
Journal Management of Sport

Volume 1 Number 2 (2023)

E-ISSN: 2963 – 8003

available online at <https://jurnal.stokbinaguna.ac.id/index.php/JSSB>

**A REVIEW OF THE MANAGEMENT OF RECREATIONAL SPORTS
RAFTING TOURISM**

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Information

History:
Submitted; January 2023
Revised; February 2023
Accepted; March 2023

Keywords:
Management;
Recreational Sports;
Rafting;
Tourism.

Abstract

This research originated from observations and also field observations made by researchers in the Sipispis sub-district of Serdang Bedagai Regency. Researchers consider that in Sipispis District, Serdang Bedagai Regency has a Recreational Sports Management of rafting in the sub-district. Existing planning is expected to be utilized as well as possible for rafting athletes and tourism for regional development and also as a regional promotion so that it can be recognized by the wider community. Researchers consider that it is not only the potential for Rafting Sports that is found in Sipispis District, Serdang Bedagai Regency, but there are also potentials such as culture, kincia attractions, culinary, tubing, as well as the potential for hidden waterfall tourism which is only done by rafting or tubing on the Ombiilin River, Sipispis District, Serdang Bedagai Regency. This type of research is qualitative, the subject in this study is a review of the management of Royal Crown Adventure Club recreational sports on the Bah Bolon River, Sipispis sub-district, Serdang Bedagai district by conducting interviews, observation, and documentation.

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Journal Management of Sport

INTRODUCTION

In this modern era, there have been many developments that have occurred so rapidly, the Indonesian state has been actively developing to achieve a situation where there is social, economic, political, cultural, and defense justice and welfare that can be enjoyed by all levels of society both physically and mentally (Nugroho & Lubis, 2022). From this situation, it can be expected that the difference between the rich and the poor is getting smaller. In today's life, many problems occur, and high rates of unemployment, poverty, education, and low productivity (Alim et al., 2022). The unavailability of employment is not only a problem in developing countries but also a problem in all countries, one of which is in the field of sports, sports an activities that a person does to get the maximum degree of health, in sports there are many branches or choices, one of which is recreational sports (Setiawan et al., 2022).

The main purpose of implementing recreational sports is to make a real contribution that is very valuable and inspiring for the welfare and survival of the community both physically, spiritually, and socially (Hendrawan et al., 2022). The meaning contained in recreational sports is not just physical activity, but more broadly related to the aim of improving the quality of mental and social aspects as a whole and contributing to the lives of each individual. In addition to the above objectives, recreational sports are expected to be able to shape the character of the younger generation, so that they have high competitiveness and can master sophisticated technology, forming a generation that is intelligent, characterized, moral, and personality. Recreational sports can be used as (1) a lifestyle, (2) a balance between physical, spiritual, and social needs, and (3) to improve physical, mental, and social fitness and well-being (Komaini, 2019).

Rafting often called rafting is a river-wading activity that is favored by many people who have tried it ranging from children, teenagers, and adults to parents who are 60 years old even those who cannot swim are not obstacles to participating in this activity (Mawardinur et al., 2022). The world of rafting in Indonesia is experiencing rapid development at this time. Many rafting associations have sprung up, and then the formation of new divisions specifically for rafting in existing associations of nature lovers. Rafting has developed into an industry that can encourage an increase in foreign exchange and regional income as well as create a lot of jobs for people who are close to rafting companies (Pratama & Komaini, 2019).

One of the companies engaged in rafting sports and recreation that currently exists in West Sumatra is the Royal Crown Adventure Club. Royal Crown Adventure Club is one of the companies engaged in the rafting recreation sports industry located on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency. Royal Crown Adventure Club was formed by a community association on December 1, 2022, in Serdang Bedagai Regency. Royal Crown Adventure Club managers and laborers are assisted by rafting athletes who come from rafting athletes and students. The capital or initial source of funds for rafting infrastructure facilities comes from personal funds. The visitors to the Royal Crown Adventure Club come from all walks of life, both employees and students. Not only rafting, Royal Crown Adventure Club also offers fun tubing rides. Starting from the upstream of Bah Bolon River and finishing at the downstream of Bah Bolon River for 15 km. The duration of the trip is 4-5 hours with a river width of 15-20 meters.

