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## JAKABARING THE ROLE OF GOVERNMENT IN DEVELOPMENT OF SPORT TOURISM IN LAKE OGAN PERMATA INDAH (OPI) J...

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## JAKABARING THE ROLE OF GOVERNMENT IN DEVELOPMENT OF SPORT TOURISM IN LAKE OGAN PERMATA INDAH (OPI) JAKABARING

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### Abstract

*The Indonesian government is currently trying to improve the image of Indonesian tourism by developing community-based tourism. One form of community-based tourism development is sport tourism. As the name implies, sport tourism is tourism combined with sports. This can support the growth of the tourism sector because it is supported by sports activities that attract visitors. South Sumatra has a lot of tourism potential, especially in water sports, seen in the condition of the area which is the water area that is the icon of the city of Palembang, namely the Musi River, besides that there are also many tributaries scattered in various areas which are the flow of the Musi River, in addition to the river The lakes that have an attraction one of them is Lake OPI (Ogan Permata Indah) located in the Jakabaring area. The development of various tourism sectors in various countries that are stretched coupled with the source of foreign exchange obtained by the region from the tourism sector is certainly an opportunity and also a challenge for Indonesia, especially the city of Palembang in developing the sports tourism sector. The development of sports tourism requires the active role of various parties. The central government to local governments at the lowest level have a role in the authority to regulate, foster and develop. In addition, the role of related agencies, business actors and the general public is also needed.*

**Keywords:** *The Role of Government; Sport Tourism development; Lake Opi*

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### INTRODUCTION

Tourism globally shows very rapid progress as seen from the development of socio-economic structures experiencing very rapid progress so that it can generate increased income, tourism is also transforming and penetrating into the realm (Diwyarthi, 2021). Sports are physical activity activities that are usually competitive in nature with the aim of improving abilities and skills, and can

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provide fun entertainment and sports activities themselves are closely related to tourism (Burhaein, 2017).

Tourism can be interpreted as a trip that is carried out repeatedly from one place to another that has an alluring charm for the community, in English it is called the word "tour", while for the plural understanding "tourism" can be used the word "tourism" or "tourism" With regard to the meaning of sport tourism, it is also expressed by (Perić et al., 2019) . According to (Naranjo et al., 2016) tourism development requires community participation. This is in line with the efforts of the Indonesian government which is currently trying to improve the image of Indonesian tourism by developing community-based tourism. One form of community-based tourism development is sport tourism (Okilanda et al., 2021). As the name implies, sport tourism is tourism combined with sports. This can support the growth of the tourism sector because it is supported by sports activities that attract visitors.

Indonesia is currently carrying out intense tourism development in various regions to support the tourism sector, one of which is South Sumatra Province with the capital city of Palembang. South Sumatra has a lot of tourism potential, especially in water sports, seen in the condition of the area which is the water area that is the icon of the city of Palembang, namely the Musi River, besides that there are also many tributaries scattered in various areas which are the flow of the Musi River, in addition to the river The lakes that have an attraction one of them is Lake OPI (Ogan Permata Indah) located in the Jakabaring area.

The development of various tourism sectors in various countries that are stretched coupled with the source of foreign exchange obtained by the region from the tourism sector is certainly an opportunity and also a challenge for Indonesia, especially the city of Palembang in developing the sports tourism sector. The development of sports tourism requires the active role of various parties (Putra et al., 2021). The central government to local governments at the lowest level have a role in the authority to regulate, foster and develop. In addition, the role of related

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agencies, business actors and the general public is also needed (Arisman & Agun Guntara, 2021). This article aims to describe the role of government towards the development of sports tourism

Opportunities in the development of the tourism sector can also be seen from tourist visits which increase every year, this is supported by the data in the following table.

**Table 1.** Tourist Visits in Palembang City in 2013 – 2018

Tahun	Wisatawan Nusantara	Wisatawan Asing	Jumlah Kunjungan Wisatawan (orang)
2013	1.660.871	6.246	1.660.871
2014	1.819.346	8.861	1.828.207
2015	1.724.275	8.028	1.732.303
2016	1.896.110	10.683	1.906.793
2017	2.001.567	9.850	2.011.417
2018	2.110.898	12.249	2.123.147
Total	11.213.067	55.917	5.227.627

(Source: Palembang City Tourism Office, 2019)

The table above shows the condition that there has been an increase in the number of tourist visits visiting Palembang City in the last 6 years. This indicates that Palembang has the potential for the development of the tourism sector (Wulandari et al., 2021).

## METHOD

The type of research used in this study is descriptive, holistic, interpretive research with a qualitative approach, which refers to the overall efforts made to obtain data, the process of obtaining data and processing data which is then described and interpreted. Kerlinger (2000) argues that scientific approach or design is a particular systematic form of all reflective thinking (Putra et al., 2020).

