnishing responses to the posed questions. Interviews gather information about individuals, events, activities, organizations, feelings, motivations, demands, and concerns. Additionally, interviews can be used to alter or extend the frameworks developed by individual researchers, a process known as triangulation.

The data analysis uses MSPDM analysis (Marketability, Sustainability, Participatory, and Disaster Mitigation) and Culture. The use of MSPDM and Culture analysis can reduce subjectivity in assessing a development plan and serves as a tool to evaluate the progress of a development program objectively, measurably, and consistently (Priatmoko, 2019). It then started with the collection and organization of data, followed by its preparation in the form of transcripts. The transcripts were read repeatedly to get an overall picture of the data and identify parts that might reveal aspects of the phenomenon. Furthermore, the data underwent conceptualization, classification, categorization, and identification of themes, and then it was connected to theoretical constructions. Interpreting the meaning of the data involved reorganizing, examining, and discussing the textual data to convey the original understanding of the interviewees. This data analysis process utilizes the help of NVivo 12 software (Wahyudin & Ismayanti, 2020).

RESULTS AND DISCUSSION

This study interviewed people, including the manager of the West Java Province Pencak

Silat Center, the Indonesian Pencak Silat Association (IPSI) of West Java Province and Sumedang Regency, the tourism, culture, youth and sports office (DISPARBUDPORA) of Sumedang Regency, village government or community leaders, coaches who are members of a pencak silat college and athletes who have participated in national level pencak silat championships. The results of the interviews were recorded and compiled in the form of data transcripts, then processed using the NVivo 12 software application for analysis.

The first to be used is the Word Frequency Query feature, which can help display informative and exciting words. The word “pencak silat” dominated the conversations of the interviewees with a frequency of 3.55% of all data, followed by the words “activities”, “sumedang”, “martial”, “culture”, “community” and “sports”.



Figure 1. Most Frequent Words in the Data

Furthermore, using the features of a hierarchy diagram, which is a diagram that shows a set of four rectangular boxes of varying sizes that indicate the level of the number of coding percentages at the nodes. Figure 2 is the overall hierarchy diagram. It explains that the five themes used in MSPDM analysis are marketability, sustainability, participation, disaster mitigation, and culture.

It is explained that the analysis of each theme is as follows;

Table 1. Summary of Hierarchy Diagram Results for Each Theme

Aspect	Analysis Results
Marketibility	In Marketability, there are four elements that are often discussed by resource persons: economy, value, opportunity, and profit.
Sustainibility	In the aspect of sustainability, there are seven elements that are often discussed such as the elements of potential, activities, tourism sector, expectations, facilities, achievements, and utilization.

Participatory	In the participant aspect, there are three elements that are often discussed: response, community and attitude.
Disaster Mitigation	In the Disaster Mitigation aspect, three elements are often discussed: location, preparation, and SAPTA PESONA.
Culture	In the cultural aspect, three elements are often discussed: introduction, martial arts, and heritage.

Based on the analysis of the potential that exists in the West Java Province Pencak Silat Center area located in Kiara Payung, Sindangsari Village, Sukasari District, Jatinangor, Sumedang Regency, the development of Kampung Silat can provide significant benefits to the government in improving the economy around the sports tourism sector, increasing the potential of tourist areas, sharing information with individuals to provide their active participation, fostering co-operation between the central and local governments in controlling attractions and tourist sites. The discovery of new tourist attractions enhances existing tourist attractions, increases employment, increases local products and marketing in all aspects of tourism, introduces various regional cultures, and displays competitive sports or sports attractions (Dari et al., 2022). In addition, there is also a summary of the results of interviews from each interviewee conducted with MSPDM + C analysis which can be explained by its aspects, among others:

Marketability, with a smart and targeted marketing strategy, Silat Village has the potential to increase local economic income, strengthen traditional values, open new business opportunities, and provide benefits for the local community in the long term.

Sustainability, in that the potential of silat village as a tourist destination can be achieved through comprehensive efforts, ranging from effective introduction to the wider community to optimal utilization of local resources and existing facilities involving all stakeholders and a focus on preserving cultural heritage can be the foundation for achieving long-term sustainability in developing silat village as a competitive tourist destination.

Participatory, in which Kampung Silat has great potential in building community participation through active responses, an important role as a center of social interaction, and a high level of participation from the community and society as a whole.

Disaster Mitigation, which ensures that Kampung Silat not only promotes a cultural heritage and sports tourism destination, but also provides a safe and sustainable environment.

Culture, in addition to pencak silat, the diversity of cultures that exist in the Sumedang area including Kuda Renggong, Reak, Seren Taun, Tarawangsa and others, which are reflected in various activities and events in Sumedang add a rich and colorful dimension to this destination, creating a deep and memorable experience for cultural actors and tourists.

This research can be a reference for managers of the West Java Pencak Silat Center and other tourist destinations that are developing rapidly in Indonesia. Not all indicators can be met directly because they require a process. Promotion is needed to achieve optimal results in meeting the indicators for the existence of Kampung Silat. Kampung Silat has the potential to be a powerful regenerative sports facility. This can be seen in the strength and endurance of athletes, which clearly shows mutualism with the tourism and sports sectors. Kampung Silat emphasizes the importance of increasing public awareness to improve happiness, health, and social relations.

CONCLUSION

Based on research conducted on MSPDM and cultural analysis, the West Java Province Pencak Silat Center has excellent tourism potential to be developed as a sports tourism-based tourist destination, especially Kampung Silat, because it is strategically located and equipped with beautiful natural beauty. This research still needs to improve in writing or a fairly in-depth discussion regarding the West Java Province Pencak Silat Center and its regions. However, it can be helpful for further research and development, including cultural preservation, community welfare, character development, and tourist attraction in economic progress with the presence of Kampung Silat.

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