In reality, many things need to be improved by the Royal Crown Adventure Club such as the utilization of human resources of members and leaders. Royal Crown Adventure Club is a relatively new company in terms of selling rafting services, lack of experience in rafting safety and lack of labor sources become a problem when there are large numbers of visitors who come. The facilities and infrastructure are inadequate and also damaged equipment such as helmets, buoys, paddles, leaking boats, and rafting safety equipment. Royal Crown Adventure Club charges visitors Rp500,000/person for foreign tourists and Rp150,000/person for local tourists. One boat contains 6 people and is directed by one skipper. The expensive package is certainly a factor in the lack of interest for middle to lower-class people, rafting sports activists generally come from employees, such as foreign tourists, bank employees, telecommunication employees,

health center employees, and families. The location of the boat is in Padang Panjang, requiring transportation to bring rafting equipment. The number of visitors every month ranges from 30-90 people, many visitors who come occur on big days such as the new year, Eid holidays, and office employee holidays.

Recreational sports are sports that lead to movement activities that aim for fun and excitement (Hakim, 2019). Usually, we can find recreational sports in tourist attractions, the types are also increasingly varied from adventurous to extreme. According to the history of sports in Indonesia, recreational sports are emerging sports. Recreational activities can be divided into two major groups, namely physically active recreation, and physically passive, usually used as a leisure time filler by some people. Examples of recreational sports include outbound, mountain climbing, swimming, jogging, and cycling. all sports can be used as recreational sports as long as they have a clear purpose. recreational sports a sports activities in leisure time so that the perpetrator obtains emotional satisfaction such as pleasure, and excitement, and obtains physical-physiological satisfaction such as maintaining health and physical fitness (Firdaus & Komaini, 2020).

Organizing recreational sports is proof cess, making, ways to organize or manage various aspects related to recreational sports (Azandi et al., 2022). In carrying out the organization of recreational sports, the recreational sports coordinator should adhere to the four basic principles of management, namely: Planning, Organizing, Actuating, and Controlling (POAC) (Effendi & Welis, 2019). Rafting is the activity of fighting a section of river flow that is rugged or ripples using certain vehicles. The meaning of the vehicle in this case is a means or tool consisting of rubber boats, kayaks, canoes, and paddles (Rangkuti et al., 2023). The purpose of rafting can be seen in terms of sports, recreation, and expeditions. Thus we can define the sport of rafting as the sport of wading through rivers with rapids using rubber boats, kayaks, canoes, and paddles for recreational or expeditionary purposes.

METHODS

Based on the problems to be studied, this research includes qualitative research. then this research the author only wants to know things related to the management of recreational sports at Arung Jeram Royal Crown Adventure Club on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency. So from the description of this research which is intended for careful measurement of certain social phenomena. Qualitative research is research intended to investigate circumstances, conditions, situations, events, activities, and others whose results are presented in the form of research (Pahleviannur et al., 2022). Thus this research will reveal the data found in the field, namely about the review of the management of the Royal Crown Adventure Club Rafting recreational sport on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency.

The data analysis technique in this research is descriptive with the data collection technique, namely heuristics. Heuristics is a technique in data collection, an activity of searching for sources to obtain historical material data or historical evidence (Anggito & Setiawan, 2018). Sources according to their material can be divided into two, namely written and unwritten, or documents and artifacts. The work steps carried out by researchers at this heuristic stage are searching collecting and finding historical data and sources that researchers consider relevant to the research study. Researchers collect sources related to the research topic under study, both in the form of primary sources and secondary sources. Primary sources that researchers use are documents and oral sources. Oral sources in the form of field interviews with the head of the Serdang Bedagai Regency tourism office, the head of the Serdang Bedagai Regency tourism tourist attraction field, the head of the tourism facilities and infrastructure session at the Serdang Bedagai Regency tourism office, the head of the tourism object management analysis session at the Serdang Bedagai Regency tourism office and the recreational sports officers of the Serdang Bedagai Regency tourist attraction.

RESULTS & DISCUSSIONS

Results

Planning.

The first management function as a direction for the management of Royal Crown Adventure Club recreational sports is planning. Planning is the basis of the implementation that will be carried out in an organization or company. Good planning will facilitate the process of running the next stages. Royal Crown Adventure Club has a goal to raise the tourism potential of the Bah Bolon River and raise the potential of younger siblings around Sipispis residents to become capable rafting athletes. Royal Crown Adventure Club also compiles work goals for the next year so that what is expected can be achieved, the goal is to increase the number of rafting tourists on the Bah Bolon River, Sipispis District to increase the Regional Revenue and Expenditure Budget (APBD). To achieve these goals, the Royal Crown Adventure Club management is committed to forming recreational tourist attractions that can raise the potential of their respective regions and support MSMEs in their respective regions.

