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Sportember Program As a Community Motivational Causa Doing Recreational

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Abstract

September is a program of a tourist destination in The North Bandung Area that offers sports programs. The program is inseparable from the current public interest in sports and raises the motivation of the community to do recreational sports. The purpose of the research is to find out the cause of the community to do recreational sports through the Sportember program in The North Bandung area in 2021. This research uses a quantitative method through a survey approach. The population of this study is visitors to the tourist area of North Bandung, precisely Hotel and Resorts Sindang Reret Cikole. From this population, 100 respondents were sampled through a random sampling technique. Data collection was carried out through community motivation questionnaires. The result of the study is that the motivation of the community towards recreational sports through the Sportember program in The North Bandung area has a percentage of 77%, so it can be concluded that the motivation of the community towards recreational sports through the Sportember program in North Bandung area is high.

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INTRODUCTION

September is a program carried out by tourist destinations in northern Bandung. By carrying out the slogan Keep Healthy and Keep fun, this program is expected to increase public awareness in general and especially tourists to do sports in addition to traveling. Starting from raising awareness, a motivation will emerge to do sports as a secondary direction after primary activities, namely visiting tourist attractions. The Sindang Reret Group organizes this program under Sindang Reret September. Several Sindang Reret branches make the Sindang Reret Cikole location the locus where this program applies. Tourists can take advantage of this program by making a reservation in advance. September applies to groups, clubs, or sports communities with a total membership of 16-24 people per group.

The sports programs are field, facilities, instructors, sports guides, and assistance. The sports activities are bikes, running, fun archery, martial arts, yoga, and others. This September facility includes breakfast and meals. There is also a picnic-style lunch or afternoon package. In addition, tourists are given compliments on using the place for sports activities, standard sound systems, and mineral water when sports activities are carried out.

September is a solution for people to do sports. People carry out their daily activities during a busy life, narrowing the time and space for exercising. According to Giriwijoyo (2010), sports are a series of regular and

planned body movements carried out in a conscious state to increase their functional abilities. Suryani (2013) states that health is related to preventive-promotive matters, namely preventive activities against health problems. If it is related to sports, exercise is a preventive activity to maintain physical fitness.

After being busy at work, the current tendency of society is to do tourism activities to unwind. Free time for exercising is getting narrower because the priority of traveling is increasing. According to research by Olstad et al. (2020), stakeholder support to provide recreational and sports facilities can help improve public health. For this reason, the Sportember program provides a solution to the limited free time and the community's exercise needs so that two activities with the same important priority can be carried out in the same activity and time.

If seen from the number of participants involved in September activities, Giriwijoyo (2010) categorizes sports in the September program into group sports. Group sports are sports activities with 6-22 participants. Thus, through this program, tourists remain physically healthy with mass sports activities and spiritually healthy with their tour activities.

The problem in this research is how is the motivation of the community to do recreational sports through the September program. According to Harold Koontz in Hasibuan (2016), motivation refers to encouragement and efforts to satisfy a need or goal. Meanwhile, according to Kasriman

(2017), motivation is a stimulus, impetus, and power generator; the process occurs within oneself but can be seen from actual behavior. In line with the research problem, the resulting study of Guerin & Fortier (2013) states that situational motivation can influence changes in positive affect acquired during an exercise session as guided by the nature of one motivation for exercise. However, more work is needed on the long-term effects of a regulation guided by obligation.

Chauhan (2008) argues that motivation refers to symptoms that involve encouraging actions toward specific goals. This follows the opinion of Sardiman (2010) that motivation is a change in energy in a person, which is marked by the emergence of feelings and is preceded by a response to a goal. Motivation is an encouragement to do things better in activities to achieve goals. Thus, in the end, individual activities will lead to something valuable. For example, a motivation that leads to efforts to increase individual satisfaction in their work.

Recreational sports are activities carried out to seek joy, satisfaction, and friendship, increase physical fitness, and not gain victory or pursue achievement (Ariyanto, 2016). Types of recreational sports can be sports that are played in inter-class or community competitions, sports for fun, and simplified rules and places where they are played in recreational areas. It can also be a sport that children do to fill their spare time. Recreational sports can also be in the form of water and aerospace sports. The purpose of recreational sports is to fill spare time, relieve

fatigue and boredom, balance subsistence activities, meet social needs, get pleasure by exercising, and introduce that sports are fun.

