Journal Physical Health Recreation (JPHR)
Volume 5 Nomor 1 ; November 2024
https://jurnal.stokbinaguna.ac.id/index.php/JP
e-ISSN : 2747- 013X

Strategi Pemasaran Wisata Olahraga untuk Meningkatkan Pertumbuhan Ekonomi Masyarakat di Hutan Lindung Kota Langsa: Studi Survei

Marketing Strategy for Sports Tourism to Enhance Economic Growth of the Community in the Protected Forest of Langsa City: A Survey Study

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Abstract. Protected forest is an area on the equator and is one of the tropical forests full of benefits. One of the tourism strategies intended for this tourist spot is to build recreational sports facilities and infrastructure to increase the number of visitors. However, the most popular attractions among visitors, which also have the potential to absorb a significant amount of labor from the local community, have not yet been actively utilized. The goal to be achieved is to assess the readiness and safety of recreational sports facilities in the protected forest of Langsa City in fostering economic growth for the surrounding community. This research uses a quantitative approach and employs survey research. The sample in this study includes all recreational sports facilities and infrastructure. Data collection techniques used in this study include observation, interviews, documentation, and the classification of recreational sports in the Langsa City Protection Forest. The results show that almost all recreational sports facilities and infrastructure are in good condition and suitable for use. However, the findings indicate that: 1) PT. PEKOLA has not implemented an effective recreational sports marketing strategy to attract a large number of visitors from outside the region, 2) there are no active human resources managing the recreational sports, and 3) the local community has not yet experienced economic growth as a result of this tourist attraction."

Keywords: Physical Education, Learning Outcomes, Volleyball, Lower Pass

1 Introduction

Protected forests are areas located on the equator and are among the tropical forests that provide numerous benefits. These include supplying oxygen, storing water sources, and preventing erosion and flooding. One of the remaining protected forests in Indonesia is the Langsa City Protected Forest. This forest is a conservation area because it is home to many rare species of flora and fauna. Moreover, cultural tourism and the unique characteristics of NAD Province can be observed in this location. Additionally, the protected forest area contributes to the local economy (Yoki Afriyandya Rangkuti et al. 2023) by providing employment opportunities for the surrounding community as workers in the tourist attraction area. As the demand for tourism destinations grows, Indonesia is actively developing its tourism sector to tap into the global tourism market (Fadli et al. 2022).

The Protected Forest in Langsa City is a Green Open Space (RTH) located in the heart of the city and serves as an urban forest park tourist attraction. It was established in 2014, and the management permit was granted to PT Pelabuhan Kota Langsa (PEKOLA) on June 9, 2017. This forest park is situated in Gp. Perumnas Village, Paya Bujok Seulemak, Langsa Baroe District, Langsa City, NAD Province.City parks are spaces within the city that are designed to promote beauty, comfort, safety, and health for all visitors, particularly at the city level (Kalalo, Rondonuwu, and Syafriny 2023). Therefore, the local government must be able to capitalize on this, particularly through the tourism industry. One of the impacts of urban innovation is the effective utilization of public facilities in green open spaces (Dony, Harvianto, and Wisman 2023). As mandated by Law No. 26 of 2007, districts or urban areas are required to develop various plans for providing facilities and infrastructure to ensure that at least 30% of the area is designated as green open space. This green open space should consist of 20% public green open space and 10% private green open space (Yanti, Purwoko, and Lindarto 2023). The green open space at the entrance to Langsa City Forest Park can not only serve as a livable environment but is also expected to benefit the surrounding community by providing a source of economic income (Nova et al. 2023). This forest covers an area of approximately 18,000 hectares and is located at an altitude of 1,500-2,100 meters above sea level. It is a prominent tourist attraction that is expected to boost Regional Original Revenue (ROR) from the tourism sector and help reduce unemployment in the area. One of the tourism strategies planned for this site is the construction of recreational sports facilities and infrastructure to attract more visitors from both within and outside the region.

