

The Potential of Rafting as A Sport Tourism in Randudongkal District Pemalang Regency Central Java

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Abstract

This research aims to analyze 1) the potential strengths of Rafting as a tourism sport in Randudongkal District, Pemalang Regency, Central Java, 2) Analyze the potential weaknesses of Rafting as a tourism sport in Randudongkal District, Pemalang Regency, Central Java, 3) Analyze the potential opportunities for Rafting as a tourism sport in Randudongkal District, Pemalang Regency, Central Java, 4) Analyzing the potential threat of rafting as a tourism sport in Randudongkal District, Pemalang Regency, Central Java. This type of research uses a descriptive qualitative approach using SWOT analysis. The subjects of this research were the Youth, Sports and Tourism Department of Pemalang Regency, Randudongkal District, Kecepit Village Government, Mejagong Village Government, Business Actors, Tourists and the Community in Kecepit-Mejagong Village, Randudongkal District. Through observation, interviews and documentation approaches, the validity of the data uses Triangulation, the data analysis model used in the research is data collection, data reduction, data presentation and drawing conclusions. The research results show that the potential of rafting as a tourism sport in Randudongkal District, Pemalang Regency, Central Java, based on the SWOT matrix, includes: 1) The sport of rafting has a uniqueness which is supported by its geographical location and the creativity of business owners, 2) A form of promotion that is less widespread only uses media platforms. social, 3) The government's performance in developing rafting sports by relying on Pokdarwis also to promote the Pemalang Regency area, 4) There is an impact on the social life of the community from rafting sports in Kecepit Village, such as changes in community professions and forms of competition among village communities.

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INTRODUCTION

Rafting is a sport full of adrenaline and expensive, but there are still many people interested in playing rafting, and this sport is done as a health and fitness activity process and reduces boredom. (Adnan, 2019). Rafting as a physical activity for improving health is positively associated with improving physical and psychosocial health among adolescents and adults (Arundell et al., 2022). Rafting is also a white water rafting sport, the activity of humans crossing rivers with their skills and physical fitness to row soft boats which is widely accepted as a social, commercial and sporting activity. (Chen et al., 2023).

Rafting activities come with various difficulties, for example, winding rapids in rivers with varying levels of difficulty. (Fernando 2013) said, "A waterfall is a part of a river where the water flows quickly and foams between many rocks of various sizes, while causing turbulence and backflow." Rafting is popular among the public and students, even in universities, this sport has been used as an achievement sport (Deshpande, 2013).

For many people, tourism is cultural, interpersonal. (Teoh et al., 2023). Tourism sectors such as ecotourism and rural tourism attract many tourists (Wijaya & Sudiana, 2016). The tourism sector will be the biggest supporter of the world economy in the 21st century (Zahrani & Mubarak, 2022). Thorough understanding of potential outcomes at both system scale and individual components. All things in tourist areas for tourists who want to visit tourist attractions (B. Zhao et al., 2022).

Tourism is born from the uniqueness of a place which becomes its identity (Wiyono et al., 2019). The development of tourist areas is carried out by rearranging various possibilities and natural resources in an integrated manner. Comprehensive tourism knowledge gained by viewing tourism as a holistic object can facilitate the building of theoretical structures and practical applications (P. Zhang et al., 2023).

Meeting tourism demand requires investment in the fields of transportation and

communications, hotels and other accommodation, the handicraft industry, and the consumer goods industry, service industry, restaurants (Widyaningsih & Budhi, 2014). Integrated development of the tourism sector is a strategic opportunity to increase the productivity of the tourism sector as an important source of PAD support that can provide benefits to the region, especially productive and skilled labor (Tendean et al., 2014).

Sports tourism has an impact on the tourism industry, but also influences the enthusiasm of local athletes to train or compete in regional championships or at other higher levels, where local governments play a role in organizing sporting events at the local level. Natural abilities can be processed and can be developed. Development and utilization of the potential of Rafting Sports (Awwab & Sahri, 2023). To do this, various aspects of the object need to be considered during development. Tourism that is developed needs to pay attention to conditions.

Performance in sporting events can support tourism and economic development (Gholipour et al., 2020). Sports tourism is classified as a physically and mentally demanding event that usually takes place in a remote natural environment such as the sea, mountains, or sky (Hua & Chiu, 2013). "Sports tourism" and "sporting events" are the largest representatives, and are especially important at both academic, economic and social levels (Jiménez-Naranjo et al., 2016).