Therefore, the purpose of this study is to determine the motivation of the community in recreational sports through the September program, in which to obtain the research results carried out with a quantitative method approach. With this approach, the results were obtained regarding community motivation in recreational sports. Program availability, stakeholder support, and intrinsic motivation can attract the community and become essential points in creating a conducive atmosphere for cultivating sports with recreational sports programs. Literature Review.

METHODS

The method used is a quantitative method through a survey approach. Research methodology is essential to investigating and creating knowledge about social problems (Marvasti, 2018). Survey research is a research methodology that collects data from a group of individuals in the form of responses to questions (Rybakov, 2020). Surveys should have straightforward research question (s) using the smallest possible number of high-quality, essential survey questions (items) that will interest the target population (Story, 2019). So that based on the theory above, the survey research to be carried out is to ask respondents about the symptoms or conditions that occur at this time, especially regarding the motivation to do recreational sports through

the Sportember program held in the Sindang Reret Resort Cikole tourist area, North Bandung.

The population in this study were tourists who visited the tourist area of Sindang Reret Resort Cikole, North Bandung. The

population was obtained from data on tourist visits during 2021 (January - September), with as many as 46,105 visitors. Respondent profiles can be seen from the respondent's age, gender, regional origin, level of education, occupation, and income of the respondent.

Table 1. Community Motivation Questionnaire Grid

Variable	Sub variable	Indicator	Number Of Item	Item Number
Community Motivation (for recreational sports)	Intrinsic Motivation	To Know	4	2,4, 23, 27
		To Accomplish	4	8,12,15,20
		To Experience Stimulation	4	1,13,18,25
	Extrinsic Motivation	Identified	4	7,11,17,24
		Introjected	4	9,14,21,26
		External Regulation	4	6,10,16,22
	A motivation	A motivation	4	3,5,19,28
Total			28	

The sampling technique used the Slovin formula to obtain a research sample of 100 respondents from the existing population. The sampling technique is random sampling, which is a sampling technique in which all individuals in the population, either individually or in groups, are given the same opportunity to be selected as members of the sample or commonly referred to as random or random sampling that is without being selective. The sample requirements are visitors who participate in recreational sports at the Sindang Reret Hotel and Resort Cikole, North Bandung. The questionnaire instrument was completed online using the Google form for

each visiting sample. Charging is done after they finish their activity or during checkout.

The object of this research is 100 visitors to the Sindang Reret Resort Cikole tourist area, North Bandung. This study aims to see how much motivation the community has to do recreational sports through the September program. Researchers try to find information as accurate as possible by collecting data by distributing motivational questionnaires to the respondent using Google Forms for each item. Each respondent must fill in their identity and answer questions through a closed questionnaire with the answer choices Does not correspond at all (1), Corresponds a

little (2), Corresponds moderately (3), Corresponding a lot (4), and Correspond precisely (5). With the condition of Covid-19, the distribution of questionnaires cannot be done face-to-face in large numbers or collecting mass at the same time. So technology media is needed to support data retrieval; finally, filling in the Google form is one of the efforts made in this research. Technology is developing in a way that makes everything easy, so it is necessary to take advantage of this technology to develop and improve the techniques used in monitoring false information and rumors to facilitate the work of the investigation committees and prosecute the authorities responsible for this misinformation, especially in times of crises and disasters, whether natural or artificial (Almomani, 2020). Technology makes

retrieving data remotely easier so respondents can answer motivational questionnaires wherever they are. The right time when all activities, especially administration, are carried out online.

Data analysis is used to obtain the meaning of each number obtained through statistical calculations. The data analysis techniques in this study include finding the average value (mean), standard deviation, and percentage.

