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Community Participation in Sports after the Tour de Singkarak Sports Event in Kerinci Regency

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Abstract

Tour de Singkarak (TdS) is an international cycling event held by the West Sumatra government since 2009. The problem of this study was that the significance of the effect or impact of the Tour de Singkarak (TdS) in increasing the participation rate of people in sports in Kerinci Regency was not yet known. The authors used a quantitative method to reveal research findings in this study. The cross-sectional design was used to collect data. Participants of this study were 509 people spread over 18 sub-districts in Kerinci Regency. The data were analyzed using SPSS software. The results showed that the Tour de Singkarak (TdS) bicycle racing event increased the community sports participation rate in Kerinci Regency by 65%. It indicates that the Tour de Singkarak (TdS) bicycle racing event effectively increases community sports participation rates, especially in Kerinci Regency. Therefore, future sporting events must be carried out continuously to maintain community participation in sports. The high participation of people in sports in an area will bring many benefits to that area.

INTRODUCTION

The government attention and interest in using sporting events to enhance international status and reputation through soft power integrated with holding major sporting events have grown significantly over the last few decades (Grix & Brannagan, 2016). The government objectives for major sporting events vary greatly. The benefits of soft power from sporting events may be limited in the ongoing vortex of international politics. As a result, major sporting events will have value in nation-building (Hong, 2011; Koch, 2013).

In the local context, the Indonesian government has also come to understand the significance of sporting events in improving global politics, enhancing the perception of cities and nations, increasing travel possibilities, and attracting foreign investment to Indonesia. It is reflected in Indonesia government ambitions to host significant sporting events, such as the World Cup U-20 2023, the 2022 Mandalika Moto GP, the 2032 Summer Olympics, and the FIFA World Cup 2034 plan (Daya et al., 2022).

From a historical perspective, Indonesia has successfully hosted significant sporting events several times, including the 1962 Asian Games IV, which served as a symbol of Indonesia presence on the international political stage and resistance to western hegemony at the time (Ma'mun, 2019). In addition, Indonesia should be happy to host the 2018 Asian Games again. Notwithstanding the polarization of society at the time of the presidential election, Indonesia should be proud of the execution and accomplishments at the 2018 Asian Games (Daya et al., 2022).

Aside from impacting a country international politics, major sporting events also have other significant impacts on the host country, including economic impacts (Dwyer et al., 2008; Gibson et al., 2005; Perić, 2018; Preuss, 2005), social impacts (Baldock et al., 2011; Hover et al., 2016; Liu, 2016; Máté, 2018), infrastructure impacts (Azzali, 2019; Derman, 2019; Idrees et al., 2021; Pereira, 2018; Preuss, 2006), and also the impact on sport participation in the host country (Chalip et al., 2017; Kokolakis & Lera-Lopez, 2020; Mölénberg et al., 2020; Ramchandani et al., 2019; Veal et al., 2019).

Based on the description above, enhanced sport participation has been proposed as one of the significant

benefits of organizing sporting events (Chalip et al., 2017). For example, building on sport participation was an explicit promise in the 2012 London Olympics bid (Girginov & Hills, 2009) and Beijing Olympic 2008 (Jinxia & Mangan, 2008). In addition, increased sports participation has also been proposed as a planning feature for the Toronto Pan American Games (Misener et al., 2010). Sports participation has also been a significant concern for Brazil as the host of major events (Reis et al., 2014). The hope is that major sporting events inspire those watching to imitate the athletes they see, at least to get involved in sporting activities after the event.

Seeing that sporting events continue to be developed and disseminated and increasing sport participation is still being claimed as a benefit of these sporting events, the concern is how to identify and utilize these sporting events to build participation (Chalip et al., 2017). Major sporting events, such as the Olympic Games, can be used to build participation, but only if there is a concerted effort to do so (Girginov & Hills, 2009). These experts argue that (1) sporting events must be used to build the capacity of sports organizers; (2) the community must participate in planning and implementing programs to take advantage of these sporting events; (3) there must be procedures for sports organizers to build participation using sporting events.