Sports are influenced by three elements, namely nature, culture and individuals, and cannot be separated from the natural, social and geographical environment (Hasil et al., 2014). Sports tourism is not just a synergistic phenomenon but a simple combination of sport and tourism. For this, understanding between sports and tourism also requires the concept of not distinguishing between sports and tourism. In it there are also elements that can work together and understand each other. one from another.

METHOD

Location and time of research

This research was conducted in Kecepit village and Mejagong village, Randudongkal District, Pemalang Regency, Central Java, and data collection was carried out for two months, namely July to August 2023.

Determination of Respondents

The respondents in this study were one representative of the Youth, Sports and Tourism Department, one representative of Randu Dongkal District, one representative of Kecepit Village, one representative of Mejagong Village, one representative of Rainbow Rafting, two representatives of Tourists, one representative of the people of Kecepit Village, a representative of the people of Mejagong Village, Randudongkal District.

Table 1. Data Sources

No	Variable	Data sources	Data Sources
1	Knowing the condition of Rafting sports and the problems that exist in the flow of tourism sports development	The Youth, Sports and Tourism Office, Randu Dongkal District, Kecepit Village, Mejagong Village, Rainbow Rafting business actors, tourists, people in Kecepit-Mejagong Village, Randudongkal District	Person
2	Knowing the mapping of the potential of Rafting as a tourism sport in Randudongkal sub-district	This research was conducted in Kecepit-Mejagong village, Randudongkal district, Pemalang regency, Central Java	Place
3	Documents on the potential of Rafting as a tourism sport in Randudongkal sub-district, Pemalang regency, Central Java	Supporting documents	Paper

Types of Research

This research uses qualitative data analysis techniques, and the qualitative research approach is a case study approach. A case study is a study that explores a problem in detail, collects data in depth, and combines various sources of information.

Data collection techniques

Data is collected from primary and secondary sources. Primary data is obtained directly from primary sources such as government officials, business actors, communities, and visitors visiting Rainbow rafting. Secondary data is information collected from unaffiliated parties for use with supporting data in research.

Data analysis techniques

The data analyzed in this study are primary data from research findings; The data analysis technique used in this study is descriptive. The data is then tabulated in tabular form and drawings, and SWOT analysis is used to analyze strengths, weaknesses, opportunities, and threats.

SWOT analysis is a systematic identification of strategy factors to formulate strategies (Rangkuti, 2015). Strategy is a comprehensive master plan that explains how to achieve all predefined goals (Maryam, 2017). From the understanding of the SWOT analysis, it will be explained as follows:

Table 2. Source of Analysis : Rangkuti, 2015

	Strength (S)	Weaknesses (W)
Opportunities (O)	Create strategies that use strengths to capitalize on opportunities	Create strategies that minimize weaknesses by taking advantage of opportunities
Threat (T)	Create strategies that use strengths to address threats	Create strategies that minimize weaknesses and avoid threats

RESULTS AND DISCUSSION

Result

Internal analysis of the potential of rafting as a tourism sport

Strengths, which Rainbow rafting has as a tourism place

The Uniqueness of Sport Rafting as a Power for Sports Tourism Development. That rafting has a uniqueness seen from its geographical location, because rafting utilizes the flow of the Comal river whose water discharge is heavy so that it may be an advantage for sports that hone adrenaline. Also that the flow of the Comal river is indeed beautiful and interesting, one of the factors why rafting has uniqueness and differences with other sports so that this sport is an attraction for tourists in addition to rafting also enjoy its natural beauty.



Figure 1. Comal River Stream

Facilities and Infrastructure for the Development of Rafting Sports. Transportation services, photographers, lodging, culinary specialties of pemalang, snacks typical of pemalang, and souvenir accessories there are also equipment and equipment for rafting even as a supporting factor of Rainbow rafting our business that is struggling in the field of sports

tourism. these facilities and infrastructure do affect the development of rafting sports so as to make Rainbow rafting. One of the tourist destinations that still exists in the past 10 years in Pemalang Regency.



Figure 2. Rainbow rafting transport

Weakness, a factor that is not favorable or detrimental to the development of the sport of rafting

Forms of Promotion in Rainbow Rafting Development. This promotion does encourage tourist attraction to visit Rainbow rafting, because to invite tourists today there are indeed many uses of technology, one of which is social media. Rainbow rafting has been established for a long time but the form of promotion is only limited to that.

