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SPORT EVENT PARAGLIDING CHAMPIONSHIP IN SUMEDANG WEST JAVA: SOCIO-ECONOMIC ANALYSIS OF THE SURROUNDING COMMUNITY

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Abstract This study aims to analyze the socio-economic impact through sport event paragliding championship in Sumedang, West Java, to the local community. This study uses a qualitative method with a case study design, where data collected through in-depth interviews with six informants consisting of MSME actors, tourists and event organizers. The Data obtained were analyzed using thematic analysis to produce data visualization in the form of frequenchy word analysis, hierarchical diagrams, and concept maps. The results showed that this sport event has a major impact on the local economy by creating entrepreneurial opportunities for the community and increasing their income, in addition, this sport event contributes to the development of local tourism and strengthening the cultural identity of the region through regional symbols that are recognized more widely. The success of this sport event increases the reputation of the sumedang area as a sports tourism destination, which has a positive impact on the social and cultural improvement of the local community. The study also found that the role of government is very important in developing accessibility, infrastructure, and community consolidation to support local economic development.

Keywords: local culture; local economy; regional reputation ; sport event

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INTRODUCTION

Sporting events, especially those related to paragliding, are increasingly attracting public attention both at the local and international levels. The tourism industry is one of the leading sectors in Indonesia because it has great potential as a driver of the national economy. Along with the development of sports tourism, industry players began to see opportunities and take advantage of them, mainly due to their contribution to the development of the region (Fauzi et al, 2024).

Indonesia even listed the tourism sector as the main source of foreign exchange thanks to the strategic geographical location and Natural Resources, Human Resources, and culture to attract domestic and foreign tourists (Fauzi et al, 2025). Tourism has as its main objective to promote economic growth, improve people's welfare, reduce poverty, and unemployment, as well as the environment and Natural Resources. In addition, tourism plays a role in introducing culture. Strengthen the identity of the nation, as well as strengthen relations between countries (Riyadi et al, 2024). In recent years, sport tourism has become a major trend in the global tourism industry, attracting the attention of many countries, including Indonesia. With the diversity of nature and culture, Indonesia is actively developing tourist destinations based (Della & Murdana, 2023). This phenomenon can be observed from the increasing public interest in sports tourism such as canyoneering, rafting and paragliding. Sports-based tourism is becoming a competitive industry, with various destinations competing in organizing events to attract tourists (Rapli et al, 2024). In addition, sport tourism contributes to promoting economic growth and the sector (Supriyoko et al, 2024). Fitriana & Darmawan (2021) affirm that sport is a necessity that is inseparable from human life because it plays a role in maintaining physical, mental, and social health. As well as a source of entertainment. one of the necessities of life that cannot be separated is even carried out repeatedly to maintain health, growth and physical, mental, social development, as well as a source of pleasure and entertainment (Wicaksono, 2020), physical activity and exercise have various health benefits (Fahmi et al, 2024).

Sport and tourism have become part of an interrelated social phenomenon, as reflected in the Olympic events that are still taking place today. With the increasing popularization of sports tourism up to 10% every year, sport tourism is increasingly becoming a major factor in the growth of the tourism industry (Rapli et al, 2024).

Organizing sports events can also be a strategy for local governments to increase community income and encourage their participation in the development of the sports and tourism industry. Sport also plays an important role in the promotion strategy of the tourism industry (Mesci et al, 2021).