FINDINGS AND DISCUSSION

The data results obtained thoroughly from the items representing each sub-indicator in Tabel 2 and Figure 1 are as follows:

Table 2. Community Motivation Questionnaire Grid

No	Indicator	Score	Percentage (%)
1	To Know	1713	85,7
2	To Accomplish	1539	77,0
3	To Experience Stimulation	1678	83,9
4	Identified	1673	83,7
5	Introjected	1682	84,1
6	External Regulation	1670	83,5
7	A motivation	864	43,2
	Average	1546	77,3

Based on the results of the data analysis obtained, the community's motivation for recreational sports through the Sportember program has a percentage of 77.3% above the average price, so it can be concluded that the community's motivation for recreational sports through the Sportember program is high. The availability of sports programs such as sportsmen is essential to forming a conducive

atmosphere for a sports-cultured society. The sports culture is meant to cover the complete scope of sports, including competitive sports and community sports or recreational sports, from several indicators such as to know, accomplish, experience simulation, identified, introjected, external regulation, and motivation. The highest score indicates knowing, and the lowest is motivation, which

appears in this study. This means that from the seven indicators, knowing is one of the reasons why visitors feel they have to

participate in the September program to learn more about recreational sports.

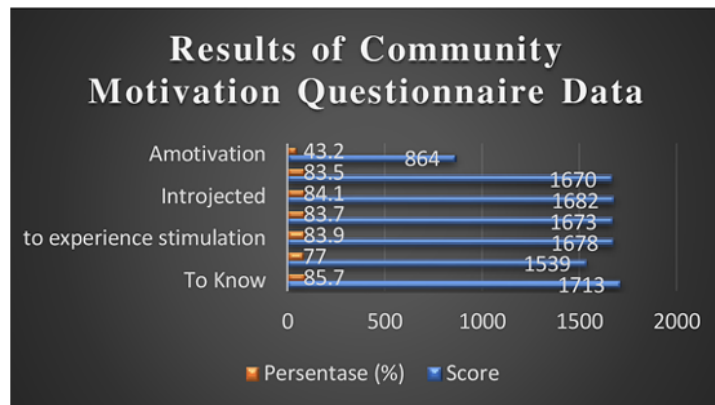


Figure 1. Graphic Results of Community Motivation Questionnaire Data

Since most of the respondents' answers stated that to know is one of the main reasons for wanting to know more about recreational sports, activities, or programs that are formed as a forum for sporting events, a prerequisite for action for the formation of collective community behavior to develop the sports culture, it is confirmed that many visitors who buy and participate in the September program can positively impact people who are motivated to do recreational sports. This aligns with the research of Gaffar et al. (2019), who states that achievement, learning and sociality, independent and personal development, and relaxation form outdoor activity motivation.

The most dominant factor was learning and sociality, while the least dominant was relaxation. Motivation was also proven to have a significant influence on activity preference. The research sample was 300 recreational skiers, with the results that the socio-motivation and skiing frequency affected the

participation level. At the same time, the push factors such as scenery, slope conditions, snow, course features, training, and costs are significant if the demographic background of the respondents is considered. The analytical test of Wang et al. (2020) used multiple linear regression. Both studies support that people's motivation to exercise will increase if done regularly, including participating in sports events.

The role of the community in developing sports tourism is vital, according to the research of Boonsiritomachai and Phonthanukitithaworn (2019) regarding the role of community participation in developing tourism with sports in a beach city. The research result states that the participation of local communities in tourism development by supporting sporting events in Bangsoen-Chonburi, a tourist destination coastal city in Thailand, encourages tourism with sporting events as well as its facilities, namely field and

facilities, instructor, sports guide, and assistance for several sports activities such as include bike, running, yoga, fun archery, martial arts, and so on. Sports and tourism are currently becoming a trend with a particular niche market. From specific market segments, it is expected that the multiplier effect is dominant for other economic activities.

CONCLUSION

Intrinsic factors and extrinsic factors can influence community motivation in doing sports activities. The results of our study indicate that the community's motivation for recreational sports through the Sportember program in the North Bandung area has a percentage of 77%, so it can be concluded that the motivation of the community towards recreational sports through the Sportember program in North Bandung is high. The challenge faced in maintaining people's motivation to do sports, especially recreational sports, is the support of stakeholders to provide recreational and sports facilities to increase intrinsic and socio-motivational factors, which ultimately have implications for public health. Furthermore, community participation in recreational sports impacts tourism development with sports events.

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