Organizing

In realizing the goals to be achieved in an organization, a company leader must be able to organize the organization properly. Organizing is intended to be a grouping process for activities to achieve goals and assigning each group to a manager, who has the power, which is necessary to supervise group members. In organizing the field of rafting, the organizational structure of the Royal Crown Adventure Club rafting management on the Bah Bolon River, Rambatan Kecamatan, Serdang Bedagai Regency is still not neatly arranged. Based on the results of observations and interviews with Mr. Rahmat Zean the chief manager of the Royal Crown Adventure Club rafting on the Bah Bolon River, Rambatan sub-district, Serdang Bedagai Regency, he stated that the Royal Crown Adventure Club rafting on the Bah Bolon river, Rambatan sub-district, Serdang Bedagai Regency does not yet have its organizational structure. So rafting in Tanah Regency is managed by individuals or private individuals without any assistance from the government. Another reason for the absence of an organizational structure for rafting is the absence of permanent employees, where the manager will only employ athletes or students and village children on the Bah Bolon River when the rafting facility is operated. The main reason there are no permanent employees in the rafting field is that there is no budget from the local government.

Actuating

The third management function is direction. The briefing process in the management of Royal Crown Adventure Club Rafting Recreational Sports management is carried out with existing briefing procedures. All briefing procedures are carried out by a chairman in rafting on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency. The briefing process is in the form of things that can be done and should not be done in rafting activities, controlling rafting activities, and during breaks, the chairman asks what obstacles there are in the activity and provides direction to the workforce or skipper to provide comfort to visitors. Briefings are also made to Royal Crown Adventure Club athletes to do training when there are no tourist visits and prepare physical conditions to stay fit to take part in events or competitions. The Chairman of the Royal Crown Adventure Club provides coaching and gives advice and instructions to Club members on how to paddle techniques, team cohesiveness in paddling, rapids that must be avoided, and safety in rafting. The Chairman of the Royal Crown Adventure Club also welcomes any workers or visitors who have complaints. If a complaint or problem occurs, the Chairperson of the Club will conduct a discussion regarding the problem complained about by the workforce or visitors. This is done so that there is no misunderstanding and the problem can be resolved or a solution found.

Controlling

Regarding supervision or control a chairman must know the situation in the field, the supervision process in the management of the Royal Crown Adventure Club Rafting on the Bah

Bolon River, Serdang Bedagai Regency is carried out directly by a chairman. This is because one of the duties of a chairman is to control all activities within. In the management of the Royal Crown Adventure Club Rafting on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency, the supervision process is carried out directly by going into the field. In his activities, the chairman can observe activities in the field related to the duties and responsibilities of the Royal Crown Adventure Club guides. Before operating or before being placed on a vehicle, Sipispis children who are selected as Royal Crown Adventure Club Rafting guides will be given training first. This is intended to introduce the use of tools to the Sipispis children and how to operate the rides so that visitor safety is guaranteed. Employees are also required to be professional in carrying out their duties, employees must appreciate and respect visitors and not discriminate against visitors.

Discussions

Planning for the Royal Crown Adventure Club Rafting recreation sport on the Bah Bolon River, Serdang Bedagai Regency is classified as very good. Has a vision of the Bah Bolon River as one of the Rafting recreations that can raise regional potential and a mission to improve the condition of athletes to be ready to take part in rafting competitions, Introducing regional potential by rafting to the outside world, Increasing tourist visits by promoting the Royal Crown Adventure Club rafting on the Bah Bolon River, Sipispis District, Serdang Bedagai Regency. The objectives of the Royal Crown Adventure Club recreational sports work are to increase tourist visits, increase the Regional Revenue and Expenditure Budget (APBD), and introduce recreational rafting sports, to the community, especially local tourists or foreign tourists, looking for rafting athletes. To achieve these goals, the Royal Crown Adventure Club manager has a strategy, namely the Royal Crown Adventure Club manager is committed to improving services at the Royal Crown Adventure Club. After completing the Royal Crown Adventure Club rafting activity, the manager always evaluates to find out what are the shortcomings of the rafting activity and whether the available facilities are still in good condition and can function optimally. After conducting an evaluation, the manager can take corrective action in the future. Evaluation is also carried out at the end of each year with the Culture and Tourism Office and the local community. The evaluation carried out concerns the overall activities of the year so that it can find out the shortcomings and what things must be improved. After the evaluation is carried out, the manager makes plans for the next year. This evaluation is needed because, in the management of the Royal Crown Adventure Club facility manager, the role of facilities is very important because the state of the facilities is related to the comfort and safety of a Royal Crown Adventure Club Rafting ride. If the facilities are not well maintained the consequences will be very fatal. In addition to disturbing the comfort of visitors, it can also endanger visitors who use the Royal Crown Adventure Club Rafting rides.