The sports industry can take the form of service sales, with sports activities as the main product, professionally packaged. Communities involved in the sports industry, as referred to in paragraphs (1) and (2), may partner with the government, local governments, sports organizations, and/or other organizations, both domestic and foreign (Article 79, paragraph 3). In implementing the partnership mentioned in paragraph (3), communities must form a business entity in accordance with the relevant laws and regulations (Pasal 79, ayat 4) (Kristiyanto 2011). The Grand Design for the 2010–2024 National Sports Development in the field of recreational sports clearly emphasizes that recreational sports are closely linked to the sports industry in terms of mission, goals, and objectives (Yoki Afriandy Rangkuti et al. 2023).

However, based on interview data and field observations, it was found that while recreational sports rides are the most popular attractions for visitors and provide significant employment opportunities for the local community, they have not been actively utilized. Even on weekends, these rides appear to be unused. If these attractions were made operational, they could draw

more visitors to the protected forest park and potentially become an iconic feature of Langsa City. Given the background and the emerging issues, this study aims to analyze the recreational sports facilities and infrastructure. The objective is to assess the readiness and safety of the recreational sports rides in Langsa City's protected forest, with a focus on fostering economic growth for the surrounding community.

2 Method

This research utilizes a quantitative approach and survey research design. Quantitative research is conducted to determine the value of independent variables—either one or more—without making comparisons or linking them to other variables, using data in numerical form. Additionally, qualitative data is used to analyze responses from local community workers. The research was conducted over three consecutive days, from July 7 to 9, 2023, in the protected forest park of Langsa City.

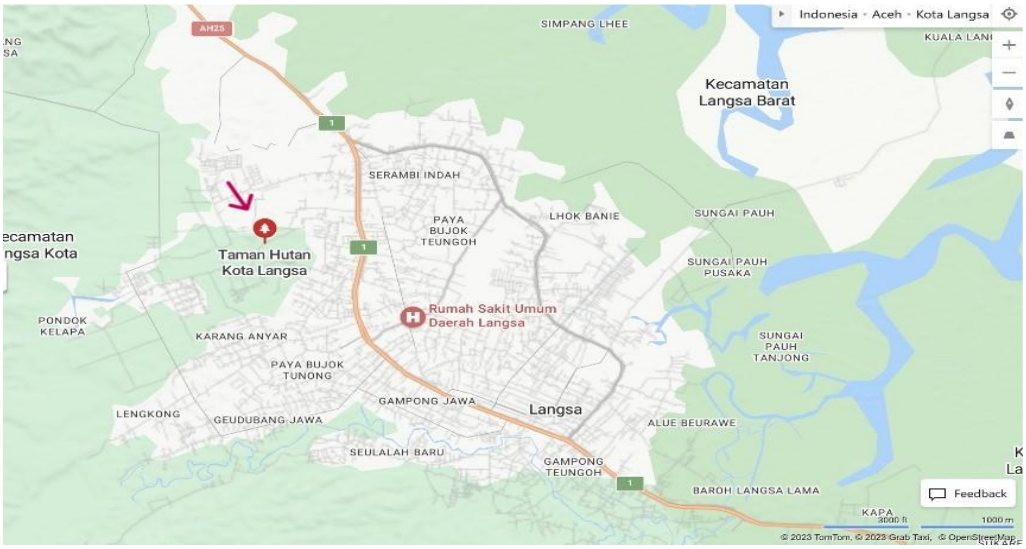

Figure 1. Location of Protected Forest Park

2.1 Data Collection

The population in this study consists of all rides in the Langsa City Protected Forest. The sample includes all recreational sports facilities and infrastructure. Research instruments are tools used to measure natural and social phenomena observed during the study, with all these phenomena referred to as research variables. The techniques used for data collection in this study were observation, interviews, documentation, and the classification of recreational sports in the Langsa City Protected Forest. Data analysis is the process of simplifying data into a form that is easier to read and interpret. To understand the "Data Collection and Classification of Recreational Sports in the Protected Forest of Langsa City," a one-variable analysis technique

was employed. The analysis and research techniques were carried out using percentage calculations.

$P = \frac{F}{N} X\ 100\%$

Description:

P = Percentage

F = Number of data frequencies that respondents answer

N = The actual amount of data.

Category

a. Very high category if the score is 80% - 100%

b. High category if it reaches a score of 60% -79%

c. Medium category if it reaches a score of 40% - 59%

d. Low category if it reaches a score of 20% - 39%

e. Very low category if it reaches a score below

3 Result

After conducting research through interviews, observations, and documentation of data collection and classification of recreational sports in the Langsa City Protected Forest, data was obtained regarding the recreational sports facilities and infrastructure in the area. The next step was to describe the collected data and categorize it according to the predetermined classifications.