The form of promotion must be developed again through the innovation of discounts on rafting prices, holding large national or international scale events, and collaborating with existing well-known sponsors. so as to be able to widen the marketing of Rainbow rafting in the future such as a new innovation, namely the mobile ticketing service application is a promising technology.



Picture 3. Rainbow Rafting Instagram account

Human Resources as a Weakness in Rainbow Rafting Development. Human resources are as a driving axis in aspects of life, but in the improvement of human resources as a factor in performance management carried out in the development of Rainbow rafting.

Employee welfare does need to be improved in Rainbow rafting so that the development of human resources, not only from the salary obtained but also there must be special training for rafting instructors so that there is a license that is recognized as the superiority of Rainbow rafting from its human resources.



Picture 4. Taking a photo with the owner of Rainbow rafting

External analysis of the potential of rafting as a tourism sport

Opportunities that exist as government policies, applicable regulations or economic conditions

Government Performance in the Development of Rafting Sports as Regional Promotion. For the development of rafting sports as the government of the Tourism, Youth and Sports Office of Pemalang district. For a small example, we also promote through our social media every business or UMKM related to tourism, youth creativity, and sports. That's one of the keys to introducing Pemalang Regency to the world.

The government of Kecepat Village also contributed to it, such as paying attention to introducing this tour and participation through pokdarwis.



Picture 5. Photo of Pokdarwis Board "Bumi Kapitayan" Kecepat Village

Sports Rafting in Natural Resources Conservation. Many entrepreneurs who use the flow of the Comal River are not only for rafting but also for lodging and culinary tours located not far from the river because they can take advantage of the Comal River so that natural resources can be managed properly.

Conservation of natural resources must indeed be done by utilizing attractive natural tourism so that its natural beauty is maintained.

The flow of the Comal river is indeed beautiful, therefore to maintain and manage its natural resources must be properly and correctly. As a tourist village environment, it is clear from its nature that it must be considered.



Figure 6. Camping ground near Comal river

Threats (threats), namely things that can bring losses if the development of the sport of Rafting

The Threat of Rafting Sports to the Impact of Social Life of the Community. There is a social impact of rafting in our village, I as a community feel that there is a shift in profession from young people here who are average people here are farmers since the opening of job opportunities in Rainbow rafting, young people have begun to leave some jobs related to agriculture. Maybe that's the impact I'm seeing right now.

For Mejugong village here maybe from a community that still has a lot of resources so that to compete in utilizing the flow of the Comal river left behind such as rafting due to lack of knowledge in information, technology, and innovation.

The social impact of people's lives with the existence of rafting sports does not have a harmful impact on the sustainability of the surrounding community.



Picture 7. Photo of an interview with the people of Kecepit Village

Potential Damage to Natural Resources Due to Rafting Sports. There are programs in preserving the watershed environment or educating tourists or the surrounding community even once a week there is a river cleaning program from start to finish with a distance of 1km – 9km and we also think about AMDAL permits in our business. When viewed from the potential damage to natural resources, yes, we continue to manage and supervise well the flow of the Comal river.

The existence of a program made by Rainbow rafting and having an AMDAL permit is indeed one of the anticipations of potential damage to environmental natural resources.



Figure 8. Photo of Comal River Flow

CONCLUSION

Based on the discussion about the potential of rafting as a tourism sport in Randudongkal district, Pemalang regency, Central Java, it can be concluded that SWOT analysis of the potential of rafting as a tourism sport in Randudongkal district, Pemalang regency, Central Java.

Strengths, including (1) There is sufficient potential to develop rafting sports tourism in Randudongkal District, Pemalang Regency, Central Java (2) Rafting sports have uniqueness supported by their geographical location and the creativity of business owners (3) The condition of good facilities and infrastructure as well as equipment and equipment to support rafting sports tourism.

Weaknesses include (1) Less widespread forms of romosi only by using social media

platforms (2) Human resources that have not been improved such as employee welfare and the existence of rafting instructor licenses.

Opportunities include: (1) Government performance in the development of rafting sports by relying on Pokdarwis also to promote the Pemalang Regency area, (2) Conservation of natural resources, the existence of business actors who utilize and develop the flow of the Comal river to support tourism destinations, rafting sports and natural tourism.

Threats include (1) The impact of social life of the community from rafting sports in Kecepit Village such as the transition of community professions and forms of competition among village communities (2) The potential for damage to natural resources by minimizing the Rainbow rafting program such as river cleaning also has an AMDAL permit.

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