Data in this study were collected through observation, documentation and in-depth interviews. Checking the validity of data using data source triangulation techniques carried out by comparing the results of observational data with interview data and interview results with related documents, and data analysis through data reduction, data presentation and conclusion drawing

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**RESULT AND DISCUSSION**

**The Role of Government**

Palembang City has diversity and distinctiveness in the potential for tourist attraction, both culinary, artistic, and eco socio-cultural potential, of the many tourist activities found in Palembang City, which attracts attention is on water sports tourism that can be done on rivers and lakes, seeing tourism sports raised from water sports and seen from the socio-cultural eco community that is still maintained today and supports government programs in efforts to increase tourism.

The government remains consistent in fully supporting the development of sports tourism that elevates regional culture in the development of an OPI Jakabaring lake tourist area, and the government continues to strive to make Palembang City sports tourism contribute to increasing the Regional Original Income (PAD) of Palembang City, along with the table of Palembang City PAD for 2016-2019.



**Figure 1.** Graph of Regional Original Revenue Realization (PAD) Palembang City Year 2016-2019

(Source: BPS (Central Statistics Agency) Palembang City, 2021)

Based on data that has been summarized by BPS Palembang City, it can be seen that the PAD of Palembang City from 2016 to 2019 does not always increase, but there is also a decrease although not too significant. However, based

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on data quoted from several sources such as the statement of the previous mayor of Palembang Harnojoyo (Sumeks, 2017) that the tourism sector contributed around 25% of the total PAD of Palembang City in 2017. In the following year, a statement from Isnaini Madani (Antara, 2019) that in 2018 the tourism sector contributed as much as 20% or around Rp. 185 billion of the total PAD of Rp. 1 trillion. Furthermore, in 2019, the tourism sector of Palembang City contributed around 30% of the Palembang City PAD target. This shows that the tourism sector contributes a lot and the realization of the tourism sector PAD comes from hotel, entertainment, and restaurant taxes. The increase in PAD from the tourism sector also indicates that Palembang City has the same path as the central government's goal of making the tourism sector and creative economy a locomotive of the national economy.

The Palembang City Government in 2021 has described the development priorities of Palembang City and one of these development priorities is the harmonious development of tourism, culture and sports cities as seen in figure 2 below:



**Figure 2.** Palembang City Development Priorities  
 (Source: RKPD Changes in Palembang City Government, 2021)

In detail, the 6th development priority related to tourism, culture and sports cities has development programs that have been detailed in table 2 below.

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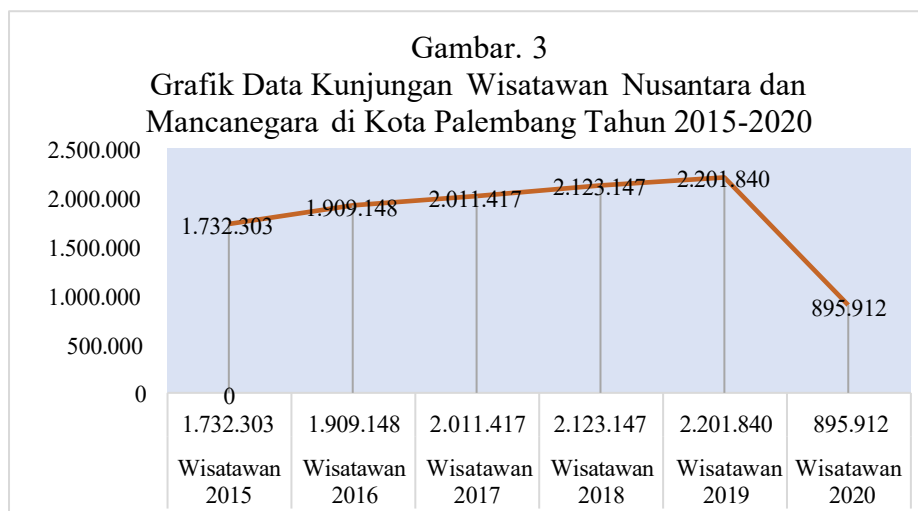
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**Table 2.** 6th Development Priority on Tourism, Culture and Sports of Palembang City

Isu Strategis	Prioritas Pembangunan	Program Pembangunan	Sasaran	Indikator Sasaran	Panggung jawab	Lokasi
Parwisata	Pembangunan Kota Parwisata, budaya dan olahraga yang harmonis	Penataan kawasan wisata, budaya dan olahraga	Tertatanya kawasan wisata, budaya dan olahraga	Jumlah kawasan wisata, budaya dan olahraga yang tertata	1. Bappeda 2. Dinas Parwisata 3. Dispora 4. Dinas Kebudayaan	18 Kecamatan
		Penyediaan infrastruktur pendukung wisata, budaya dan olahraga	Tersedianya infrastruktur pendukung wisata, budaya dan olahraga	Jumlah infrastruktur pendukung wisata, budaya dan olahraga	5. Dinas PUPR 6. Dinas Koperasi dan UKM 7. Dinas Perdagangan 8. Forum TJSU/CSR	
		Peningkatan event wisata, budaya dan olahraga	Bertambahnya event wisata, budaya dan olahraga	Jumlah event wisata, budaya dan olahraga yang diselenggara		18 Kecamatan
		Peningkatan jenis dan kualitas souvenir dan kuliner	Bertambahnya jenis dan kualitas souvenir dan kuliner	Jumlah jenis dan kualitas souvenir dan kuliner		18 Kecamatan