Table. 1 Fox Fling Facilities and Infrastructure

No	Facilities and infrastructure	Categories		%
		Good	Broken	
	Facilities			
1	Tali karmantel	2		100%
2	Visitor Harness	5		100%
3	Harness Oprerator	3		100%
4	Helm	20		100%
	Infrastructure			
1	Sling strap	1		100%
	Sum			500%
	Average			100%

Based on the table above, the Fling Fox recreational sports facilities in the Langsa City Protected Forest include karmantel ropes, visitor and operator harnesses, and helmets, all of which are in good condition. Additionally, the infrastructure, such as the 50-meter sling rope and tree house,

is also in good condition and suitable for use. The percentage of Fling Fox sports facilities and infrastructure in the Langsa City Protected Forest is illustrated in the following figure 2.

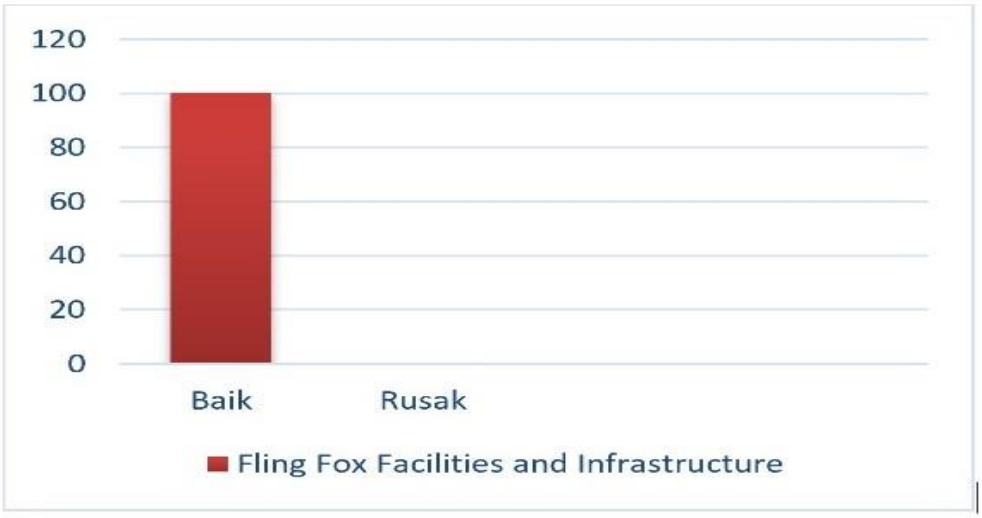

Figure 2. Presentase Recreational Fling Fox Sports Facilities and Infrastructure

Based on the figure above, it can be concluded that 100% of the Fling Fox recreational sports facilities and infrastructure in the Langsa City Protected Forest are in good condition, eligible for use, and already have a functional Standard Operating Procedure (SOP) in place (Fling Fox Management of Langsa City Protected Forest).

Table. 2. ATV Motorcycle Recreational Sports Facilities and Infrastructure

No	Facilities and Infrastructure	Categories		%
		Good	Broken	
	Facilities			
1	Motorcycle ATV	8	2	80%
2	Helm	20		100%
	Infrastructure			
1	1,700 Meter Arena	1		100%
	Sum			280%
	Average			**93,3%**

Based on the table above, 80% of the ATV motorbikes in the recreational sports facilities are in good working condition, while 20% are damaged. All helmets are in good condition and suitable for use. Additionally, the infrastructure, such as the ATV motorcycle tracks, is in good condition. The percentage of ATV motorbike facilities and infrastructure in the Langsa City Protected Forest is illustrated in the following figure 3.