Therefore, the sumedang local government initiated the paragliding championship sport event held in bukit batu dua, sumedang Regency. Based on reports sumedangkab.go.id, this event was attended by 100 participants including 38 participants from 13 countries, held at the end of 2024. In accordance with the sumedang Regency tourism policy contained in the Regional Tourism Development Master Plan (RIPARDA) in 2013. Local governments have a strategic role in utilizing and developing the potential of human and natural resources in order to increase the economic growth of the community through sports events, collaboration between the government and the community is important in developing the local economy in tourist areas (Budiarti et al, 2024). Sports events can also be a means to convey a message to the community, which is often associated with the concept of ABCGM (academic,business/corporate, community, government from central to regional levels, and the Media). This collaboration is needed to attract the public and support the development of the tourism sector Event (Djohan, et al. 2020). In Sumedang Regency regional Regulation Number 10 of 2020 concerning the Master Plan for Tourism Development of Sumedang Regency in 2021-2025, the government is committed to developing various tourist destinations so that sumedang is increasingly known as a tourist city (Fauzi et al, 2025). Therefore, paragliding is one of the top attractions for tourists. The sport was developed as a takeoff pad for professional paragliding athletes (Rahma 2020). In addition, paragliding is also categorized as a physical activity that can prevent various diseases, improve physical fitness, and reduce the risk of obesity (Fauzi et al, 2023). Through the implementation of paragliding championship sport event, it is expected that there will be various positive impacts, both local governments and the surrounding community, especially in increasing economic income and introducing the beauty of sumedang to tourists. This kind of sporting Event not only provides economic benefits but also strengthens people's social ties and increases community pride (Lesmana et al, 2024). As for previous research conducted by (Setiawan et al, 2024). The results showed that the construction of The Crown Bridge II Samarinda city has an influential impact in social and economic aspects,

both positive and negative impacts. Socially, the construction of the bridge revives the Kapih River area which was previously a remote area. However, the emergence of economic activity around the bridge turned out to cause hygiene and safety problems due to the indifference of visitors.

Then further research conducted by (Bakir & Nathalia, 2024). The results showed that event sport tourism, destination image, and perceived value partially had a positive and significant effect on behavioral intention. In addition, sports tourism events and destination image also have a significant influence on behavioral intention with perceived value acting as a mediator. There is also previous research in international journals conducted by (Msingiri et al, 2024) The results revealed that the majority of participants recognized the important role of tourism activities in the socio-economic progress of Zanzibar. These benefits include job creation, income generation, market expansion, linguistic diversity and cultural exchange, among others. Stakeholders in the tourism sector have adopted strategies such as cultural preservation, environmental conservation, and hospitality promotion to increase tourism activities.

Based on some of the above descriptions of previous research, what distinguishes this research is the focus on the impact of sports events on the local economy, especially for UMKM actors and the surrounding community. While previous research discussed infrastructure development, behavioral intention factors in sport tourism, and the impact of tourism in general, this study is more specific in understanding how sporting events such as paragliding championships can change socio-economic dynamics in sumedang, West Java. Therefore, the purpose of this study is to analyze the impact of paragliding sport event on the socio-economic of the surrounding community. Thus, this study discusses how socio-economic analysis through sport event paragliding championship in sumedang can have a positive impact on socio-economic changes for local traders, local communities, and organizers who can develop their social economy through sport event paragliding. The literature review used in this study is referring to the sport of paragliding event, the perceived socio-economic.

METHOD

This study uses a qualitative approach to the design of case studies, because the focus on sport tourism event paragliding championship in sumedang, to understand its

impact on the social and economic conditions of the surrounding community in depth and contextually. Participants in this study were selected purposively, that is, based on certain criteria that were selected in a relevant way. Participants consist of various parties who are directly or indirectly involved in or affected by the event, including UMKM actors, tourists or spectators, and organizers. The number of participants selected were two informants from UMKM, tourists and organizers. UMKM were chosen as core informants to represent the economic aspects of the community directly affected. While the supporting informants from the tourists are selected to determine the perception of the event and the tourist attraction of the area. Organizers as key informants to provide information related to the purpose, process of organizing, as well as challenges in the implementation of the sport event.

Data collection techniques conducted through in-depth interviews aimed to explore the opinions, experiences, and perceptions of participants such as UMKM, tourists, Tourism Office staff, and event organizers related to the socio-economic impact of sports activities. Observations were carried out directly at the Paragliding Championship location and the surrounding area to record social, economic activities and community interactions during the event. Collect documentation to support and reinforce key data from interviews and observations. This study uses the Instrument of interview, observation, and documentation. The use of these instruments for the accuracy and completeness of data, both from subjective aspects through interviews, real behavior through observation, and supporting data through documentation. Interview indicators refer to instruments developed by Kim, Jun, Walker, and Drane (2015).