In the local sporting event context, the Tour de Singkarak (TdS) is one of the international cycling events held by the Provincial Government of West Sumatra since 2009. Cycling has long been known in Indonesia; even the first cycling competition in Asia was held in Indonesia through the Tour de Java in 1958 (Susanti et al., 2017). The Tour de Singkarak (TdS) was inspired by bicycle racing events held by many countries in the world, one of which was held in Europe, namely the Tour de France, which has been held for over a century (Suci & Indra Pahlawan, 2015). In its implementation starting from 2009 until the last 2019, the Tour de Singkarak (TdS) always received extraordinary interest, both from the Tour de Singkarak (TdS) participants and the people of West Sumatra in particular. It can be seen from the increasing number of international and national participants and the increasing number of prizes contested by racers in the Tour de Singkarak (TdS) yearly (Daya et al., 2022).

This research is essential to do, because, based on

data from the Central Statistics Agency, 19.78% of people in Kerinci Regency have health complaints, which is still above the Jambi province average (16.83%). In addition, the number of public expenditures for health is also still above the Jambi Province average (BPS, 2021). Of course, looking for solutions and strategies to overcome the problems is necessary. Considering positive impacts of sports, including improving public health, avoiding diseases due to lack of movement, and reducing the risk of obesity, the Kerinci Regency Government does not yet have data on the level of sport participation of the community. Besides that, one of the sport promotion strategies that the Kerinci district government has carried out is holding the Tour de Singkarak (TdS) bicycle race event. Effects of TdS on promoting sports in Kerinci Regency also cannot be determined. Usually, research focuses on economic impacts, such as those carried out by (Dwyer et al., 2008; Perić, 2018), social impacts (Balduck et al., 2011; Máté, 2018), environmental impacts (Guizhen et al., 2020), and cultural impacts (Malchrowicz-Moško & Poczta, 2018). For this reason, the researchers were aimed at revealing data related to the sports participation level in the Kerinci district community after the government promoted sports through the Tour de Singkarak (TdS) event.

Based on Law No. 11 of 2022, Community Sports are sports carried out by the community based on hobbies and abilities that grow and develop according to the conditions and cultural values of the local community, which are carried out continuously for health, fitness, and joy. Community sports have low intensity and are cheap financially. Community sports are held locally in urban and suburban areas. Activities are usually not high-level or competitive. The above aspects make community sport settings suitable for meeting like-minded people in a safe and accessible way and potentially a powerful tool for reaching out to socially disadvantaged groups (Van Der Veken et al., 2020).

Community sports have found a place on global and local social policy agendas. It is increasingly being integrated into community development strategies to contribute to reconciliation, especially in the developing world or divided societies. Moreover, it also contributes to the peace and pursuit of the Millennium Development Goals (MDGs) (Van Der Veken et al., 2020). Increasing public interest in sports requires spe-

cific strategies (one of which is through sporting events) and collaboration of different sectors, starting from the government, private sector, community, academia, and society (Arisma et al., 2020). This is evidenced by the US government success in increasing public interest in sports through various types of sports promotion to the public (Parks et al., 2003). The American government succeeded in reducing the level of obesity rates that occurred over the last ten years.

Based on the literature above, the main objective of this article was to reveal the influence or impact of the 2019 Tour de Singkarak (TdS) cycling event on community sport participation in Kerinci Regency. It also examined the concept of the model for organizing sporting events for increasing the community sport participation in the area where the event is held.

METHODS

The method used in this research was the quantitative method. Quantitative research allows researchers to collect numerical data through statistical analysis of samples using predetermined instruments (John W. Creswell, 2012). In quantitative research, the researchers identify a research problem based on trends in the field or on the need to explain why something occurs. Furthermore, John W. Creswell (2012) states the main characteristics of quantitative research are describing a research problem through a description of trends or a need for an explanation of the relationship among variables, collecting numeric data from a large number of people using instruments with preset questions and responses, analyzing trends, comparing groups or relating variables using statistical analysis, and interpreting results by comparing them with prior predictions and previous research.

Participants

To obtain research information on trends in the community sport participation in Kerinci Regency, the researchers distributed open survey questionnaires to community participants in Kerinci Regency. In this study, the sampling technique used was the purposive sampling. Samples of this study were 509 people spread across 18 sub-districts in Kerinci Regency, representing 115,826 people in Kerinci Regency aged 16-40 years. The selected participants were youth aged 16-30 by Youth Law no. 40 of 2009. To obtain information relat-

ed to community sport participations, researchers used a questionnaire to measure community sport participation rates (APMO). The APMO questionnaire is an instrument developed by the West Java Youth and Sports Agency to measure the participation rate of Indonesian sport communities (Arisma et al., 2020). Data collection techniques were carried out by distributing questionnaires to all participants, who completed each questionnaire independently.