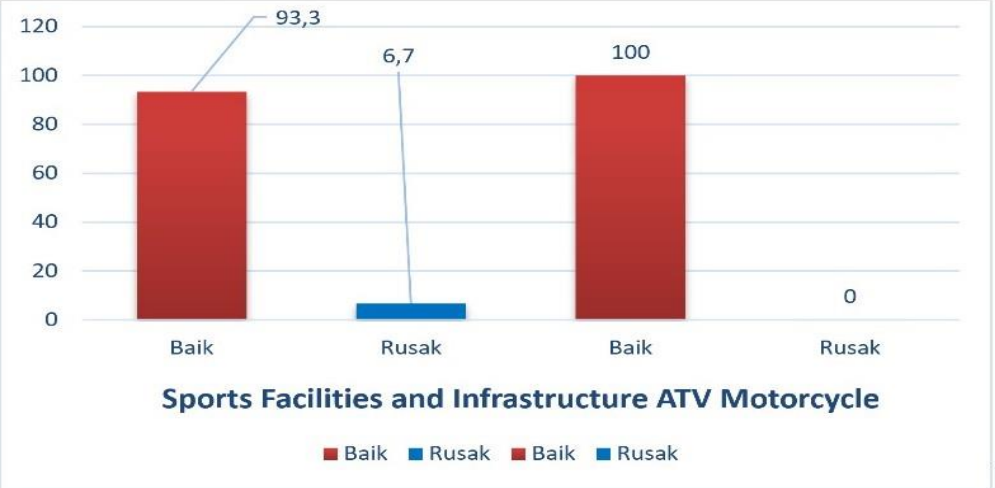

Figure3.Presentase Recreational Sports Facilities and Infrastructure ATV Motorcycle

Based on the figure above, it can be concluded that 93.3% of the facilities are in good condition, while 6.7% are damaged. The infrastructure is 100% in good condition and complies with the Standard Operating Procedure (SOP) for use (ATV Motorcycle Management of Langsa City Protected Forest). If the figures come from a third party, there should be a copyright transfer from the sources

Table. 3 Paint Ball Recreational Sports Facilities and Infrastructure

No	Facilities and Infrastructure	Categories		%
		Good	Broken	
	Facilities			
1.	Types of Weapons			
	BP Delta	13		100%
	Alfa Black	2	5	28,5%
	Pistol	3	6	33,3%
2	Regulator Tube	12	2	85,7%
3	Loder	16	2	88,8%
4	Barel Sock	13		100%
5	Gogle	16		100%
6	Waistcoat	26		100%
7	Blower	1	3	25%
8	Awning	6		100%
9	Radar Choas	1	1	50%
10	Ordinary tube	5		50%
	Infrastructure			
1	Playground (40 X 20) meters	1		100%

2	Rod net (4 meters)	1	100%
3	Sarang Paint Ball	1	100%
	Sum		1161%
	Average		**77,4%**

Based on the table above, the recreational sports facilities for paintball include BP Delta weapons, with 13 in good condition, 2 Alfa Black weapons, and 3 pistols in good condition. However, 5 Alfa Black weapons and 6 pistols are damaged. The following items are in good condition: 12 regulator tubes, 16 loaders, 13 barrel socks, 16 goggles, 26 vests, 1 blower, 6 tents, 1 radar chaos, and 5 ordinary tubes. The damaged items include 2 regulator tubes, 2 loaders, 3 blowers, and 1 radar chaos. The infrastructure, such as playgrounds, nets, and paintball nests, is also in good condition. The percentage of paintball facilities and infrastructure in the Langsa City Protected Forest is illustrated in the following figure 4.

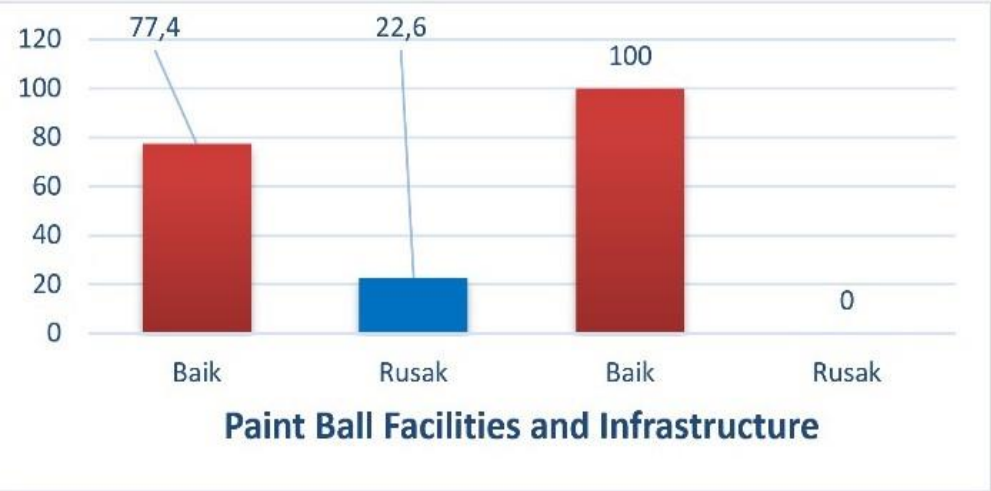

Figure 4. Presentase Paint Ball Recreational Sports Facilities And Infrastructure