Data analysis procedures obtained using thematic analysis in which all interview results are collected and reviewed back into the form of transcripts or text. where thematic codes are developed based on the frequency and relevance of words that appear, after the coding stage, keyword theme Mapping is carried out through word frequency analysis to identify the most frequently mentioned terms, then to describe the relationship between concepts, conceptual mapping is made, used to show the relationship between the main variables that identify the socio-economic impact on increasing community income, local tourism development, and the dynamics of stakeholder participation in the paragliding event.

RESULT

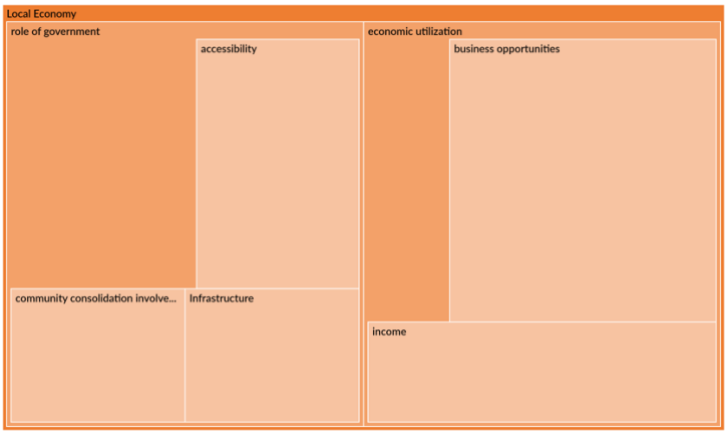
Research findings on the analysis of sport event paragliding championship in sumedang on the socio-economic conditions of local communities show that the event has a considerable impact on the economic and social dimensions of society. This Sport event creates entrepreneurial prospects for citizens while fostering affirmative social and cultural consequences. The implementation of this paragliding sport event has increased the reputation of the region, as evidenced by the increase in similar events, strengthening local cultural practices, and the emergence of regional symbols that gain wider recognition.

This study involved six informants consisting of small and medium enterprises (SMEs), tourists, and event organizers. The information obtained from the interviews was then analyzed using the NVivo 15 pro software, which generated data visualizations including word frequency analysis, hierarchical diagrams, and concept maps. This visual representation explains emerging themes, such as the improvement of the local economy, the progress of Tourism, and the social dynamics that occur in the community during the sport event paragliding championship takes place.

Pictures 1. Word frequency sport event.

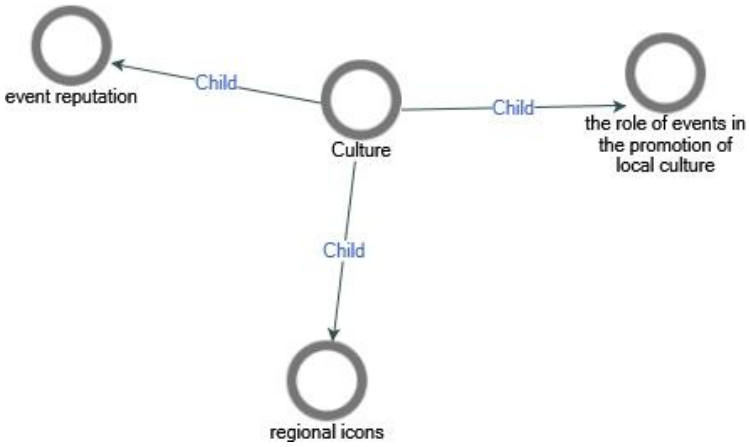
The results of the visualization of word frequency in the image above show the word" event " is the most dominant, indicating that the event became the main focus in discussions related to tourism and the local economy. The next word" community " appears with high frequency, indicating the role of the community in taking advantage of the opportunities offered through this event. "sumedang " indicates this topic focuses on the sumedang area as the location of the event. Other words such as" Economy","

Development“, and” sport " describe the positive impact of this event on the local economy and tourism sector.



Pictures 2. Diagram of the economic hierarchy of society.