Data Analysis

This study used a cross-sectional survey design. Survey research design is a quantitative research procedure carried out to obtain a description of the attitudes, behaviors, and characteristics of the population obtained through samples in the population. In a cross-sectional survey design, the researcher collects data at one point in time. A cross-sectional study can examine current attitudes, beliefs, opinions, or practices. Attitudes, beliefs, and opinions are ways in which individuals think about issues, whereas practices are their actual behaviors (John W. Creswell, 2012). A cross-sectional survey collects information from a sample that has been drawn from a predetermined population. The information is collected at just one point in time (Fraenkel et al., 2009). Data analysis of this study employed SPSS software.

RESULT

The Tour de Singkarak (TdS) sporting event changed the pattern of the Kerinci people's sport routines. Those, who used to be exercising once a week, routinely exercise three times a week. Those, who did not have cycling as a hobby, now have cycling as the hobby and have given rise to many bicycle communities in Kerinci Regency. The results of data analysis based on the Sport Community Participation Questionnaire (APMO) showed that the sport community participation rate of the people of Kerinci Regency was 65%, for those who did sport activities. In comparison, 35% of the people did not do sports. The details can be seen in Figure 1.

For the sports chosen by the community to carry out sport activities, various types of sports were found. The sports included football 33%, badminton 20%, volleyball 14%, jogging 9%, cycling 6%, martial arts 5%, futsal 5%, walking 3%, swimming 2%, aerobic gym-

nastics 2%, and other sports 1%. The details can be seen in Figure 2.

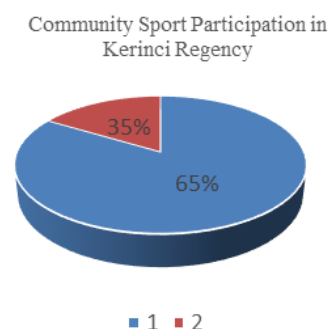


Figure 1. Community Participation in Sport in Kerinci

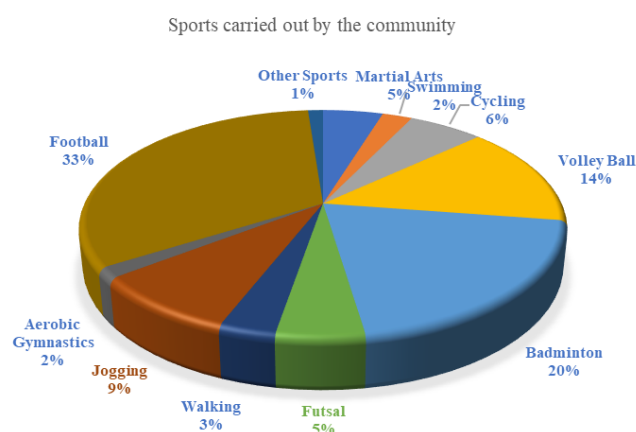


Figure 2. Sports Carried Out by Community in Kerinci

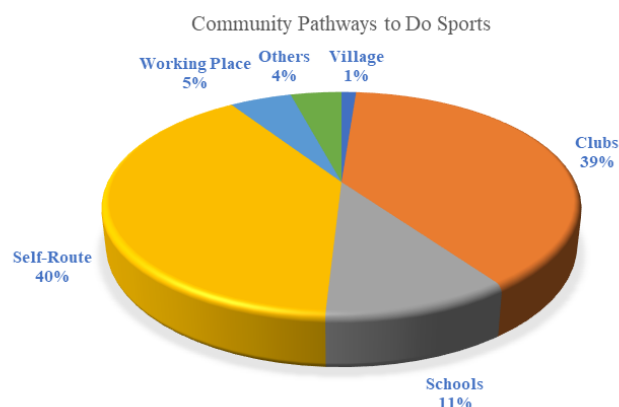


Figure 3. The path of the community in doing sports in Kerinci

Meanwhile, the sport route used by the people in Kerinci Regency varied widely. Around 40% of the

people chose their own sport route, 39% of people chose to exercise through the club route, 11% of the community exercised through the school route, 5% of the people exercised through the workplace route, 1% of the people exercised through the village route, and 4% of the people chose to exercise through other routes. The details can be seen in Figure 3.