Based on the figure above, it can be concluded that 77.4% of the facilities are in good condition, while 22.6% are damaged. The paintball recreational sports infrastructure is 100% in good condition, suitable for use, and complies with the Standard Operating Procedure (SOP) (Paint Ball Management of Langsa City Protected Forest)

Table. 4 Skate Board Recreation Facilities And Infrastructure.

No	Facilities and Infrastructure	Categories		%
		Good	Broken	
	Facilities			
1	Helm	5		100%
2	Knee Protectors	5		100%
3	Elbow Guards	2	3	40%

4	Shoe	2	3	40%
5	Skate Board	5		100%
	Infrastructure			
1	Lahar	1		100%
2	Grif Tref	1		100%
3	Skate Park	5		100%
4	Deckboard with Weel	1		100%
	Sum			780%
	Average			**86,6%**

Based on the table above, the skateboard recreational sports facilities, including helmets, knee and elbow protectors, shoes, and skateboards, are available in good condition. However, many knee protectors and shoes are damaged. Regarding the infrastructure, such as lava, grif tref, skate park, and deck boards with wheels, all are in good condition. The percentage of skateboard facilities and infrastructure in the Langsa City Protected Forest is illustrated in the following figure 5.

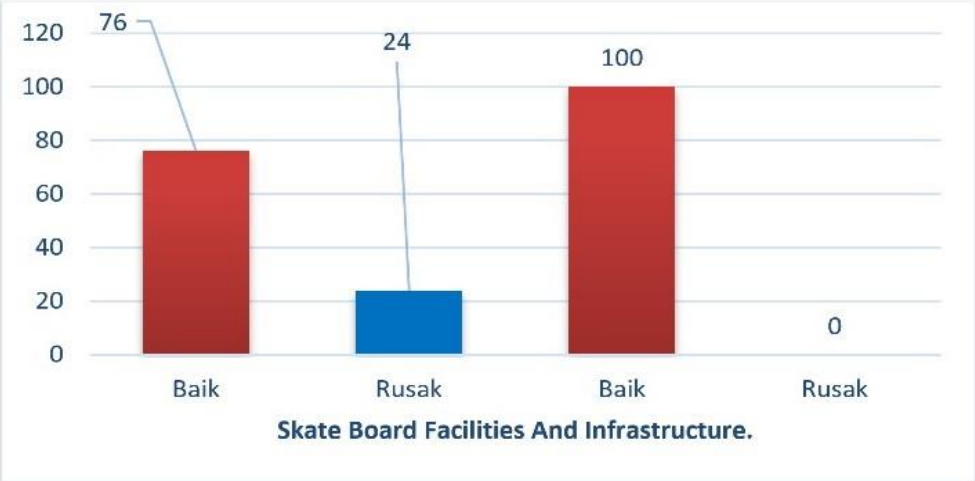

Figure 5. Presentase Skate Board Recreational Sports Facilities and Infrastructure

Based on the skateboard facilities and infrastructure above, it can be concluded that 76% of the facilities are in good condition, while 24% are damaged. As for the infrastructure, 100% is in good condition, suitable for use, and in accordance with the Standard Operating Procedure (SOP) (Skateboard Management of Langsa City Protected Forest).

