

DAMPAK *EVENT* WISATA OLAHRAGA PARALAYANG TERHADAP
SOSIAL EKONOMI MASYARAKAT DAN PENDIDIKAN JASMANI DI
SEKOLAH



SKRIPSI

Diajukan untuk memenuhi sebagai memperoleh gelar sarjana Pendidikan
Guru Sekolah Dasar Pendidikan Jasmani

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KAMPUS UPI DI SUMEDANG
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2025

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laporan penelitian skripsi yang diajukan untuk memenuhi sebagian syarat
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Juli 2025

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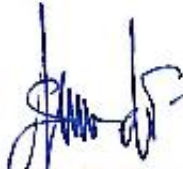
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ABSTRAK

DAMPAK *EVENT* WISATA OLAHRAGA PARALAYANG TERHADAP SOSIAL EKONOMI DAN PENDIDIKAN JASMANI DI SEKOLAH

Penelitian ini bertujuan untuk menganalisis dampak penyelenggaraan *event* wisata olahraga paralayang di Bukit Batudua, Sumedang, Jawa Barat, terhadap dua aspek utama: kondisi sosial ekonomi masyarakat sekitar dan implementasi Pendidikan Jasmani di sekolah. Penelitian ini menggunakan metode kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara mendalam dengan enam informan yang terdiri dari pelaku UMKM dan penyelenggara *event*, serta didukung studi literatur. Data yang terkumpul dianalisis menggunakan Analisis Tematik untuk mengidentifikasi pola dan temuan utama. Hasil penelitian menunjukkan bahwa dari sisi sosial ekonomi, *event* ini memberikan dampak positif yang signifikan. Dampak tersebut meliputi terciptanya peluang wirausaha baru bagi masyarakat lokal, peningkatan pariwisata daerah, serta penguatan identitas budaya melalui pengenalan simbol-simbol khas Sumedang secara lebih luas. Keberhasilan *event* ini juga berhasil meningkatkan reputasi Sumedang sebagai destinasi wisata olahraga unggulan. Sementara itu, pada aspek Pendidikan Jasmani, *event* ini berpotensi menjadi sumber pembelajaran kontekstual yang dapat memperkaya materi ajar dan praktik dalam Pendidikan Jasmani di sekolah-sekolah sekitar. Penelitian ini menyimpulkan bahwa peran aktif pemerintah dalam meningkatkan aksesibilitas, infrastruktur, dan konsolidasi komunitas menjadi faktor kunci untuk memaksimalkan dan menjaga keberlanjutan dampak positif tersebut, baik bagi ekonomi lokal maupun pengembangan pendidikan.

Kata Kunci: *event* olahraga, dampak sosial ekonomi, Pendidikan Jasmani, pariwisata, pengembangan daerah

ABSTRACT

THE IMPACT OF PARAGLIDING TOURISM EVENTS ON SOCIO-ECONOMIC AND PHYSICAL EDUCATION IN SCHOOLS

This study aims to analyze the impact of organizing paragliding sports tourism events in Bukit Batudua, Sumedang, West Java, on two main aspects: the socio-economic conditions of the surrounding community and the implementation of Physical Education in schools. This research uses qualitative method with case study design. The Data was collected through in-depth interviews with six informants consisting of MSME actors and event organizers, and supported by literature studies. The collected Data were analyzed using thematic analysis to identify key patterns and findings. The results showed that from the socio-economic side, this event had a significant positive impact. These impacts include the creation of new entrepreneurial opportunities for local communities, increased regional tourism, as well as strengthening cultural identity through the introduction of typical symbols of Sumedang more broadly. The success of this event also managed to improve the reputation of Sumedang as a leading sports tourism destination. Meanwhile, in the aspect of Physical Education, this event has the potential to be a source of contextual learning that can enrich teaching materials and practices in Physical Education in surrounding schools. The study concludes that the government's active role in improving accessibility, infrastructure, and community consolidation is a key factor to maximize and maintain the sustainability of these positive impacts, both for the local economy and educational development.

Keywords: sports events, socio-economic impact, Physical Education, Tourism, Regional Development

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DAFTAR SINGKATAN

ABCGM	<i>Academy, business government community and Media</i>
SWOT	<i>Strengths, Weaknesses, Opportunities</i>
CBT	<i>Community-Based Tourism</i>
DISPARBUDPORA	Dinas pariwisata kebudayaan dan pemuda olahraga
FAI	<i>Fédération Aéronautique Internationale</i>
RIFARDA	Rencana induk pengembangan pariwisata daerah
UMKM	Usaha mikro kecil dan menengah

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