DISCUSSION

Based on the data analysis carried out, 65 % of the people of Kerinci Regency did sport activities regularly. In terms of benefits, exercise can provide direct and indirect benefits to people who do it. Direct benefits of exercising include health, pleasure, and physical fitness. Health refers to both physical and mental health. Exercise nourishes heart and blood vessels and increases fitness and physical endurance. Less active people are at a higher risk of various diseases than active people. A sedentary lifestyle, especially sitting and watching television for a long time, increases the risk of chronic diseases (Patterson et al., 2018). Recent studies have also found that people who were inactive for at least two years before the pandemic were more vulnerable to undergoing intensive care due to Covid-19 compared to other modifiable risk factors, such as smoking, obesity, or hypertension; physical inactivity was the most potent risk factor among others (Sallis et al., 2021).

Organizing elite sporting events, explicitly targeting sport participation, can increase sport participations among citizens (Mölenberg et al., 2020). Teare & Taks (2021) state that studies looking at the potential impact of sporting events on sports participation tend to be cross-sectional and primarily investigate the adult population or the population as a whole. These studies also tend to look at events based on significant audiences. This scoping review has provided crucial insights to the research agenda for sport management scholars related to sport participation from sporting events to inform the sport policy, event planners, and organizations. While many studies have examined the impact of sporting events on the youth population, future investigations should be carried out, with this youth population, to understand the role of youth-related events better. In addition, and especially relevant for sport management practitioners, the event should also be considered as an effective way to increase sport participations through the events (Teare & Taks, 2021).

This is in line with the research conducted by Kokolakis & Lera-Lopez (2020) showing that 336,000 individuals increased their participation frequency after the 2012 London Olympics, while the number of new participants in these sports did not experience a significant increase. As we expand our analysis for sport types, London 2012 is positively associated with the participation frequency in some sports and the increasing number of new sport participants (Kokolakis & Lera-Lopez, 2020). Australian Olympic Committee (AOC) Chief Executive Officer Matt Carroll states that Athletes are at the heart of the Olympic Movement, at the heart of the Games. They are role models who inspire millions (Carroll, 2018) to participate in sports and reflect the ideals of the Olympics. Australia's latest national sport plan states that governments must seek tangible benefits from investing in attracting and hosting major international sporting events (Veal et al., 2019). Expected impacts include tourism, economy, jobs, infrastructure, gender equality, strengthened communities, diplomacy, and participations. The latter is achieved, it is claimed, by creating role models who motivate and inspire both children and adults to be active and to exercise (Veal et al., 2019).

Nordhagen (2021) research findings showed that event organizations, sports organizations, and non-sporting organizations formed alliances to leverage the 2016 Youth Olympic Games (YOG) for sport participation with intervention programs and new infrastructure as the two main strategies. The legacy of sport participation from the 2016 Youth Olympic Games (YOG) was limited by the lack of long-term strategy and limited resources available after the Olympics. Other research revealed that post-sport event intention became a significant positive predictor of participation. These results also suggested that exposure to leveraging initiatives could increase participation in new sports. In particular, the vouchers stimulated low-intent and high-intention audience participation to participate in post-events. The results provided support for the use of leverage tactics as a mean of stimulating sport participation in the context of organizing new sporting events (Potwarka et al., 2020).

Based on the research findings and discussions conducted, organizing sporting events can be a catalyst for increasing sport participation in the community hosting the event. Furthermore, Chalip et al. (2017) cre-

ated a framework model to increase community sport participations through sporting events as shown in Figure 1.

CONCLUSION

Based on the research findings and discussion, as well as support from various theoretical perspectives from previous studies, major sporting events can influence and have impacts on increasing the sport participation of the surrounding community. Therefore, sporting events can be a strategy taken by the government to reduce the number of people who do not want to exercise, which causes many cases of disease caused by a sedentary lifestyle. Furthermore, more research on the role of small and medium sporting events is needed, both on participants and spectators, in increasing sport participations in society. For further research, it is hoped that the researchers will be able to reveal the impact of sporting events on other sectors, such as the environment, politics, socio-economics, and the level of community satisfaction with the events being carried out. Next research can also be carried out on the effectiveness of the community sport framework.

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CONFLICT OF INTEREST

The authors declared no conflict of interest.

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