Table. 5 Rock Climbing Recreational Sports Facilities and Infrastructure

No	Facilities and Infrastructure	Categories		%
		Good	Broken	
	Facilities			
1	Climbing Rope (carmantle)	2		100%

2	Hernes	4		100%
3	Raner	8		100%
4	Climbing shoes	4		100%
	Webing	2		100%
	Pigur	2		100%
5	MG	1	2	40%
	Infrastructure			
1	Sprint class Climbing Board	1		100%
2	Boulder climbing board (20x30) meters	1		100%
	Sum			840%
	Average			**93,3%**

Based on the table above rock climbing recreational sports facilities such as. Karmantel rope, harness, raner, climbing shoes, webing, pigur all in good condition only MG 2 units are damaged. As for infrastructure such as sprint and bulder class climbing boards are all in good condition for use. The percentage of rock climbing facilities and infrastructure in the Langsa City Protected Forest can be seen in the following figure 6.

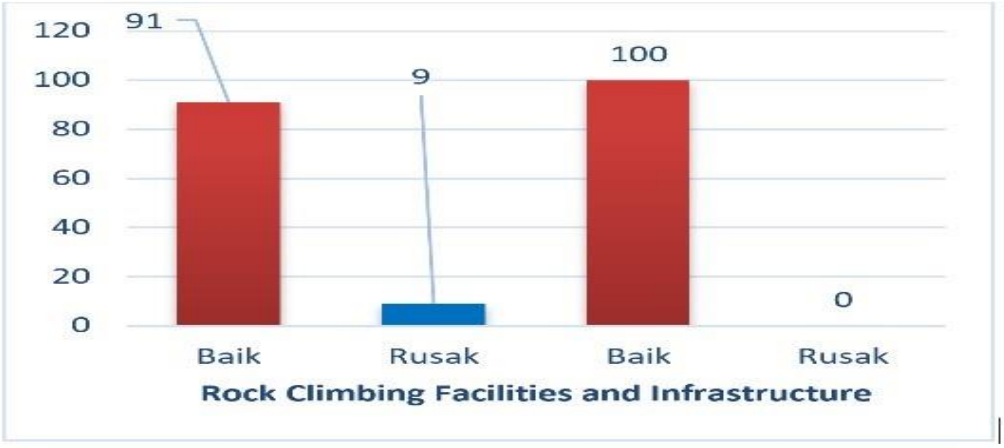

Figure 6. Presentase Rock Climbing Recreational Sports Facilities And Infrastructure

The figure above indicates that 91% of the rock climbing facilities are in good condition, while the remaining 9% are damaged. As for the rock climbing infrastructure, 100% is suitable for use and complies with the Standard Operating Procedure (SOP) (Rock Climbing Management of Langsa City Protected Forest).

Table. 6 Percentage Of Recreational Sports Facilities And Infrastructure In The Protected Forest Of Langsa City As A Whole.

No	Recreational Sports Rides	Facilities Categories		Infrastructure Categories	
		Good	Broken	Good	Broken

1	Fling Fox	100%		100%
2	Motor ATV	93,3%	6,7%	100%
3	Paint Ball	77,4%	22,6%	100%
4	Skate Board	76%	24%	100%
5.	Rock Climbing	91%	9%	100%
	Sum	**437,7%**	**62,3%**	**100%**
	Average %	**87,54%**	**12,46%**	**100%**

Based on the table above, the facilities and infrastructure for the flying fox are in 100% good condition. For ATV motorbikes, 93.3% of the facilities are in good condition, while 7% are damaged. In the case of paintball, 77.4% of the facilities are in good condition, with 22.6% damaged. For skateboards, 76% of the facilities are in good condition, while 24% are damaged. Rock climbing facilities are 91% in good condition, with 9% damaged. As for the recreational sports infrastructure in the protected forest of Langsa City, the overall condition is 100% good and suitable for use.

