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POTENTIAL OF BIDUK LAYAR TRADITIONAL SPORTS TOURISM AS A TOURIST ATTRACTION IN THE CITY OF PALEMBANG

Widya Handayani¹, Hikmah Lestari², Ilham Arvan Junaidi³

Universitas PGRI Palembang^{1,2,3}
hik2mah@gmail.com

Abstract

The development of sports is currently growing from time to time, many people enjoy sports activities. The development of sports is currently also being used by several sectors to develop, including the tourism sector. The aim of this research activity is to attract local tourist attractions by involving traditional sports in an area that has different characteristics and customs. This research is a qualitative study to look at the potential for traditional sports tourism in the Big Dipper Sailing (BIDAR) in the city of Palembang. The results of this research are that Bidar traditional sports have high potential for the tourist attraction of the city of Palembang.

Keywords: Traditional Sports Tourism; Big Dipper


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Correspondence Author: Hikmah Lestari, Universitas PGRI Palembang, Indonesia.

E-Mail: hik2mah@gmail.com

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INTRODUCTION

Indonesia is a very large and diverse country and has a very strategic geographical location so it has many tourist attractions that can be visited. Various types of tourism exist from Sabang to Merauke. The tourism sector provides quite a large amount of foreign exchange for various countries, including Indonesia. Indonesia, as the largest archipelagic country in the world consisting of 17,508 islands or also known as the archipelago or maritime country, has realized the importance of the tourism sector to the Indonesian economy because the growth of Indonesian tourism is always above the growth of the Indonesian economy (Suryani, 2017). According to Esmacili et al., (2016) tourism development requires community involvement. 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, namely sport tourism.

Sport tourism is a term for tourism that involves sports activities. Sport tourism in this case is defined as tourism activities carried out by carrying out enjoyable sports activities, without any element of coercion and is generally carried out in tourist attraction areas by utilizing the environment and nature. Sports tourism can directly increase physical fitness and inner satisfaction (Isnaini & Hasbi, 2020).

Sports tourism is a type of tourism activity that is developing quite rapidly in Indonesia because Indonesia has vast mountains, oceans, rivers and lakes. Because each region has different geographical characteristics, it is very possible for the development of tourist sports to be used as an alternative recreational sport for sports lovers such as mountain sports (climbing, camping, forest exploring, cycling, or trekking, etc.), water sports (diving), canoing, snorkeling, surfing, and so on). According to (Wedagama, 2008) there are several types of tourism, one of which is sports tourism. This type is divided into two categories: (1) big sport events, namely big sporting events such as the Olympic games, world ski championships, world football championships and terms that attract attention. Not only athletes but thousands of spectators and fans, (2) sporting tourism of practitioners, namely sporting events for those who want to train and practice themselves. Countries or regions that have sports facilities or venues can certainly attract a number of fans.

This can support the growth of the tourism sector because it is supported by sports activities that attract visitors. Sports tourism has developed and even become an industry that is currently the mainstay of various countries in the world. The foreign exchange income obtained from the tourism sector, especially sports tourism, is quite large, various countries in the world are competing with each other to develop sports tourism. Currently, Indonesia is continuously developing and improving the tourism sector. The government's seriousness in developing tourism is implemented in Law No. 10 of 2009 concerning tourism.

The aim of tourism is also clearly described in article 4, namely that tourism can increase economic growth and improve people's welfare; eradicate poverty; overcoming unemployment; preserving nature, environment and resources; raising the nation's image; fostering a sense of love for the country; strengthen national identity and unity, and strengthen friendship between nations.

The growing development of various tourism sectors in various countries coupled with the foreign exchange sources obtained by the country from the tourism sector is of course an opportunity and also a challenge for Indonesia and Palembang in particular to develop the tourism sector. Opportunities in developing the tourism sector can also be seen from tourist visits which increase every year. Based on data from the Palembang City Tourism Office in 2019, there was an increase in domestic tourists of approximately 100,000-200,000 people each year from 2016. Meanwhile, for foreign tourists there was an increase of around 2000 people from 2016.

Palembang is famous for its water tourism and the beauty of the Musi River and the Ampera Bridge, so the local government is developing this tourist destination area so that it can attract local and foreign tourists. Based on field observations, it can be seen that the development of water tourism in the city of Palembang has not been fully developed to become a regional government development agenda. This can be seen from the many water tourist attractions in Palembang City that have not been managed optimally. For example, there is a tributary of the Jerambah Karang River in the center of Palembang City, a tributary of the Keramasan River, the artificial Lake OPI Jakabaring, a tributary of the Lima Ulu Kedukan River, then the development of the water sports tourism sector in Palembang City is also acknowledged to be still very minimal. The city of Palembang, apart from having the beauty of the Musi River, also has a distinctive and unique water sport, namely the traditional sport of Big Dipper Sailing (Bidar).

Bidar is a traditional sport for the people of the city of Palembang which is competed during celebrations of major holidays such as the Republic of

Indonesia's Anniversary (HUT RI) and the Birthday of the City of Palembang. The public's enthusiasm for watching the match was very large. People in other regions and districts flocked to watch the match. The bidar match held made the celebration of the Republic of Indonesia's Independence Day and the anniversary of the City of Palembang lively. Thus, researchers are interested in researching "The Potential of Biduk Layar Traditional Sports Tourism as a Tourist Attraction in the City of Palembang."

METHOD

In this research, the researcher used a qualitative descriptive type of research so that the understanding of the explanation and findings will be described in the form of descriptive sentences so that the results of the interpretation are critically argumentative based on the data obtained from the research results. In line with Bogdan and Taylor's opinion in (Moleong, 2003) that qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. So research is said to be research that does not carry out calculations.