In the visualization of the hierarchy diagram above shows the structure of the relationship between the elements that affect the economy of local communities to the role of government and economic utilization. Which shows accessibility, community consolidation involvement, and infrastructure illustrates how the role of government in facilitating access to various resources and economic opportunities, consolidating various parties to support local economic development, building and maintaining infrastructure to support local economic growth. meanwhile, the economic utilization of the results of the hierarchy diagram above shows the existence of business opportunities and income that illustrates how events and government policies open up business opportunities for local communities, which have an impact on economic growth. Economic utilization through events and business opportunities can increase people's income.



Gambar 3. Maps of socio-cultural concepts.

Visualization of concept maps in the image shows the relationship between the three main elements that are interconnected in the promotion of local culture through sport event paragliding championship in sumedang. the first is the role of the event in promoting local culture. Events serve as a major tool to introduce and promote local culture, contributing to a broader understanding of the culture of the region, both regional icons that make the symbol representation of the region. finally, Reputation shows the success of the event in promoting local culture also forms the reputation of the region as an event organizer, which can improve the image of the region as a whole.

DISCUSSION

The results of research on the impact of sport event paragliding championship in sumedang on the socio-economic conditions of the surrounding community are corroborated by the literature that shows that sports events can provide significant economic, social, and cultural benefits for the regions that host in selenggarakanya sport event paragliding championship in sumedang.

Economic Impact of Sporting Events

A sporting event is an activity or competition involving athletes involved in various sports. These efforts serve not only as a competitive arena but as a medium for advocating for Health, Fitness, and cultural exchange, while simultaneously fostering friendship between countries and peoples through sport. For example, sports and related events have experienced significant expansion, especially in the field of esports, which has officially been recognized as an achievement sport in Indonesia, this phenomenon has experienced a surge in popularity marked by the organization of tournaments that have garnered great interest from many participants and visitors, in addition to the progress of the digital industry in sports (Pritama and Nur Cahyani 2022).

This illustrates the changing dynamics in the world of sports how different types of sporting events, both traditional and modern, contribute to society. Research on international musi triboatton shows how a well-planned event has the potential to attract tourists and strengthen the local economy (Masjhoer 2020). So, draw conclusions from the two opinions above about the economic impact of sporting events that sporting events, both traditional and modern, provide a great economic influence, but as a mechanism to grow the tourism sector and improve the local economy. organizing well-planned events,

such as esports tournaments and the international musi triboatton, can attract tourists, thereby contributing to increased revenue and the advancement of the local industry. advances in the digital sector and modern sports are further accelerating this phenomenon, generating new favorable economic prospects for local communities.

The Role of Events in Cultural Promotion

The role of events in the promotion of local culture is very important, because through these events, local culture and traditions can be introduced, Promoted, and preserved. Events are often a platform to showcase local cultural diversity to educate the public and visitors about heritage. One concrete example is the polowijen Cultural Village studied by zurani and Kamilah. Their research revealed that the local community has an awareness of the potential of developed culture, and the organization of events in this cultural village that can be developed, and the organizers of events in this cultural village can encourage the progress of the tourism sector while increasing community involvement in the preservation of cultural heritage (Zurinani and Kamilah 2023).

This underscores that cultural events play an important role in strengthening local identity and exploring the economic potential associated with culture-based tourism, in addition, events can also serve as a means of public diplomacy, as shown in research by Rusmawati and Rasyidah. Organizing prestigious events, such as MotoGP in Mandalika, has the capacity to promote Indonesian culture globally, while enhancing the nation's positive image (Rusmawati and Resa Rasyidah 2023). With local cultural aspects into international events, countries can attract tourists and investors, while strengthening their cultural status on the global stage. From a strategic perspective, it highlights the need to strengthen cultural tourism rooted in local wisdom. local culture can be marketed as a distinctive tourist attraction that not only generates economic benefits but preserves and preserves the traditions and values of existing cultural values (Hartaman et al. 2021).

Therefore, sports and cultural events have a crucial role in the promotion of local culture and community sustainability. Through good collaboration between the government, the community and the private sector, the potential of local culture can be maximized and introduced to a wider realm.

