

**EVALUASI KEBIJAKAN PENGEMBANGAN WISATA OLAHRAGA DI
KABUPATEN SUMEDANG: SEBUAH PENERAPAN *LOGIC MODEL*
DISERTASI**

Diajukan untuk Memenuhi Sebagian Syarat Mendapatkan Gelar Doktor pada
Program Studi Pendidikan Olahraga



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**PROGRAM STUDI PENDIDIKAN OLAHRAGA
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
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Evaluasi Kebijakan Pengembangan Wisata Olahraga di Kabupaten Sumedang: Sebuah Penerapan *Logic Model*

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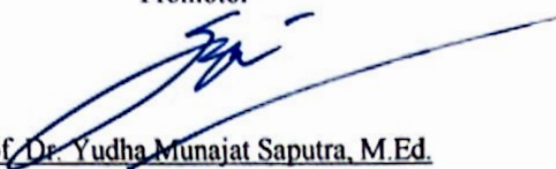
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KABUPATEN SUMEDANG: SEBUAH PENERAPAN *LOGIC MODEL***

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Penelitian ini berjudul **EVALUASI KEBIJAKAN PENGEMBANGAN WISATA OLAHRAGA DI KABUPATEN SUMEDANG: SEBUAH PENERAPAN LOGIC MODEL**. Penelitian ini bertujuan menilai kebijakan pengembangan wisata olahraga di Sumedang terhadap peningkatan sosial, budaya dan ekonomi di kabupaten Sumedang. Berbagai sumber penulis cari dan kumpulkan untuk dapat mendukung konsep dalam penelitian yang akan dilaksanakan.

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ABSTRAK

EVALUASI KEBIJAKAN PENGEMBANGAN WISATA OLAHRAGA DI KABUPATEN SUMEDANG: SEBUAH PENERAPAN *LOGIC MODEL*

RIZAL AHMAD FAUZI, YUDHA MUNAJAT SAPUTRA,
AMUNG MA'MUN, NURYADI

Pengembangan wisata olahraga di Kabupaten Sumedang masih menghadapi sejumlah kendala. Ketidaksinambungan antara perencanaan dan implementasi kebijakan, minimnya kolaborasi antar pemangku kepentingan, dan kurangnya optimalisasi potensi lokal menghambat pertumbuhan sektor ini. Selain itu, keterbatasan infrastruktur dan fasilitas pendukung, serta promosi yang belum masif turut menjadi tantangan. Sebenarnya, dengan potensi alam dan budaya yang dimiliki, wisata olahraga dapat memberikan kontribusi signifikan terhadap perekonomian daerah dan kesejahteraan Masyarakat. Tujuan dari penelitian ini secara umum adalah untuk mengkaji hasil evaluasi kebijakan pengembangan wisata olahraga dengan menggunakan *logic model*. Metode yang digunakan dalam mengkaji penelitian ini adalah metode kualitatif dengan desain penelitian evaluasi. Instrumen *logic model* (konteks, input, aktivitas, output, *outcome*, dan *impact*) digunakan untuk mempermudah proses penelitian. Hasil yang didapatkan dari penelitian ini menunjukkan bahwa, Kebijakan pengembangan wisata olahraga di Kabupaten Sumedang telah sukses menjadikan sektor ini pilar strategis pembangunan daerah. Dengan landasan RIPPARDA 2021–2025, Sumedang memanfaatkan potensi lokal untuk menyelenggarakan event nasional dan internasional, seperti *West Java Paragliding Championship*, yang meningkatkan ekonomi lokal, citra global, dan partisipasi masyarakat. Keberhasilan ini tercapai melalui kolaborasi antar-dinas, keterlibatan komunitas, dan pengelolaan sumber daya yang efektif. Dampaknya mencakup pertumbuhan ekonomi, peningkatan kualitas hidup, dan penguatan identitas daerah sebagai destinasi wisata olahraga unggulan. Sumedang kini berada pada jalur yang kuat untuk menjadi pionir wisata olahraga di Indonesia. Adapun rekomendasi dari penelitian ini adalah pemerintah daerah perlu menyusun regulasi yang jelas, meningkatkan koordinasi antar instansi, mengalokasikan anggaran yang cukup, dan melibatkan akademisi untuk mengembangkan wisata olahraga di Sumedang secara berkelanjutan.

Kata Kunci: Evaluasi, Kebijakan, Wisata Olahraga, *Logic Model*, Kabupaten Sumedang.

ABSTRACT

EVALUATION OF SPORTS TOURISM DEVELOPMENT POLICY IN SUMEDANG: AN IMPLEMENTATION OF THE LOGIC MODEL

**RIZAL AHMAD FAUZI, YUDHA MUNAJAT SAPUTRA,
AMUNG MA'MUN, NURYADI**

The development of sports tourism in Sumedang Regency still faces several challenges. The lack of alignment between policy planning and implementation, minimal collaboration among stakeholders, and underutilization of local potential hinder the growth of this sector. Additionally, limitations in infrastructure and supporting facilities, as well as insufficient promotional efforts, present further obstacles. Despite this, with its abundant natural and cultural potential, sports tourism has the potential to significantly contribute to the regional economy and community welfare.

The primary objective of this study is to evaluate the outcomes of sports tourism development policies using the logic model framework. The research employs a qualitative method with an evaluation research design. The logic model instrument (context, input, activity, output, outcome, and impact) was used to facilitate the research process. The results of this study indicate that the sports tourism development policy in Sumedang Regency has successfully positioned this sector as a strategic pillar of regional development. Guided by the RIPPANDA 2021–2025 framework, Sumedang has effectively utilized its local potential to host national and international events, such as the West Java Paragliding Championship, which have boosted the local economy, enhanced global recognition, and increased community participation.

This success has been achieved through cross-agency collaboration, community involvement, and efficient resource management. Its impacts include economic growth, improved quality of life, and strengthened regional identity as a leading sports tourism destination. Sumedang is now on a solid path to becoming a pioneer of sports tourism in Indonesia. The recommendations from this study are that the local government should develop clear regulations, improve inter-agency coordination, allocate sufficient budgets, and involve academics to sustainably develop sports tourism in Sumedang.

Keywords: Evaluation, Policy, Sport Tourism, Logic Model, Sumedang Regency.

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