In its organization in the field of Royal Crown Adventure Club rafting, the organizational structure of the Royal Crown Adventure Club management is still not neatly arranged. Royal Crown Adventure Club in Serdang Bedagai Regency does not yet have its organizational structure. So Royal Crown Adventure Club in Bah Bolon River, Serdang Bedagai Regency The main reason for the absence of permanent employees in the field of Royal Crown Adventure Club rafting is because there is no budget. But even so, the overall organization can run well and prioritizes the family system between the chairman and all Royal Crown Adventure Club employees. Work is also divided according to their respective expertise and applies a system of cooperation and evaluation. This harmonious cooperation will make tasks and work smooth and organized and achieve the expected goals.

Actuating (Directing) recreational sports Royal Crown Adventure Club rafting in Serdang Bedagai Regency is classified as very good The process of directing in the form of motivation carried out in activities, controlling the guide, a chairman at any time visits the guide to ask about obstacles and good solutions for the guide's performance. Coaching is also carried out for athletes and Sipispis children on the Bah Bolon River operated by conducting rafting training as athletes

and skippers or Royal Crown Adventure Club rafting guides on the Bah Bolon River, Serdang Bedagai Regency. This is related to the procedures for using tools, safety or rescue, and practicing the operation of the Royal Crown Adventure Club Rafting facilities. The head of the Royal Crown Adventure Club also welcomes any employees or visitors who have complaints. If a complaint or problem occurs, the manager will conduct a discussion regarding the problem complained about by the guide or visitor. This is done so that there is no misunderstanding and the problem can be resolved or a solution found. The manager also provides additional money to employees or labor if the manager gets a large profit. Management has employee performance targets that have been set in the SKP (Employee Work Objectives) which can be used as a benchmark to whether employee performance is on target or not, if employee performance is not on target or gets complaints from visitors, the Manager will provide direction on how to serve visitors properly and if employee performance is still the same and still does not serve visitors properly, the manager will not bring or make the employee a Skipper, this is done to keep employees able to provide the best service to visitors and can give a good impression to visitors so that visitors can do Rafting again with Royal Crown Adventure Club.

In the management of Royal Crown Adventure Club Rafting, the supervision process is carried out directly by plunging into the field or into the Royal Crown Adventure Club arena itself. In its activity, es the chairman can observe activities in the field related to the duties and responsibilities of the Royal Crown Adventure Club guides. Before rafting the Club chairman divides the people who will board the boat so that the boat can be balanced in rafting, in rafting the Club chairman does not become a skipper, the Club chairman only provides direction and supervision to employees or skippers where the time of the resting place for visitors can eat and drink in the middle of the rafting. The chairman also told the skipper and visitors not to use cellphones in the rafting because it could endanger visitors in the rafting.

Based on the results of interviews and observations that have been made, the authors need to submit several suggestions to the Royal Crown Adventure Club Rafting manager as follows: 1) The Royal Crown Adventure Club rafting manager should create his organizational structure related to recreational sports at Royal Crown Adventure Club and send a budget request for permanent employees in the field of sports and recreation. 2) In conducting direction, a chairman should be more intensive and increase direct direction to his employees. 3) Royal Crown Adventure Club rafting managers should cooperate with travel companies to introduce rafting recreation sports. 4) In supervision, the manager should maintain the quality and service to visitors so that visitors will come back and enjoy visiting the Royal Crown Adventure Club rafting on the Bah Bolon River, Serdang Bedagai Regency.

CONCLUSION

Based on the results of interviews with managers, and visitors and supported by observations in the field, the following conclusions can be drawn: 1) The planning process carried out by the management of the Royal Crown Adventure Club rafting has been run by the management function. 2) Organizing recreational sports management Royal Crown Adventure Club rafting has not been neatly arranged because it does not have its organizational structure. 3) The directing process carried out by the Royal Crown Adventure Club rafting management is carried out by a chairman and has been running according to its function. 4) Supervision carried out by the Royal Crown Adventure Club rafting management has been running according to its function.

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