OPI Lake is located in the upstream part which is the center of Palembang City is also part of the development and policy of the Palembang City government. OPI Lake is also the main terminal for the arrival of tourists from outside the province who want to visit tourist attractions in Palembang City so as to facilitate public access to the area, besides that OPI Lake which is located in Jakabaring close to the mall and Jakabaring Sport City is an added value to be used as a tourist destination. OPI Lake is a very potential area for tourists to visit considering the graph of tourist visits in Palembang City has a good increase except during the pandemic. This can be clearly illustrated by the graphic below.



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Source:

1. PHRI room occupancy rate data.
2. Data of Foreign Tourists (Foreign Tourists) Immigration Office Class 1 Palembang City.
3. Processing data from Palembang City Tourism Office

Based on the chart data above, it shows that the number of tourists visiting Palembang every year has increased even though in 2020 it has decreased. Of course, this is due to the impact of the Covid pandemic and government policies regarding restrictions on public space visits and crowds. However, the government still makes the development of tourism with culture and sports part of the Palembang City government's development priorities.

### **Development of Sport Tourism on Lake OPI Jakabaring**

The potential of Lake OPI Jakabaring that needs to be developed as water sports tourism is seen based on physical conditions, which include geographical location, security, facilities, cleanliness, road access, government support, and community support. By looking at the physical conditions of Lake OPI Jakabaring for the development of water sports tourism destinations such as having an adequate area, an area located in the city center, close to toll gates, located in the Jakabaring development area, close to malls, and government facilities and becoming a tourist area that is the attraction of the sports field.

OPI Lake is located in Jakabaring, kelurahan 15 Ulu, Seberang Ulu 1 district, Palembang. Lake OPI serves as a drainage or water catchment in the Jakabaring area. Lake Ogan Permata Indah (OPI) has clear water, which is sourced from rainwater and rivers. Lake is one example of stagnant water that has a very small flow or can be called without current. Most lakes are formed due to natural disasters in ice ages or periods of tectonic or volcanic activity that are very intensive and only occur in certain places on land, so the distribution is uneven, although there are artificial lakes deliberately made by humans for certain purposes, where lakes have certain deep criteria to be called lakes (Okilanda, 2017). One lake that has received enough attention is Lake OPI Jakabaring. On

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the shores of the lake, many people take advantage by selling and some take advantage of it by providing games (Kusmeri & Rosanti, 2015).

The opportunity for OPI Jakabaring lake destinations is quite large in bringing tourists, on the other hand it has culinary and cultural products that are quite diverse. Palembang City has no nature that can be developed into a tourist destination other than rivers. In addition, Lake OPI can also be used as a center for water sports training as also done in Metung Australia in the Project of Metung that in the development of lake tourist destinations not only for economic and commercial benefits but also support water sports training activities and even fishermen's training in sailing so that they can support achievements in water sports (Rodrigues et al., 2013).

The development process of the Jakabaring area is closely related to the implementation of PON XVI in South Sumatra Province. The implementation of PON XVI in South Sumatra also influenced the process of accelerating the development of this region. There are at least several office buildings, infrastructure, and several athlete housing complexes that are used for the purpose of implementing PON XVI in Palembang City and in the residential area there is an artificial lake whose function is to support water sports training grounds, if related to these sports activities are certainly an attraction to be developed into a tourist area based on Sport Tourism. Efforts to promote tourism, among others, through the introduction and development of sports tourism. Sports tourism is one form of special interest tourism that has garnered special attention (Wardana, 2017).

Tourism and sports are two disciplines that can be combined so that they have dual power and influence for economic growth. According to (Zheng et al., 2008) Sports tourism is a synergistic phenomenon that is more than a simple combination of sports and tourism. Therefore, an understanding of sport and tourism is required, but it needs to be conceptualized in a way that does not rely on the definition of sport and tourism that allows synergistic elements to be

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understood.

The government, both at the municipal level and the provincial government, must synergize in developing to develop the OPI Lake area as a tourist destination, especially for sports tourism, in this case it is water sports.

## CONCLUSION

Sport tourism or sports tourism is a tourism activity with sports as the main attraction. Sports activities that can be referred to as tourism activities are activities in the form of large events or events, because events are one way to attract tourists in a destination (Nursalam, 2016 & Fallis, 2013)(Nursalam, 2016 & Fallis, 2013). This can be done by people with the will and ability to grow and develop according to the conditions and cultural values of the local community for health, fitness, and pleasure.

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