Government involvement in local economic development

Government involvement in the field of local economic progress has an important role, especially regarding Community Development, Infrastructure Development, and

job creation. Through various programs and policies, the government seeks to empower local communities and improve their welfare through sustainable economic growth. One example through relevant research put forward by the (Rizal, Zen, and Hendry 2023), emphasizing the importance of community participation in the development of tourism villages, by optimizing promotional strategies and involving the participation of local residents in the economy through the tourism sector. The advancement of economic growth through tourist villages not only contributes to the creation of jobs but also in the maintenance of local wisdom and culture. In addition to other research explaining how collaboration between the government and business actors in economic development in the tourism sector can help create better conditions for local economic growth, through the micro, small and medium enterprises (UMKM) empowerment program, the government can provide access to capital and training, which supports overall regional economic growth and reduces poverty (Lelo Wulandari Waisei 2023). Thus, the involvement of the government in the progress of the local economy is very important. By implementing a variety of programs that emphasize community engagement, infrastructure improvement, and stakeholder assistance to local economic interests, governments can play a role in pushing toward job creation and improving the overall well-being of communities.

Social And Cultural Impact of The Event

Sosial impact of the event providing the consequences of an organized eventsir can have a profound influence on society, especially on the strengthening of social values and the preservation and promotion of local culture. events, from sporting events to arts events, contribute to identity formation and social interaction at the community level. In addition, community involvement in cultural events, as found in research on traditional Dayak sports, shows that social ties are established through participants in these activities. traditional sports not only serve to preserve the local cultural heritage but also foster a sense of unity and collective identity among the people (Harvianto and Abeng 2021). Overall, the social and cultural impact of the event is able to make a broad contribution to society, including in terms of cultural preservation, increased social interaction, and the formation of a common identity.

Tourism Development and Reputation Of The Region

The advancement of Tourism exerts a great influence on the public perception of a region, especially in increasing its attractiveness to visitors and encouraging local economic development. Through community-centered programs, tourism can be optimized to facilitate the conservation of indigenous cultures while promoting social interaction. Community-based tourism shows no economic benefits but increases social and environmental sustainability (Iman Pribadi, et al. 2021). By actively involving the community in decision-making, CBT helps strengthen social bonds and community identity, which in turn positively affects the reputation of the area. One of the effective strategies to increase tourism attractiveness is through the organization of cultural events, such as festivals and art exhibitions. In addition to economic benefits, tourism development must also pay attention to social and cultural impacts. Widari stressed the importance of monitoring the socio-cultural impact to maintain a balance in the development of Tourism (Sri Widari 2022). Moreover, the implementation of responsible and sustainable tourism practices should be a major concern to minimize negative impacts, such as cultural exploitation or environmental damage. It is important to ensure that the development of tourism is not profitable from a financial point of view, but also contributes to the preservation of local cultural values and strengthens a positive reputation in the eyes of the international community.

In short, the advancement of effective tourism has the ability to improve the position of the region by strengthening its cultural essence, advocating sustainability, and promoting socio-economic welfare. To generate beneficial impact, collaborative efforts between government, community, and the private sector play an important role in ensuring the long-term success of tourism efforts.

CONCLUSION

Based on the results of researchers who have done the analysis of sport event paragliding championship in sumedang on the socio-economic conditions of the surrounding community, it can be concluded that this sport event has a significant influence on the economic and social aspects of society. Sport events effectively foster entrepreneurial ventures for the community and strengthen social and cultural values by promoting local traditions and regional symbols. In addition, this sport event plays a role in improving the reputation of the region, as evidenced by the increase in similar events

and wider recognition of sumedang as a major tourist attraction. To encourage further development in this context, it is necessary to measure the economic impact more objectively in future studies, such as increasing income, employment and tourism, which are presented in the form of measurable data, for example with percentage figures. Therefore, it can be said that sport evet paragliding makes a great contribution to the economic and socio-cultural progress of the people in the area, and in order to increase its positive impact, more structured and detailed measurements are needed.

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