

ABSTRAK

Slamet Nurpratama, 0900946, Pengaruh *New Media Sport Marketing Terhadap Sport Decision* di Palayangan Adventure Rafting River (Survei Pada Partisipan di Palayangan Adventure Rafting River). Di bawah bimbingan Rini Andari, S.Pd.,SE.,Par.,MM, dan Oce Ridwanudin., SE., MM.

Palayangan Adventure Rafting River merupakan salah satu destinasi wisata bergerak di bidang wisata olahraga khususnya arung jeram di Kabupaten Bandung. Jumlah kunjungan di Palayangan Adventure Rafting River mengalami penurunan pada tahun 2014. Oleh karena itu Palayangan Adventure Rafting River menerapkan strategi *new media sport marketing* yang terdiri dari *customisation, modularity, sticky branding, dan networked communication*. Tujuan penelitian ini adalah untuk memperoleh temuan mengenai sejauh mana program *new media sport marketing, sport decision, pengaruh new media sport marketing terhadap sport decision* di Palayangan Adventure Rafting River. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 partisipan dengan teknik penarikan sampel yang digunakan yaitu *simple random sampling*. Teknik analisis data yang digunakan yaitu *path analysis*. Variabel *independent* dalam penelitian ini yaitu *customisation* (X_1), *modularity* (X_2), *sticky branding* (X_3), dan *networked communication* (X_4) sedangkan variabel *dependent* yaitu *sport decision* (Y) yang terdiri dari *physical surroundings, social surroundings, time, reason for participation* dan *antecedent states*.

Kata Kunci: *New media sport marketing, sport decision*

ABSTRACT

Slamet Nurpratama, 0900946, Pengaruh New Media Sport Marketing Terhadap Sport Decision di Palayangan Adventure Rafting River (Survei Pada Partisipan di Palayangan Adventure Rafting River). *Under the guidance of Rini Andari, S.Pd.,SE.,Par.,MM, dan Oce Ridwanudin., SE., MM.*

Palayangan Adventure Rafting River is one of the tourist destinations concentrated in rafting located in Bandung regency in Bandung. The number of visits in Palayangan Adventure Rafting River decreased in 2014. Therefore, the management of Palayangan Adventure Rafting River do the new media sport marketing strategy consisting of communication, modularity, sticky branding, and networked communication. The purpose of this research was to obtain the findings regarding the extent to which the program's new media sport marketing, sport decision and how new media sport marketing strategy influences of sport decision in Palayangan Adventure Rafting River. The type of research used are descriptive and verifikatif with methods used is explanatory survey. The sample in this study as many as 100 partisipan with sample withdrawal technique used is simple random sampling. Technique of data analysis used is path analysis. The independent variable in this study are customitation (X_1), modularity (X_2), sticky branding (X_3), dan networked communication (X_4) a dependent variable used is sport decision (Y) are physical surroundings, social surroundings, time, reason for participation dan antecedent states.

Keywords: New Media Sport Marekting, Sport Decision