The research location was carried out in Palembang City, the research time was from August to November 2023. It was carried out for 4 (four) months starting from preparing the proposal to reporting the research results.

RESULT AND DISCUSSION

There are 3 traditional sports tourism destinations in the city of Palembang, specifically in this research, namely the Kuto Besak Fort (BKB) area, Dayung Village in Keramasan and Tangga Buntung. Based on direct observation, these three places are places where traditional sailing dipper sports competitions are often held and are bidar sports tourism because there is a river that is suitable for competitions, apart from that, this rowing village is a place for producing or making sailing dipper boats of several sizes. Apart from producing bidar boats, the rowing village is the birthplace of skilled rowers.

According to one bidar boat maker in the rowing village, the bidar boat for competitions is around 24-30 meters long, 75-100 cm wide and 60-100 cm high. The boat crew consists of 45-58 people, all of whom are male. Based on the results of interviews with people in the rowing village, the local people are still enthusiastic about using paddles and sailboats, so many of the skilled sailboat players come from the rowing village. Many children, teenagers and adults still paddle on the river.

There are two rowing villages, namely in Keramasan village and 1 Ulu village in the Tangga Buntung area. Keramasan village is a community settlement located on the bank of the Keramasan River, a tributary of the Musi River. Based on the results of interviews with local residents, it is this Keramasan village that produces skilled rowers. They are usually rented by a number of parties, usually the parties renting them are from the government, organizations and companies to carry or row the bidar boats in the competition.

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Discussion

The potential of the traditional bidar sport as a tourist attraction in the city of Palembang is quite high, seen from the enthusiasm of the people in watching the bidar competition which was held on August 17 to commemorate the independence day of the Republic of Indonesia. This can be seen by the very busy people in the BKB courtyard watching the competition. The people who attended were not only people from the city of Palembang but also from outside the city of Palembang. The reason they are enthusiastic about watching the traditional Bidar sports competition is because the competition is made very lively, besides that Bidar sports is a unique sport and can stimulate adrenaline. So they are willing to take the time to watch the competition directly.

With so many people enthusiastic about watching the competition live, the government needs to preserve this traditional sport because bidar sport is a sport that is part of the culture of the city of Palembang so that it can become a characteristic of the city of Palembang.

This traditional Bidar sport will be sustainable if the government has a program to preserve this sport because currently this sport is still surviving because of the rowing village in the Keramasan area and the rowing village in the 1 Ulu Tangga Buntung area. There are still people who work as boat builders and this is the center if anyone wants to make rowing boats, from small to large sizes. These two rowing villages are of course located on the banks of the river so there are still people who use rowing. So the most skilled rowers in South Sumatra come from this rowing village.

This means that special training needs to be carried out by the Palembang city government in this rowing village, starting from coaching in boat production and coaching athletes or rowers so that young people there are interested in pursuing rowing. Considering that nowadays the times are changing so rapidly, this also affects the way of thinking of young people in their daily activities.

To increase tourism in the city of Palembang, the Palembang city government, in this case the Palembang City Tourism Office, needs to increase its own attractions. A place will have certain boundaries both actual and legal. According to Richardson and Fluker (2004: 48) a tourism destination is a significant place to visit on a trip, with some form of actual or perceived boundary.

Gunn and Var, (2002) stated that a good and optimally successful tourist area is based on four aspects, namely: 1) Maintaining environmental sustainability, 2) Improving the welfare of the people in the area, 3) Guaranteeing visitor satisfaction, 4) Increasing integration and community development unity around the area and development zone. Thus, the BKB courtyard area, Keramsan rowing village and 1 Ulu Tangga Buntung rowing village have very good potential if seen from the data description and must be developed and fostered so that tourists are interested in visiting. Because of the four aspects described above, these three areas are adequate.

The development of tourist areas also places great importance on the existence of facilities and their use, as stated by Makky (2021) that in developing sports tourism destinations, sports facilities are the main key even though geographical location also really supports the success and sustainability of tourism. These three areas (Palataran BKB, and the Keramasan rowing village and 1 Ulu Tangga Bunutng) are suitable places to foster and preserve the traditional Bidar sport which is a tourist attraction in the city of Palembang.

The development and development of Bidar's traditional sports tourism potential is part of regional tourism development which directly or indirectly provides more benefits for the local community. Government support also plays a

very important role in developing sports tourism, but the government of South Sumatra, especially the city of Palembang, has not paid much attention to developing sports tourism even though it has managed comfortable tourist attractions so that people can carry out physical activities in several places in the city of Palembang.

The Palembang city government should also empower the community to play a role in developing sports tourism, in terms of mobilizing the community with the resource capabilities of the community in the tourist destination area. Basically, the goal of tourism development must be in line with the expectations of the local community, so the voice of the community must be taken into account and taken into account by the Government in determining tourism goals, because the voice of the local community also reflects how much interest the community has in the presence of tourism in the community. By combining community expectations and the tourism concept that will be implemented by the government, it is hoped that it can provide benefits to the local community. Local governments have an adequate understanding of what tourists like or need and how local community interests can be integrated in tourism planning (Kantola et al., 2018).

CONCLUSION

From the results of research conducted by researchers regarding the potential of Bidar traditional sports as a tourist attraction in the city of Palembang, it can be concluded that Bidar traditional sports have high potential for the tourist attraction of the city of Palembang. This can be seen from the number of visitors in the BKB yard during the Bidar competition every August 17 and the reason they watch the Bidar competition is because Bidar sport is a unique and challenging traditional sport in the city of Palembang.

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