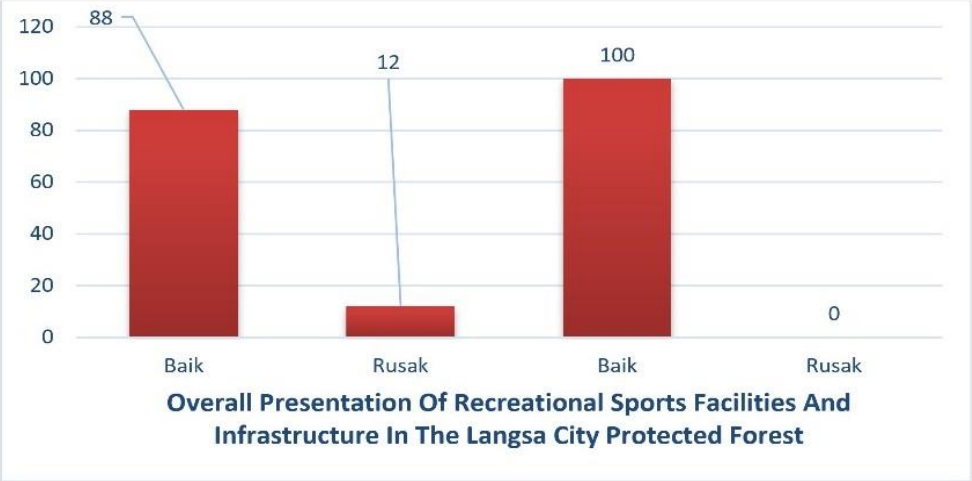

Figure 7. Overall Presentation Of Recreational Sports Facilities And Infrastructure In The Langsa City Protected Forest.

The figure above shows that the overall condition of recreational sports facilities in the Langsa City Protected Forest is good, with 87.54% of the facilities in good condition and the remaining 12.46% in need of repair. Meanwhile, the sports infrastructure is entirely in good condition and suitable for use, with a 100% presentation.

Sports can be enjoyed by anyone, at any time, and anywhere during free time, by utilizing the available recreational sports facilities and infrastructure (Shiddiq, Kristiyanto, and Doewes 2019). Therefore, recreational sports facilities can be further developed to promote public interest in sports and encourage active lifestyles (Giango et al. 2022).

Therefore, the current shift in people's mindset reflects a broader understanding of the benefits of sports, not only for achievement but for overall well-being. Modern human activities have significantly evolved, with a growing recognition that sports should not only aim for physical fitness but also include recreational sports, which have seen rapid development (Sudiana 2018).

4 Discussion

The findings from this research highlight the importance of maintaining and developing recreational sports facilities and infrastructure in the Langsa City Protected Forest. The data suggests that, overall, 87.54% of the facilities are in good condition, while 12.46% require repair or replacement. In contrast, the sports infrastructure is 100% functional and suitable for use, reflecting a solid foundation for supporting recreational activities in the region.

This demonstrates that while the infrastructure is well-maintained, there is still room for improvement in the management of facilities, particularly in ensuring that all equipment is kept in optimal condition. The utilization of recreational sports facilities like flying fox, ATV motorbikes, paintball, skateboarding, and rock climbing can contribute significantly to attracting more visitors, boosting the local economy, and providing job opportunities for the surrounding community.

Moreover, the data reveals a growing interest in recreational sports, aligning with global trends that emphasize active lifestyles and physical well-being beyond competitive achievement. This shift towards recreational sports is vital in promoting physical, mental, and social health among modern populations. In particular, the development of well-maintained sports facilities encourages community engagement and supports the government's mission to improve public health through increased physical activity.

The positive condition of the infrastructure is a key factor that can help sustain long-term growth in the recreational sports sector. If properly leveraged, these recreational sports offerings could transform the Langsa City Protected Forest into a major tourist destination, increasing both domestic and international visitors. By improving the marketing strategy and management of these facilities, particularly with a focus on activating underutilized resources, there is significant potential to enhance the overall tourism experience and economic contributions of the area.

Future developments should focus on maintaining the high standards of infrastructure while addressing the gaps in equipment maintenance and ensuring that recreational sports facilities are fully operational. Additionally, involving the local community in the management and promotion of these sports activities can further stimulate local economic growth and foster a sense of ownership and sustainability in the region's tourism industry.

5 Conclusion

From the results of the study, it can be concluded that nearly all recreational sports facilities and infrastructure are in good condition and suitable for use. However, the study revealed the following findings: 1) The management of recreational sports by PT. PEKOLA has not yet developed an effective sports marketing strategy to attract a large number of visitors from outside the area. 2) There are no human resources from the surrounding community who are licensed to manage the potential of this sports tourism. 3) The economic impact of this tourist attraction has not been maximally felt by the local community.

It is hoped that future research will focus on studying factors that have a more direct impact on the economic growth of the surrounding community, particularly through recreational sports in the Langsa City Protected Forest.

Acknowledgments. We would like to thank PT PEKOLA for their support in this study and LPPM UNSAM and STOK Bina Guna Medan for providing valuable input and suggestions on this article.

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