

**WISATA OLAHRAGA DAN PEMBENTUKAN IDENTITAS
DALAM KOMUNITAS**

TESIS

diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar
Magister Pariwisata pada program studi Magister Pariwisata
Sekolah Pascasarjana Universitas Pendidikan Indonesia



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WISATA OLAHRAGA DAN PEMBENTUKAN IDENTITAS DALAM KOMUNITAS
(Studi kasus terhadap komunitas goes UPI Kampus Sumedang)

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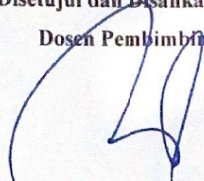
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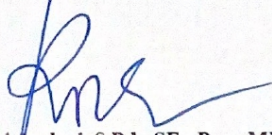
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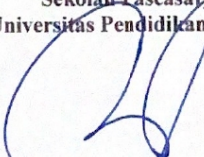
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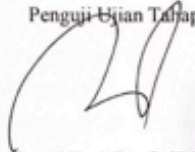
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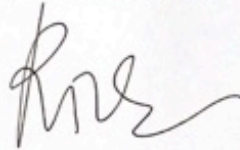
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HALAMAN PERNYATAAN

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ABSTRAK

Rais Iqbal Rabiul Awal (2013024) WISATA OLAHRAGA DAN PEMBENTUKAN IDENTITAS DALAM KOMUNITAS (SUDI KASUS: KOMUNITAS GOES UPI KAMPUS SUMEDANG).

Pembentukan identitas dalam komunitas mencakup (1). Keterlibatan praktisi individu di dalam komunitas (2). Solidaritas (3) Bentuk Ekspresi (4) Silaturahmi (5) Motivasi (6) Kecerdasan emosional dan (7) Berpikir reflektif. Komunitas Goes UPI Kampus Sumedang (KASUS) mencakup ke 7 element tersebut yang mana membangun karakteristik identitas dari motivasi anggota-anggotanya. Tujuan dari penelitian ini diantaranya (1) untuk memahami pembentukan identitas komunitas melalui wisata olahraga (2) untuk memahami keterkaitan identitas komunitas dengan identitas individu melalui wisata olahraga (3) untuk mengetahui kontribusi komunitas KASUS dalam wisata olahraga khususnya pariwisata Kabupaten Sumedang. Alasan peneliti mengambil penelitian ini untuk melihat wisata olahraga mempunyai peran aktif dalam pembentukan identitas secara komunitas maupun individu. Praktik lapangan peneliti menerapkan metode kualitatif dengan strategi penelitian studi kasus dengan pendekatan fenomenologi. Pembentukan identitas menjadi sesuatu yang melekat terhadap citra komunitas terlihat pada hal sentral yang berada pada aspek latar belakang praktisi anggotanya karena berpengaruh terhadap pembangunan karakteristik identitas. Latar belakang anggota yang memiliki jiwa olahraga tinggi berpengaruh terhadap intensitas jadwal goes yang sering dalam seminggunya tentu hal tersebut berdampak pada sesama anggota yang menimbulkan banyak manfaat bagi individu seperti kesehatan mental dan fisik. Hadirnya komunitas goes menimbulkan kolaborasi dengan sesama komunitas goes untuk membuat sebuah event atau sekedar goes bareng, oleh karena itu tercipta sebuah relasi social yang luas untuk menjaga tali silaturahmi berguna bagi komunitas maupun praktisi individu. Kemampuan berpikir individu khususnya aspek kognitif untuk berpikir secara rasional, logis serta cerdas dalam mengontrol emosi mampu mendorong komunitas untuk tetap membangun citra identitas yang baik untuk jangka panjang sehingga terbentuk identitas komunitas yang bermakna. Adapun beberapa hambatan yang peneliti rasakan dalam penyusunan tesis ini, meliputi (1) Kurangnya dana untuk berkontribusi lebih jauh dalam komunitas (2) Pembentukan identitas dalam komunitas bersifat kompleks (3) Perspektif anggota dari komunitas berbeda. Upaya yang dilakukan oleh peneliti terhadap permasalahan tersebut, diantaranya (1) Tetap bersinergi dengan berbagai pihak agar dapat berkontribusi pada komunitas (2) Lebih detail dalam menganalisis temuan di lapangan (3) Menyatukan perspektif berbeda menjadi sebuah mind map yang saling berkaitan.

Kata Kunci: Wisata olahraga, Identitas Komunitas, Identitas Individu, Goes Sepeda

ABSTRACT

SPORTS TOURISM AND FORMATION OF IDENTITY IN THE COMMUNITY (CASE STUDY: COMMUNITY GOES UPI SUMEDANG CAMPUS).

The formation of identity in the community includes (1). Involvement of individual practitioners in the community (2). Solidarity (3) Forms of Expression (4) Gathering (5) Motivation (6) Emotional intelligence and (7) Reflective thinking. The Sumedang Campus UPI Goes Community (KASUS) includes these 7 elements which build the identity characteristics of the motivation of its members. The primary objective of this research is to examine how sports tourism can play a role in the development of a sense of shared identity among participants. (2) Using sports tourism as a lens into the interplay between local and personal identity. Third, we want to learn how the CASE community—and specifically the Sumedang Regency—has impacted the sports tourism industry. The purpose of this study was to determine whether or not sports tourism plays a significant role in the development of collective and personal identities. Researchers typically use a phenomenological, case study research strategy when implementing qualitative methods in practice. The formation of identity becomes something that is attached to the image of the community seen in the central matter which is in the background aspects of the members' practitioners because it influences the development of identity characteristics. The background of the members who have a high sporting spirit influences the intensity of the schedule goes which often occurs in a week, of course this has an impact on fellow members which creates many benefits for individuals such as mental and physical health. The presence of the goes community creates collaboration with fellow goes communities to create an event or just goes together, therefore creating a broad social relationship to maintain friendly ties that are useful for the community and individual practitioners. The ability to think individually, especially the cognitive aspect to think rationally, logically and intelligently in controlling emotions is able to encourage the community to continue to build a good identity image for the long term so that a meaningful community identity is formed. As for some of the obstacles that researchers feel in the preparation of this thesis, include (1) Lack of funds to contribute further in the community (2) The formation of identity in the community is complex (3) The perspective of members from different communities. Efforts made by researchers on this problem include (1) Staying in synergy with various parties so that they can contribute to the community (2) More detail in analyzing findings in the field (3) Uniting different perspectives into an interrelated mind map.

Keywords: Sports tourism, Community Identity, Individual Identity, Cycling

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